



UNIVERSITY OF CALICUT

Abstract

Bachelor of Multimedia Communication Programme - Scheme and Syllabus- corrections effected - under Choice Based Credit Semester System (CUCBCSS)) - approved - implemented - with effect from 2014 admission onwards - orders issued

G & A - IV - B

U.O.No. 9065/2014/Admn

Dated, Calicut University.P.O, 18.09.2014

- Read:-*1. U.O. No. 3797/2013/CU, dated 07.09.2013 (CBCSS UG Modified Regulations (File.ref.no. 13752/GA IV J SO/2013/CU).
2. U.O No. 5180/2014/Admn dated 29-05-2014 (CBCSS UG Revised Regulations) (File.ref.no. 13752/GA IV J SO/2013/CU).
3. Clause 4.5 of the revised Regulations of Choice Based Credit Semester System (CUCBCSS) UG implemented with effect from 2014 admission.
4. U.O No. 5772/2014/Admn dated 17.06.2014
5. U.O Note No. 9499/EX-I-ASST-3/2014/PB dated 21-07-2014 from EX-I
6. Letter dated 01-09-2014 from the Chairman, Board of Studies in Multimedia
7. Orders of Registrar in file of even No. dated 02-09-2014

ORDER

Vide paper read first above, the Modified Regulations of Choice Based Credit Semester System for UG Curriculum with effect from 2014 was implemented under the University of Calicut.

Vide paper read second above, the Revised UG Regulations for Choice Based Credit Semester System (CUCBCSS) has been implemented with effect from 2014 admission for all UG programmes in the University of Calicut.

Vide paper read third above, the Multimedia Programme has been included in group 3 of the subjects which comes under the Language Reduced Pattern (LRP/Alternative pattern)

Vide paper read fourth above, the following was implemented:

1. The Scheme and syllabus of Bachelor of Multimedia Communication Programme (BMMC) as per the revised CUCBCSS regulations with effect from 2014 onwards.
2. The Bachelor of Multimedia Communication Programme will follow the Language Reduced Pattern (LRP/Alternative pattern) with effect from 2014 admission onwards.

Vide paper read fifth above, Pareeksha Bhavan has informed that the pattern of question papers

or model question papers are not provided with the syllabus of BMMC.

Vide paper read sixth above, the Chairman has forwarded the syllabus of BMMC after effecting corrections. The pattern and model of question papers of each semester for core and complementary courses are included in the corrected syllabus. Two courses- 1) Fundamentals of Web Designing and 2) Introduction to Motion Graphics which were missed while forwarding the previous syllabus are also included in the corrected syllabus in IV sem and VI sem respectively. The Complementary courses offered by the Multimedia Board for various other UG Programmes are also included in the corrected syllabus.

Vide paper read seventh above, Registrar has approved the clarifications offered by the Chairman.

Sanction has therefore been accorded to implement the scheme and syllabus of Bachelor of Multimedia Communication Programme (BMMC) after effecting corrections under the revised CUCBCSS regulations with effect from 2014 onwards. The Bachelor of Multimedia Communication Programme will follow the Language Reduced Pattern (LRP/Alternative pattern) with effect from 2014 admission onwards.

Orders are issued accordingly.

The UO read fourth stands modified to this extent.

The syllabus is uploaded in the website.

Lalitha K.P
Assistant Registrar

To

The Principals of all affiliated Colleges offering Bachelor of Multimedia Communication Programme.

Copy to:

CE/ Ex Section/ EG Section/ DR and AR BA Branch/ EX IV/ Tabulation

Section/Director, SDE/ System Administrator with a request to upload the Syllabus in the University website/ GA I F Section/ Library/ SF/ FC/DF

Forwarded / By Order

Section Officer

SYLLABUS 2014 ADMISSION ONWARDS

BY UNIVERSITY OF CALICUT

FOR

**BACHELOR OF MULTIMEDIA AND
COMMUNICATION
(BMMC)**

UNDER THE FACULTY OF JOURNALISM



BOARD OF STUDIES IN MULTIMEDIA

(UNIVERSITY OF CALICUT)

Thenhipalam, Calicut University P.O.

KERALA, 673 635

INDIA.

JUNE 2014

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BACHELOR OF MULTIMEDIA COMMUNICATION REGULATION AND SYLLABI

(RESTRUCTURED FOR CUCBCSS UG, 2014 ONWARD)

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 programme in multimedia communication under the Choice Based Credit and Semester System (CBCSS UG) being introduced by the University of Calicut from 2013-'14 academic year.

2. Objective

The restructured undergraduate programme called as Bachelor of Multimedia Communication (BMMC) 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 Programme 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 BMMC 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 10 of the Regulations of the CBCSS (UG) approved by the University will be applicable.

General Courses I, II & III are Numerical Skill, General Informatics and Entrepreneurship respectively. General Course IV shall be designed by the concerned group of Boards.

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

1. **Computer Science, Electronics, Multimedia, and Instrumentation.**

4.4 Grading of Successful Candidates

The Regulations of the CBCSS (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 CBCSS (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 BMMC programme which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University CBCSS (UG) will be applicable.

5. Courses of Study and Scheme of Examinations

The BMMC 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

BACHELOR OF MULTIMEDIA COMMUNICATION (BMMC) SYLLABUS (CORE, COMPLEMENTARY AND OPEN COURSE)

PART- II

COMPLEMENTARY COURSES OFFERD BY MULTIMEDIA BOARD FOR VARIOUS OTHER UG PROGRAMMES

PART- I

BACHELOR OF MULTIMEDIA COMMUNICATION (BMMC) SYLLABUS (CORE, COMPLEMENTARY AND OPEN COURSE)

CREDIT AND MARK DISTRIBUTION IN EACH SEMESTERS-
Total-120 Credits, Total Marks 3600

<i>Semester</i>	<i>Course</i>	<i>Credit</i>	<i>Marks</i>
Semester	Common course: English	4	100
	Common course: English	3	100
	Common course: Additional Language	4	100

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I	Core Course 1: Introduction to Communication	3	100
	Complementary course 1: Introduction to Computer	3	100
	Complementary course 2: Media Laws and Ethics	3	100
	Total	20	600
Semester II	Common course: English	4	100
	Common course: English	3	100
	Common course: Additional Language	4	100
	Core Course 2: Creativity and Design Skills	3	100
	Complementary course 3: Fundamentals of Multimedia	3	100
	Complementary course 4: Introduction to Cinema	3	100
Total	20	600	
Semester III	General Course 1	4	100
	General Course 2	4	100
	Core Course 3: Media Publishing	3	100
	Core Course 4: Computer Graphics	3	100
	Complementary course 5: Digital Photography	3	100
	Complementary course 6: Design and pagination	3	100
Total	20	600	
Semester IV	General Course 3	4	100
	General Course 4	4	100
	Core Course 5: Scripting for Media	4	100
	Core Course 6: Introduction to Videography	3	100
	Core Course 7: Fundamentals of Web Designing	3	100
	Complementary course 7: Multimedia Journalism and E-Content Development	3	100
	Complementary course 8: Advertising	3	100
Total	24	700	
Semester V	Core Course 8: Techniques of Post Production – Visual Editing	3	100
	Core Course 9: Techniques of Post Production –Sound Recording, Editing and Mastering	4	100
	Core Course 10: Introduction to 3D Modeling and Texturing	4	100
	Core Course 11: Advanced Web Designing	3	100
	Core Course 12: Audio & Video Editing Project	2	50
	Open Course 1: Introduction to Multimedia	2	50
Total	18	500	
Semester VI	Core Course 13: Multimedia Designing & Authoring	3	100
	Core Course 14: Introduction to Motion Graphics	3	100
	Core Course 15: Television Production (Digital Media)	3	100
	Core Course 16: Advanced 3D Animation, Vfx and Compositing	3	100
	Core Course 17: Multimedia Project	3	100
Core Course 18: Web Site Project	3	100	

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	Total	18	600
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Semester I 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
		A01 Common Course	5	-			5	4	20
A02 Common Course	4	-	4	3	20	80	-	80	
A07 Common Course	4	-	4	4	20	80	-	80	
BMM1B01 Core Course 1	Introduction to Communication	5	-	5	3	20	80	-	80
BMM1C01 Complementary Course 1	Introduction to Computer	3	-	3	3	20	80	-	80
BMM1C02 Complementary Course 2	Media Laws and Ethics	4	-	4	3	20	80	-	80
	Total	25			20	600 Marks			

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		5	-	5	4	20	80	-	80
A04 Common Course		4	-	4	3	20	80	-	80
A08 Common Course		4	-	4	4	20	80	-	80
BMM2B02 Core Course 2	Creativity and Design Skills	4	-	4	3	20	80	-	80
BMM2C03 Complementary Course 3	Fundamentals of Multimedia	3	-	3	3	20	80	-	80
BMM2C04 Complementary Course 4	Introduction to Cinema	5	-	5	3	20	80	-	80
	Total	25			20	600 Marks			

Semester III Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week	Credit	Internal	Semester End Examination (External)
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		Theory	Lab/P	Total			Theory	Practical	Total
A11 General Course 1		4	-	4	4	20	80	-	80
A12 General Course 2		4	-	4	4	20	80	-	80
BMM3B03 Core Course 3	Media Publishing	3	1	4	3	20	60	20	80
BMM3B04 Core Course 4	Computer Graphics	3	2	5	3	20	60	20	80
BMM3C05 Complementary Course 5	Digital Photography	2	2	4	3	20	60	20	80
BMM3C06 Complementary Course 6	Design and pagination	3	1	4	3	20	60	20	80
	Total	25			20	600 MARKS			

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
A14 General Course 4		4	-	4	4	20	80		

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								-	80
BMM4B05 Core Course 5	Scripting for Media	3	-	3	4	20	80	-	80
BMM4B06 Core Course 6	Introduction to Videography	2	2	4	3	20	60	20	80
BMM4B07 Core Course 7	Fundamentals of Web Designing	2	2	4	3	20	60	20	80
BMM4C07 Complementary Course 7	Multimedia Journalism and E-Content Development.	2	1	3	3	20	60	20	80
BMM4C08 Complementary Course 8	Advertising	3	-	3	3	20	80	-	80
	Total	25			24	700 MARKS			

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
		BMM5B08 Core Course 8	Techniques of Post Production – Visual Editing	3			2	5	3
BMM5B09 Core Course 9	Techniques of Post Production –Sound	3	2	5	4	20	60	20	80

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	Recording, Editing and Mastering								
BMM5B10 Core Course 10	Introduction to 3D Modeling and Texturing	3	2	5	4	20	60	20	80
BMM5B11 Core Course 11	Advanced Web Designing	3	2	5	3	20	60	20	80
BMM5B12 Core Course 12	Audio & Video Editing Project	-	2	2	2	10 (Record)	40 (Project Evaluation 30 + Viva Voce 10)		
BMM5D01 Open Course 01	Introduction to Multimedia (For other Students)	3	-	3	2	10	40		
	Total	25			18		500 Marks		

Semester VI 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
		BMM6B13 Core Course 13	Multimedia Designing & Authoring	3			2	5	3
BMM6B14 Core Course 14	Introduction to Motion Graphics	3	2	5	3	20	60	20	80
BMM6B15 Core Course 15	Television Production (Digital Media)	2	2	4	3	20	60	20	80
BMM6B16 Core Course 16	Advanced 3D								

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	Animation, Vfx and Compositing	3	2	5	3	20	60	20	80
BMM6B17 Core Course 17	Multimedia Project	-	2	2	3	20 (Record)	80 (Project Evaluation 70 + Viva Voce 10)		
BMM6B18 Core Course 18	Web Site Project	-	2	2	3	20 (Record)	80(Project Evaluation 70 + Viva Voce 10)		
	Total	25			18	Total Marks- 600			

Credit and Mark distribution for LRP Programmes with practicals & two complementary courses:

Sem	Common Course		General	Core Course	Complementary Course		Open Course	Total
	English	Additional Language			I	II		

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		<i>e</i>												
I	4	3	4			3			3	3	20			
II	4	3	4			3			3	3	20			
III				4	4	3	3			3	3	20		
IV				4	4	3	4			3	3	21		
V						3	3	3	4	4	2		2	21
VI						3	3	3	3	4	2			18
Total	14 Credits (400 Marks)	8 Credits (200 Marks)	16 credits (400 Marks)	56 Credits (1750 Marks)			12 Credits (400 Marks)	12 credits (400 Marks)	2 Credits (50 Marks)		120			
	38 Credits (1000 Marks)			82 Credits (2600 Marks)						120				
										Total Marks	3600			

Mark distribution

Common: English	4 x 100	400	600
Additional: Mal/Hindi.....	2 x 100	200	
General	4 x 100	400	400
Core	17 x 100	1700	1750
Project		50	
Open		50	50
Complementary	8 x 100	800	800
Total Marks			3600

EVALUATION PATTERN OF CORE AND COMPLEMENTARY COURSES

THEORY COURSES

20 marks (internal) + 80 marks (external)

LAB/PRACTICAL LINKED COURSES

20 marks (internal) + 60 marks (external) + 20 marks (external practical/lab exam)

PROJECT EVALUATION

10 marks (internal) + 40 marks (external)

20 marks (internal) + 80 marks (external) (for BMM6B17 Multimedia Project and BMM6B18 Web Site Project)

List of Practical Papers (Lab)- Core

CODE	COURSE	SEMESTER
BMM3B03	Media Publishing	III
BMM3B04	Computer Graphics	III
BMM4B06	Introduction to Videography	IV
BMM4B07	Fundamentals of Web Designing	IV
BMM5B08	Techniques of Post Production – Visual Editing	V
BMM5B09	Techniques of Post Production –Sound Recording, Editing and Mastering	V
BMM5B10	Introduction to 3D Modeling and Texturing	V
BMM5B11	Advanced Web Designing	V
BMM5B12	Audio & Video Editing Project	V

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BMM6B13	Multimedia Designing & Authoring	VI
BMM6B14	Introduction to Motion Graphics	VI
BMM6B15	Television Production (Digital Media)	VI
BMM6B16	Advanced 3D Animation, Vfx and Compositing	VI
BMM6B17	Multimedia Project	VI
BMM6B18	Web Site Project	VI

List of Practical Papers (Lab)- Complementary

CODE	COURSE	SEMESTER
BMM3C05	Digital Photography	III
BMM3C06	Design and pagination	III
BMM4C07	Multimedia Journalism and E-Content Development.	IV

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

EVALUATION AND GRADING

Mark system is followed instead of direct grading for each question. For each course in the semester letter grade, grade point and % of marks are introduced in 7- point indirect grading system as per guidelines given in Annexure-1.

Course Evaluation:

The evaluation scheme for each course shall contain two parts

(1) Internal assessment (2) external evaluation

20% weight shall be given to the internal assessment. The remaining 80% weight shall be for the external evaluation.

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Internal Assessment:

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

The internal assessment shall be based on a predetermined transparent system involving written test, assignments, seminars and attendance in respect of theory courses and lab test/records/viva and 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-

Attendance 25 %, Assignment/ Seminar/Viva 25 % and Test paper 50%

For practical courses- Attendance 25 %, Record 50% and lab involvement 25 % as far as internal is concerned.

(If a fraction appears in internal marks, nearest whole number is to be taken)

Attendance of each course will be evaluated as below-

Above 90% attendance -	100% marks allotted for attendance
85 to 89%	80%
80 to 84 %	60%
76 to 79 %	40%
75 %	20%

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 HOD)

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Moderation: a) Moderation shall be awarded subject to a maximum of 5 % of external total marks to be awarded in Semester.

b) For a course concerned, the maximum of moderation awarded shall be limited to 10 % of the total marks to be awarded for the external course concerned.

c) If a student fails for a single course, this limit can be enhanced to 15 % of external in the course

d) However Board of examiners concerned, shall have the liberty to fix low percentage of marks for moderation subjected to the conditions mentioned in a), b) and c)

External Evaluation:

External evaluation carries 80 % of marks. External evaluation of Even (2, 4, 6) semesters will be conducted in centralized valuation camps immediately after the examination. Answer scripts of Odd Semester (1, 3, and 5) examinations will be evaluated by home valuation. All question papers shall be set by the university.

The external examination in theory courses is to be conducted 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, appointed by the University. The project evaluation with viva can be conducted either internal or external whichever may be decided by the BOS concerned. No practical examination will be conducted in odd semester. Practical examinations shall be conducted in the even semester (II, IV and VI) as per the decision of the appropriate academic bodies.

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

Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CUCBCSSUG 2014.

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.

INDIRECT GRADING SYSTEM

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INDIRECT GRADING SYSTEM based on a 7 -point scale is used to evaluate the performance of students.

Each course is evaluated by assigning marks with a letter grade (A+, A, B, C, D, E or F) to that course by the method of indirect grading.

An aggregate of E grade with 40 % marks (after external and internal put together) is required in each course for a pass and also for awarding a degree.

Appearance for Internal Assessment (IA) and End Semester Evaluation (ESE-external)) are compulsory and no grade shall be awarded to a candidate if she/he is absent for IA/ESE or both.

For a pass in each course 40% marks or E grade is necessary

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.

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

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

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:

$$CGPA = \frac{\text{Total credit points obtained} \in \text{six semesters}}{\text{Total credits aquired} (120)}$$

SGPA and CGPA shall be rounded off to two 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 (See Table 1 in Annexure-1)

GRADE CARD

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- a) Name of University
- b) Name of college
- c) Title of Under-Graduate Programme
- d) Semester concerned
- e) Name and Register Number of student
- f) Code number, Title and Credits of each course opted in the semester
- g) Internal marks, External marks, total marks, Grade point (G) and Letter grade in each course in the semester
- h) The total credits, total credit points and SGPA in the semester (corrected to two decimal places)
- i) Percentage of total marks

The final Grade/mark 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. However, as already mentioned, for the computation of CGPA only the best performed courses with maximum grade points alone shall be taken subject to the minimum credits requirements (120) for passing a specific degree. The final grade card shall show the percentage of marks, CGPA (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade/mark card shall also include the grade points and letter grade of common course, core courses, complementary courses and open courses separately. This is to be done in a seven point indirect scale.

AWARD OF DEGREE

The successful completion of all the courses (common, core, complementary and open courses) prescribed for the degree programme with E grade (40 %) shall be the minimum Courses have requirement for the award of degree.

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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 (SDE registration along with the I Semester students)

For obtaining additional degree: Those students who have passed UG programme under CCSS have to appear only core, Complementary and Open courses for acquiring additional degree. The registration for additional degree shall be done through SDE in the III Semester.

GRIEVANCE REDRESSAL COMMITTEE

College level: The College shall form a Grievance Redressal Committee in each department comprising of course teacher and one senior teacher 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. There shall be a college level Grievance Redressal Committee comprising of student advisor, two senior teachers and two staff council members (one shall be elected member) as members and principal as chairman.

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

Steering committee consisting of two syndicate members of whom one shall be a teacher, the registrar of the university, controller of examinations, seven teachers from different disciplines (preferably one from each faculty), two chair persons of Board of studies (one UG and 1 PG), and two deans of faculty shall be formed to resolve the issues, arising out of the implementation of CUCBCSSUG 2014. The syndicate member who is also a teacher shall be the convener of the committee. The quorum of the committee shall be six and meeting of the committee shall be held at least thrice in an academic year. The resolutions of the committee will be implemented by the Vice Chancellor in exigency and this may be ratified by the Academic council.

TRANSITORY PROVISION

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Notwithstanding anything contained in these regulations, the Vice-Chancellor shall, for a period of three year 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.

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 to the Choice-based Credit Semester System in their application to any course offered in a College, the latter shall prevail.

Method of Indirect Grading

Evaluation(both internal and external)is carried out using Mark system .The grading on the basis of a total internal and external marks will be indicated for each course and for each semester and for the entire programme.

Indirect Grading System in 7 point scale is as below:

To find Semester Grade Point Average (SGPA) :

$$SGPA = \frac{\sum \text{of the creditpoints of all courses} \in \text{a semester}}{\text{Total credits in that semester}}$$

$$SGPA = \frac{C_1 G_1 + C_2 G_2 + C_3 G_3 + \dots}{c_1 + c_2 + \dots}$$

Where G1, G2.....are grade points and C1, C2...are credits of different courses of the **same** semester

Credit point of a semester= SGPA X Credit load of the semester

Seven Point Indirect Grading System

<i>% of Marks (IA+ESE)</i>	<i>Grade</i>	<i>Interpretation</i>	<i>Grade point Average (G)</i>	<i>Range of grade points</i>	<i>Class</i>
90 and above	A+	Outstanding	6	5.5 -6	First class with Distinction
80 to below90	A	Excellent	5	4.5 -5.49	
70 to below80	B	Very good	4	3.5 -4.49	First class
60 to below 70	C	Good	3	2.5 -3.49	
50 To below 60	D	Satisfactory	2	1.5 -2.49	Second class
40 to below 50	E	Pass/Adequate	1	0.5 -1.49	Pass
Below 40	F	Failure	0	0 - 0.49	Fail

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

$$SGPA = \frac{20+6+20+12+12+4}{21} = \frac{74}{21} = 3.52 \quad \text{B grade}$$

Credit point of Semester I =74

Percentage of marks of semester I = (412/600) x 100 = 68.667 % = 68.67 %

Note: The percentage of marks shall be approximated up to two decimal points (ex. 66.286 % = 66.29 %)

after obtaining E grade (40 % marks) in the failed course in the subsequent appearance.

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:
 - a) Internal Assessment (supervising teachers will assess the project and award internal Marks)
 - b) External evaluation (external examiner appointed by the University)
 - c) 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

<i>Internal (20% of total)</i>		<i>External (80% of Total)</i>	
<i>Components</i>	<i>% of Marks</i>	<i>Components</i>	<i>% of Marks</i>
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		

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ANNEXURE I

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 BMMC

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 CBCSS 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 CBCSS 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 CBCSS UG

4. Core Course 1 – BMM1B01 – Introduction to Communication

Contact Hours per Week: 5

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks

Unit 1. Evolution of human communication, definition and elements of communication, context, source, message, channels, receiver, noise, feedback.

Unit 2. Communication process; forms of communication – Intrapersonal, Interpersonal, group, Mass communication, verbal and non-verbal communication.

Unit 3. Communication process; models of communication – Aristotle model, SMCR model, Shannon and Weaver model; Frank Dance model, Schramm model, Gate keeping model.

Unit 4. Functions and effects of communication; audience – media interaction factors – perceptual psychology, individual difference, social relations, group influence; uses and gratifications theory; selectivity in communication.

Continuous assessment (internal): Two class tests and assignments

5. Complementary Course 1 – BMM1C01 – Introduction To Computer

Contact Hours per Week: 3

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks

UNIT 1: Computer basics – CPU, memory and storage devices; input/output devices; communication devices; operating systems – DOS, Windows, Linux, Unix; Cross-platforms problems and solutions; workstations; networks.

UNIT 2: Analog and digital principles; image formats; video formats; resolutions and pixels; internet : File Transfer Protocol and Real-Time Transport Protocol, mobile communication technology: GSM, CDMA and GPRS, to 3G, Wireless network technologies such as IrDA, Bluetooth, Wireless USB, Z-Wave, ZigBee Wireless LAN, interactivity, brain control interface.

UNIT 3: Introduction to MS Office- MS word Spreadsheet basics. Excel environment. Entering data. Excel toolbars. Creation and manipulation of charts and graphs. Manipulation of data. Mathematical and statistical calculations. Introduction to PowerPoint. Starting PowerPoint. AutoContent Wizard. Working with texts, graphs, pictures, audio, and video in slides. Design templates.

UNIT 4: Types of Graphic card- Fire wire card- Types of Audio card- Studio monitors- External Sound Cards- VGA Splitter- VGA to HDMI converter- HDMI input and output- RCA cables- MIDI cables- VGA Switch- Fire wire cable- Meaning and scope of the Internet. Surfing the Net. Creating, sending and receiving e-mails using Outlook Express and hosting websites. Browsing the WWW. Downloading from and uploading to the Internet. Online journalism.

Continuous assessment (internal): Two class tests and assignments

5. Complementary Course 2 – BMM1C02 – Media Laws and Ethics

Contact Hours per Week: 4

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks

Module 1: Basic Legal concepts - Judicial system in India, fundamental rights; directive principles. Freedom of the press - evolution of the concept of freedom of the press – freedom of speech and expression in Indian Constitution: article 19 (1) (a) and reasonable restrictions

Module 2: Defamation – libel, slander and defenses of media professional

Module 3: Press Laws: Official Secrets Act, Press & Registration of Books Act, Copyright Act, Contempt of Court Act, Young Person’s Harmful Publication Act, Indecent Representation of Women’s Act, Drug & Magic Remedies Act, Working Journalists Act, Wage Boards, Film Certification Rules, Intellectual Property Rights, Privacy and Cyber laws. Right to Information Act.

Module 4: Media Ethics and Issues - code of ethics for media personnel; Press Council of India; censorship versus self-regulation; privacy versus public good; embedded journalism and sting journalism

Continuous assessment (internal): Two class tests and assignments

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 CBCSS 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 CBCSS 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 CBCSS UG

4. Core Course2- BMM2B02 – Creativity and Design Skills

Contact Hours per Week: 4

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks

Unit1. Creativity: Creative skills; Creativity factors-imagination and visualization; Tools of creativity; art and science of creativity.

Unit 2. Design skills: concept of design; design principles; traditional and modern designs; basic designs for cards, posters, brochures, newspapers and magazines and advertisements.

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

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

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

5. Complementary Course 3 – BMM2C03 – Fundamentals of Multimedia

Contact Hours per Week: 3

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks

Unit 1: Definition of Multimedia, elements of Multimedia features of Multimedia and applications of Multimedia.

Unit 2: Multimedia file formats, standards, data compression techniques, typo graphs, fonts, font formats, hypertext, communication protocols.

Unit 3: Digital still photography, image authoring and editing tools, application wise Photoshop, image file format, jpg, TIFF, GIF, contrast, brightness, Hue, slicing, aspect ratio, gray scale, filters, image enhancing designing technique.

Unit 4: Video in Multimedia, analog and digital signals, video for N and web, video shooting, capturing, editing techniques, video storage formats. Sound in Multimedia, characteristic of sound, acoustics, recording techniques, and mixing, mastering, audio storing formats.

Continuous assessment (internal): Two class tests and assignments

6. Complementary Course 4 – BMM2C04 – Introduction to Cinema

Contact Hours per Week: 5

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks

Unit 1. A brief history - Lumiere Brothers, the era of silent movies, evolution of sound films,; the major cinema movements – German expressionism, Soviet montage, Italian neo-realism, French new wave, Latin American Cinema, Hollywood cinema, Japanese cinema, African cinema and Indian cinema.

Unit 2. Film terminology; characteristics, potentials and limitations of cinema; types of films - feature films, documentaries, short films, animations and others; cinema today-Hollywood, Bollywood and south India. Defining film and film language – shot, scene, sequence, screenplay; cuts and transitions, misen-scene and montage.

Unit 3. Pre-production – idea, treatment, script, storyboard, schedule, budget, crew, location, art direction, casting and rehearsals; Production – indoor, outdoor, sets; art and cast; basics of cinematography: camera movements, camera viewpoints, camera distances; lighting, Post-

production – logging, shot assembly, dubbing and commentary recording, editing, marketing and distribution.

Unit 4. A comprehensive overview of Malayalam Cinema.

Continuous assessment (internal): Two 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 CBCSS 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 CBCSS UG

3. Core Course 3 - BMM3B03 – Media Publishing

Contact Hours per Week: 4 (2 T + 2 L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical- 60 + 20)

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. Page Layout-Fonts, Body, Measurements, Spacing, Point systems, and families.

Unit 2. Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Basic tools for word processing; text; symbols and icons; mapping text across platforms; hypermedia and hypertext. Print page features and applications; creating text editing and formatting text; Text as objects; using and transforming graphics; text wraps; creating PDF documents; data merger; scripts; object, linking and embedding; Colour separation procedures.

Unit 3. InDesign features and applications, Pages, web documents, Colour Processing, Master page Settings, spreads , paste boards; page designing; handling documents Tools and Options, Pre press Production, text and graphics management, Exporting PDF and Other Production Formats.

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

Continuous assessment (Internal): Two class tests/assignments and two Practical

4. Core Course 4 – BMM3B04 – Computer Graphics

Contact Hours per Week: 5 (3 T + 2 L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical-60 + 20)

Unit 1. Features and application of Photoshop, image sizes and resolutions; creating new images; placing images; file browser; tool selections; Colour models and modes; adjusting Colour display for cross platform variations. Working with layers; features of layer masks and clipping path; blending modes; adjustment layers; 3D editor; Skin editor.

Unit 2. Features and applications of illustrator, vector and raster images, resolution in images: illustrator environment; documents; working with Colours.

Unit 3. Features and applications of drawing software; Interface and toolbox; common tasks; creating basic shapes: reshaping objects; applying Colour fills and outlines. Text tools; text formatting; embedding objects into text; text wraps; text object links.

Unit 4. Applying effects – Scripts, Additional Plug-in, distortions effects, contour effects, transparency and lens effects; depth effects; working with bitmaps; editing and applying bitmaps. Collage- Poster Design - Rules in poster design- Poster Layout Design -Typing the Text In Poster Layout - Add Title - Create Matte painting in Photoshop (Sketch - Masking - Adjustments and painting tools)

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Complementary Course 5 – BMM3C05 – Digital Photography

Contact Hours per Week: 4 (2 P + 2L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical-60 + 20)

Unit 1. History of Photography; role of Photography in communication and journalism; nature, scope and functions of Digital Photography; Understanding the camera – types of camera, lens, films and filters; 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. Holding the camera; using tripods and monopods; tricks and tips; white balance; shift; bracketing; choosing; Colour temperature; white balance preset; light; shutter speed; aperture; ISO, ASA, DIN; the relationship between light, shutter speed, aperture and ISO; mobile camera; point and shoot; SLR, built in- digital and digital backs.

Unit 3. Understanding the camera; types of cameras – analog and digital; lenses, films and filters; Focusing, shutter speed, aperture, depth of field; Rules of composition.

Unit 4. Lighting sources – ambient/natural light; hard and soft lights; light fixtures and reflectors; indoor lights; functions of lighting. Available light; artificial light; hard and soft light; definition of subject detail and shape; choosing the right Colour; moving camera and subject; high shutter speed and low shutter speed; frozen picture; movement in picture; control of lighting conditions; Colour difference in relation to shutter speed; shallow depth of field and increased depth of field; varying ISO for getting more depth; speed and light.

Continuous assessment (Internal): Two class tests/assignments and two Practical

6. Complementary Course 6 – BMM3C06 – Design and Pagination

Contact Hours per Week: 4 (2T + 2L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical-60 + 20)

Module 1: Pagination - typography for legibility, harmony and white space; makeup versus design; principles of artistic design – balance, contrast, proportion and unity

Module 2: Principles of page makeup, mechanics of dummies, positioning, vertical and horizontal makeup and flexibility; dos and don'ts of good layout Traditional and contemporary make-up concepts.

Module 3: Front page makeup; inside news page makeup; sports page makeup; edit-page makeup; lifestyle page makeup; special page makeup; Sunday magazine page makeup

Module 4: Special effects – wraparounds and skews, photo cutouts, mortises and insets, screens and reverses, display headlines, Colour, info-graphics, cartoons and caricature Design and pagination software's –Corel Draw and InDesign.

Continuous assessment (Internal): Two class tests/assignments and two Practical

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 CBCSS

3. Core Course 5 – BMM4B05- Scripting for Media

Contact Hours per Week: 3

Number of Credits: 4

Course Evaluation: Internal – 20 Marks + External – 80 Marks

Unit 1. What is a script? Types of scripts – documentary, short films, feature films ad sports, educational, corporate presentations; script presentation styles. Key elements of a good script – structure, clarity, coherence, flow of ideas, interest; media and material selection; stages of scripting idea, proposal, treatment, script development, revision of the script. Important hints of multimedia scripts.

Unit 2. Writing Television Script. advertisements, game show, variety programmes, information programmes, children, women and minority programmes. Concept of spoken language. Relation between narration and visuals. Script layout: treatment, screen play one

page and split page. From script to story board; planning a story board; objectives of story board, organizing elements; stand story board styles for multimedia projects.

Unit 3. The art of writing for films; Fundamentals of film screen writing; Script formats; stages of script and screen play – idea, research, treatment, draft script, revision of script; Structure, Characters Dialogue, Hiring a Writer, Optioning a Screenplay.

Unit 4. Choosing the genre: EvenV, Drama, Action Adventure, Suspense thriller, Romance, Comedy, Crime Detective Mystery, Road Movie, Film noir, etc. Logistics: Form, Format, Software, Text, Dialogue, Parentheticals, Plots, exposition, storyline, themes, character, conflict setting, developing characters, character casting, dialogues, storyboard' lyrics, music. point of view, setting and Pacing

Practical: Write a script and prepare the story boards for any of the following: short-fiction, educational documentary, advertisement, television programme, TV game show, Multimedia Presentation, TV commercial, News programme. Duration: 5 minutes. Maintain the final draft.

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

3. Core Course 6-BMM4B06- Introduction to Videography

Contact Hours per Week: 4 (2T + 2L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical- 60 + 20)

UNIT 1: 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; Safety measures in handling equipment. 5 C's of cinematography (camera angles, continuity, cutting, close - ups & composition)

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; Multiple camera shoot.

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): Two class tests/assignments and two Practical

4. Core Course 7 – BMM4B07 – Fundamentals of Web Designing

Contact Hours per Week: 4 (2T + 2L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical-60 + 20)

Unit 1 : The internet : Introduction – internet defined – internet history – the way the internet works – internet congestion – Internet culture – Business culture and the internet – collaborative computing and the internet . World Wide Web : introduction the web defined – web browser details – web writing styles – web presentation outline, design , and management – registering web pages. Types web sites- Principles of web designing.

Unit 2 :Introduction to HTML. HTML Tags and their applications. Commonly used HTML Commands Structure of an HTML program. Document Body. Lists Types of Lists (Unordered List (Bullets). Ordered Lists (Numbering), Definition Lists). Adding Graphics to HTML Documents. Basics of Java script. Features and characteristics of web authoring tools; interfaces; images; website creation process; working with text-formatting, importing, editing text; links-adding; modifying, layers, forms; working with templates, shock waves.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design – Design aesthetics- layouts- Poster Layout Design – collage - inputting Text - Adding Title - Matte painting for webpage – creating WebPages to suit client needs.

Unit 4: Java Programming: Constants, Variables and Data Types – Operators and Expressions – Decision Making and Branching – Decision Making and Looping. Classes, Objects and Methods – Arrays, Strings and Vectors – Interfaces: Multiple Inheritances

6. Complementary Course 7 – BMM4C07 – Multimedia Journalism and E-

Content Development

Contact Hours per Week: 3 (2 T + 1 L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical-60 + 20)

Unit 1: Introduction to online journalism, portals, blog writing, social media, e-zines, e-journals, e-newspaper, IMDb, you tube, web 3.0. Essentials of writing for web, hypertext, web archives, search options, search engines, optimizations, multimedia content development.

Unit 2: Writing and reporting live use of mobile devices in online journalism, interactive communication, user-generated content, content uploading, content management system, Joomla. Citizen Journalism, professional ethics, IPR, free and open source software, creative commons, privacy copyright act.

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. 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. Cognitive overload: Ways to avoid. Assessments: Types of assessment, Types of feedback, monitoring the learner's progress through CYUs and self-assessments. Different ways of delivering e-content: Synchronous versus asynchronous

Practical: E-Content Development Tools, Designing with Photoshop and Quark Xpress. Basics of Web Programming using HTML. Creating e-content with Adobe Articulate. Creating e-content with Adobe Captivate

Continuous assessment (Internal): Two class tests/assignments and two Practical

7. Complementary Course 8 – BMM4C08 – Advertising

Contact Hours per Week: 3

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks

Unit 1. Definition, features, evolution and functions of advertising; kinds of advertising; agencies; economic, social and ethical issues of advertising; professional organizations and code of ethics.

Unit 2. Media planning – market analysis, product research, media reach and frequency, scheduling, segmentation, positioning, media mix and support media planning. Ad campaign.

Unit 3. Brand awareness and attitudes, brand identity, brand equity, brand image, brand loyalty and Rossiter-Percy Model.

Unit 4. Types of print radio, TV and web Ads; outdoor ads-boards, billboards, posters, digital displays and Pop ads; Basic elements of ads- Headlines/slogans, copy, illustrations/pictures, logo, brand names, agency signature. Advertising skills; principles, concepts and functions of advertising; types of advertising; advertising media and their effects-out door, print; radio, TV and Web; elements of advertisement – copy, slogans, illustrations, brand names, trade names, jingles; designing of ads.

Continuous assessment (Internal): Two class tests/assignments and two Practical

SEMESTER 5 SYLLABI

1. Core Course 8 – BMM5B08- Techniques of Post Production – Visual Editing

Contact Hours per Week: 5 (3T + 2L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical- 60 + 20)

Unit 1. 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 2. Basics of video production techniques and technologies; Visual recording equipments-cameras and VTRs – analog and digital, Light fixtures; 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 3. Introduction Final Cut Pro- 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.

Unit 4. Features of AVID, Video editing techniques; transition devices/effects; Audio tracks; Mixing audio tracks; Editing and organizing audio monitoring and adjusting audio levels; Setting key frames to change Usage of an audio mixer; Recording a narrative track. Audio and Video Channels, Alpha Compositing, Visual Compositing, Chroma Keying, Trimming, Advanced Colour Corrections, Third Party Plug-ins, Final Compression, Final Rendering. preparing the project to the finish; detecting audio peaks; adjusting video levels for broadcast; exporting quick time files; compressor; outputting to tape; making a time code window burn; backing up projects.

Continuous assessment (Internal): Two class tests/assignments and two Practical

2. Core Course 9 – BMM5B09 – Techniques of Post Production –Sound

Recording, Editing and Mastering

Contact Hours per Week: 5 (3T + 2L)

Number of Credits: 4

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical-60 + 20)

Unit 1. Introduction to Sound, Sound characteristics, midi and digital sounds, psychoacoustics; audio recording techniques; sound mixes/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, connectors, 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, I/O 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; 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, Lavalier/Tie Clip Placement, Boom Mic Placement, Recording Gigs & Amplified Performances, Wildtrack & Roomtone, 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): Two class tests/assignments and two Practical

3. Core Course 10 – BMM5B10 – Introduction to 3D Modeling and Texturing

Contact Hours per Week: 5 (3T + 2L)

Number of Credits: 4

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical- 60 + 20)

Unit 1: Introduction to 3D Modeling- History of 3D 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; Nurbs modeling; 3D transformation and projection; rendering. Basics of Texturing. Props Modeling –Interior Modeling-weapon modeling – Basics of Character Modeling.

Unit 3: Polygon Modeling –I Objects - Different objects created using polygon tools , tips and tricks - Space ship - Tap - Sword What is Unwrapping - concepts - purpose of unwrapping - Maps available in maya, 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.

Unit 4: How to generate UV map in UV Texture using UVlayout tools like unfold for flattening UV's over mesh to create flat 2dimensional 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): Two class tests/assignments and two Practical

4. Core Course 11 – BMM5B11 – Advanced Web Designing

Contact Hours per Week: 5 (3T +2L)

Number of Credits: 3

Course Evaluation: *Internal – 20 Marks + External – 80 Marks (including Practical- 60 + 20)*

Unit 1. Adobe Dreamweaver with CSS features and Usage, Creating and Managing CSS, Site and Manage Site, Meta Tags, Tag inspector, behaviors, Creating Lists, Tables, Tags, Links, (External Document References, Internal Document References); Images as Hyperlinks (Image Maps), Hyperlinks, Frames and their usage, Spry Frame Work, Dynamic Data, Forms, CSS Styles, Div Tags, Edit tag and Quick Tag editor, Creating Pages with CSS, Importing from Photoshop (Slicing), Dynamic Pages, Adding external content to the page- Flash- Sound Contents-Visuals. Multimedia for www; web servers, browsers; web page markers and editors.

Unit 2: What is jQuery? , Downloading and installing jQuery , Creating a simple jQuery, enabled page, Overview of jQuery's features Retrieving Page Content, Using basic jQuery selectors , Using basic jQuery filters , Using jQuery attribute filters, Child, visibility, and content filters , Form selectors and filters, Traversing documents Understanding jQuery statement , chaining, Manipulating Page, Content Creating, getting, and setting content, Manipulating attributes, Inserting content, Wrapping, replacing, and removing content,

Working with CSS. Working with Events, Understanding the jQuery event, handling features, Binding and unbinding events Convenient event helper methods, Using the jQuery event object, jQuery Animations and Effects, Hiding and showing elements, Fading elements in and out, Sliding elements Creating custom animations, Using the jQuery UI Plug –In. Putting It All Together Overview of the sample web site, Using the accordion widget, Creating an image rotator Building hover tooltips, Making an image selector ,Using the Resizable effect.

Unit 3. Introduction to authoring tools for 2D animation, SWF, FLA, FLV, streaming media, key frame animation, shape animation; path animation, action script, Global Functions, Buttons, use of action script in animation, integrating audio with animation, Export SWF File Formats. Introduction to Adobe Edge Code CC

Unit 4. Testing a website, site launch, validating web pages; trouble shooting, moving website in internet, understanding server models; creating dynamic pages; passwords and protection of web pages.

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Core Course 12 – BMM5B12- Audio & Video Editing Project

Contact Hours per Week: 2

Number of Credits: 2

Course Evaluation: Internal – 10 Marks (Record evaluation) + External – 40 Marks (Project Evaluation and Viva Voce)

Each of students should carry out a 5-minute project to demonstrate their proficiency in assembling and editing video and audio footage.

6. Open Course – BMM5D01 – Introduction to Multimedia (for other students)

Contact Hours per Week: 3

Number of Credits: 2

Course Evaluation: Internal – 10 Marks + External – 40 Marks

Unit 1. Definition of Multimedia. Multimedia systems; multimedia elements, Multimedia applications. Multimedia system architecture. 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. Introduction to 2D animation, definition of 2D, characteristics of 2D. Authoring tools for 2D animation, SWF, FLA, FLV, Streaming Media, key frame animation, shape animation; path animation. Action script, use of action script in animation, integrating audio with animation.

Continuous assessment (Internal): Two class tests/assignments and two Practical

SEMESTER 6 SYLLABI

1. Core Course 13 – BMM6B13 – Multimedia Designing & Authoring

Contact Hours per Week: 5 (3T +2L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical-60 + 20)

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, non-linear and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre-and post-production problems and solutions.

Unit 3. Multimedia authoring tools – page based, icon based, time based and object oriented tools; structured programming and techniques. Introduction to Adobe Edge Animate

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): Two class tests/assignments and two Practical

2. **Core Course 14 – BMM6B14 – Introduction to Motion Graphics**

Contact Hours per Week: 5 (2T + 3L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical- 60 + 20)

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.

3. Core Course 15 – BMM6B15 – Television Productions (Digital Media)

Contact Hours per Week: 4 (2T +2L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical-60 + 20)

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.

Unit 3. Production planning, pre-production planning-duties and responsibilities of producer/director. Production techniques- Camera for TV, Single camera and Multi-camera

productions, treatment, screenplay, shoot, script, storyboard; documentary, serial, talk show, interview, demonstration, discussion, profiles, commercials. Set designing and make up – visualization and composition-aesthetics-directing the actors directing the crew. Planning and Production of indoor and outdoor shootings, planning and management of live shows. Multi-camera productions – live telecast – switchers

Unit 4. Anchoring and safety measures: role and responsibilities of anchor person; qualities and qualification of an anchor; anchoring techniques and styles; safety measures in production in indoors and out-door locations. 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): Two class tests/assignments and two Practical

4. Core Course 16 – BMM6B16 – Advanced 3D Animation, Vfx and Compositing

Contact Hours per Week: 5 (3T + 2L)

Number of Credits: 3

Course Evaluation: Internal – 20 Marks + External – 80 Marks (including Practical- 60 + 20)

Unit 1: Principles of animation – Types of animation:- stop-motion - 2D - 3D - Clay animation - Cut-out animation- cell animation. Animation production terminology- Light box. 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: 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. Introduction to Nuke

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Core Course 17 – BMM6B17 - Multimedia Project

Contact Hours per Week: 2

Number of Credits: 3

Course Evaluation: Internal – 20 Marks (Record evaluation) + External – 80 Marks (Project Evaluation and Viva Voce)

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.

6. Core Course 18 – BMM6B18 – Website Project

Contact Hours per Week: 2

Number of Credits: 3

Course Evaluation: Internal – 20 Marks (Record evaluation) + External – 80 Marks (Project Evaluation and Viva Voce)

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, text 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

- *Joseph A. Devito : Human Communication: The Basic Course. Harper and Row.*
- *J.V. Vilanilam : More Effective Communication, Sage India.*
- *Nicholas A and Brain L : Audiences, Sage, India*
- *Gay Julier : The Culture of Design, Sage, India*
- *Rao et al : Multimedia Communication Systems, Prentice –Hall, India*
- *Tay Vayghan : Multimedia: Making it Work, Tata McGraw- Hill, India*
- *John F. Koege Buford : Multimedia Systems, Pearson Education, Asia, 2002*
- *G. Millerson : Television Production, Focal press, 1999*
- *R. Steinmetz and K.Nahrstedt: Multimedia Computing, Communication and Applications, Prentice Hall, 1985.*
- *S. Heath : Multimedia and Communication Technology Butter worth, Heinemann*
- *D.Stillman : Multimedia Technology and Application, New Jersey*
- *J. Jeffcoate : Multimedia in Practice, Prentice-Hall, New York*
- *Foley J.D. Van Dam A, et al : Computer Graphics Principles & Practice, Addison Wesley*
- *Hearn D & Baker P.M : Computer Graphics, Prentice Hall*
- *William M. Newmann, R.F. Sproull : Principle of interactive Computer Graphics, McGraw Hill International Book Company, 1989.*
- *Rod Salmman, Mel Slaster : Computer Graphics: Systems and concepts, Addison Wesley*
- *John Villamil & Louis Molina : Multimedia: An Introduction, Prentice Hall*
- *Comer Douglas E : The Internet Book, Prentice Hall of India Private Limited 2003, New Delhi.*
- *Underdahl Bran & U Keith : Internet With Web Page, Web Site Design Bible, idg Books India*
- *Galgotia : Webmasters handbook, Prima Publishing, New Delhi.*
- *Rosenthal, Alan : Writing, Directing and Producing Documentary Films. Southern Illinois University Press, 1990.*
- *Michael Rabiger : Directing the Documentary, Focal Press, 1998.*
- *Des Lyver and Graham Swainson: Basic of Video Lighting, Focal press,1995.*
- *Simplified Dtp Course Book/Singh Vishnu.P CompuTech Publications Limited, 2008*

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- *PageMaker In Easy Steps*, Scott Basham, Dreamtech Press, 2000
- *QuarkXPress 8: Essential Skills for Page Layout and Web Design* Kelly Kordes Anton, John Cruise Peachpit Press, 2009
- *Dtp Course Book* Singh Meenakshi, Singh Vishnu Priya, Computech Publication Ltd new Asia n, 2011
- *Multimedia Journalism: A Practical Guide*, Bull Andey, Routledge, 2010
- *The Multimedia Journalist*, George Jennifer, Oxford University Press, 2012
- *Video Journalism for the Web*, Lancaster Kurt, Routledge, 2012
- *Multimedia Journalism*,Kumar Arvind, Anmol Publications, 2011
- *Story boarding the Simpsons way* - Chris roman
- *How to Draw Anime & Game Characters* - Tadashi Ozawa
- *Perspective - A Guide for Artists, Architects and Designers* - Gwen White
- *How to draw Portrait Drawing A Step-By-Step Art Instruction Book (2005)* - Watson-Guptill
- *Perspective Drawing Handbook* - Joseph D'Amelio
- *The Animator's Workbook* - Antony white
- *Water colour Landscape* - David Bellamy
- *Stop Staring: Facial Modeling and Animation Done Right* - Jason Osipa
- *Texturing and Modeling : A Procedural Approach* - David S. Ebert
- *Advanced Maya Texturing and Lighting with CDROM* - Lee Lanier, Wiley
- *Publishing Texturing and Modeling : A Procedural Approach* - David S. Ebert
- *Rendering with Mental Ray* -Thomas Driemeyer
- *Essential CG Lighting Techniques* - Darren Brooker
- *Animation The Mechanics of Motion* - Chris Webster
- *Understanding Animation* - Paul Wells
- *Timing for Animation* - Harold Whitaker, John Halas
- *The Art of 3-D Computer Animation and Effects, Third Edition* - Isaac Victor Kerlow
- *Maya Studio Projects: Dynamics* - Todd Palaman
- *Malcom LeGrice, Art and Cinematography*
- *Ian Christie, French Avant-garde Film in the Twenties: from Specificity to Surrealism*

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

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance	5
2	Test Papers I & II	5 + 5
3	Assignment	2
4	Seminar	3

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	Total	20
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THEORY COURSES- Introduction to Multimedia (Open Course)- BMM5D01

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance	2
2	Test Papers I & II	3 + 3
3	Assignment	1
4	Seminar	1
	Total	10

PRACTICAL OR LAB LINKED COURSES

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance	5
2	Test Papers I & II	5 + 5
3	Lab involvement / Assignment	2
4	Seminar	3
	Total	20

TABLE 2: PERCENTAGE OF ATTENDANCE AND ELIGIBLE MARKS

<i>% of attendance</i>	<i>Marks</i>
<i>Above 90 %</i>	<i>5</i>
<i>85-95%</i>	<i>4</i>
<i>80-84%</i>	<i>3</i>
<i>76-79%</i>	<i>2</i>
<i>75%</i>	<i>1</i>

TABLE 3: PATTERN OF TEST PAPERS

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
1.5 Hours	One word	4	4	1	4
	Short answer	5	4	2	8
	Paragraph	5	3	6	18
	Essay	2	1	10	10

Total Marks*	40
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**90% and above = 5, 80 to below 90% = 4.5, 70 to below 80% = 4, 60 to below 70% = 3.5, 50 to below 60% = 3, 40 to below 50% = 2, 35 to below 40% = 1, below 35% = 0*

2. EXTERNAL EVALUATION

External evaluation carries 80% marks. University examinations will be conducted at the end of each Semester.

Table 1: Pattern of Question Paper for Core and Complementary Courses

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
3 Hours	One word	10	10	1	10
	Short answer	12	10	2	20
	Paragraph	8	5	6	30
	Essay	3	2	10	20
Total Marks*					80

** BMM1B01, BMM1C01, BMM1C02, BMM2B02, BMM2C03, BMM2C04, BMM4B05, BMM4C08*

Table 1: Pattern of Question Paper for Practical or Lab linked Core and Complementary Courses

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
3 Hours	One word	10	10	1	10
	Short answer	8	6	2	12
	Paragraph	5	3	6	18
	Essay	3	2	10	20
Total Marks*					60

** BMM3B03, BMM3B04, BMM3C05, BMM3C06, BMM4B06, BMM4B07, BMM4C07, BMM5B08, BMM5B09, BMM5B10, BMM5B11, BMM6B13, BMM6B14, BMM6B15, BMM6B16*

Table 1: Pattern of Question Paper for Open Course

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
2 Hours	One word	8	8	1	8
	Short answer	7	5	2	10
	Paragraph	5	2	6	12
	Essay	2	1	10	10
Total Marks*					40

* *BMM5D01*

CORE AND COMPLEMENTARY 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 BMMC programme shall be conducted in the even semester 4 and 6.

The model of the question paper for external examination (lab linked courses) of 3 Hrs duration.

PATTERN OF QUESTION PAPERS

<i>Duration</i>	<i>Pattern</i>	<i>Marks</i>	<i>Total</i>
3 HOURS	<i>To prepare sample works with the help of prescribed Multimedia applications (Questions shall be prepared by the BOS or Board of Examination)</i>	15 MARKS	20 MARKS
	<i>Lab Viva Voce</i>	5 MARKS	

CORE COURSE PROJECT: EVALUATION SCHEME

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

Table 1: Internal Evaluation (BMM5B12 Audio & Video Editing Project)

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Punctuality	2
2	Use of data	2
3	Scheme/Organization of Report	3
4	Viva-Voce	3
<i>Total Marks</i>		10

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

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Punctuality	4
2	Use of data	4
3	Scheme/Organization of Report	6
4	Viva-Voce	6
Total Marks		20

Table 1: External Evaluation (BMM5B12 Audio & Video Editing Project)

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.

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Relevance of Subject, Social importance of Subject, Theme	16
2	Presentation, Use of Technical tools, Record evaluation, Viva-Voce	24
Total Marks		40

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

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Relevance of Subject, Social importance of Subject, Theme	20
2	Presentation, Use of Technical tools, (Web Site Project: Designs, Colour combinations, Animation, Programme structure, Perceptiveness)	20
3	Record evaluation	10
4	Viva-Voce	30
Total Marks		80

MODEL QUESTION PAPERS
FOR
CORE COURSES

**FIRST SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM1B01: Core Course1: Introduction to Communication**

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Who defines communication as process which increases commonality –but also equires elements of commonality for it to occur at all.

- a)Aristotle b)Shannon c)Denis MCQuaill d)Wilbur Schramm

2. Self image is a

- a)Physical barrier b)Mechanical barrier c)Psychological barrier
d)linguistic barrier

3. The Author of *A Theory of Cognitive Dissonance*

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- a)Pery Tannenbaum b)Roland Barthes c)Charles Osgood d)L.A. Festinger
4. The Book written by Melvin L.Deflour
a)Communication Models b)Fundamentals of Himan Communication
c)Communication and Social Change d)Communication Studies
5. Communication is the transfer or conveying of meaning. This definition was given by
a)Claude Shannon b)Oxford dictionary c)Charles Osgood d)Wilbur Schramm
6. The Current chairman of Film and Television Institute of India.
a)Mr.Ravindrakumar b)V.K.Chopra c)Dr.U.R.Ananthamurthy
d)Shyam Benagal
7. The Vital part of Communication is
a)Sender b)Message c)Receiver
d)Feedback
8. Which of the following is not included in the Harold Lasswell's model
a)Whom b)Who c)What d)When
- 9.The classic documentary film The Nannok of The North was directed by
a)D.W.Griffith b)George Melies c)Robert J.Flaherty
d)Eisenstein
- 10.PTI is a
a)news channel b)news portal c)news paper d)news agency

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Group Communication 12. Wilbur Schramm
13. Interpersonal Communication 14. Mass line Communication
15. What you mean by Global Village? 16. Magic Bullet Theory
17. Feed back 18. Noise
19. Channel 20. Osgood
21. Circular Model 22. Michel Dell

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Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. Interpersonal Communication
24. Role of Mass Communication
25. SMCR Model of Communication
26. Functions of Mass Communication
27. India's Communication Revolution
28. Dynamics of Mass Communication
29. Functions of Interpersonal Communication

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Make an essay about types of Communication
31. Aristotle model of Communication
32. Evaluation and history of Mass communication

**SECOND SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM2B02: Core Course2: Creativity and Design Skills**

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Perspective means
 - a. Parallel lines
 - b. Effect of distance
 - c. Bitmaps.
 - d. None of the above
2. Foreground
 - a. Nearer view of an Image
 - b. Farthest view of a picture
 - c. Bottom of the image
 - d. None of the above
3. Difference in colour and light
 - a. Harmony
 - b. Contrast
 - c. Unity
 - d. balance
4. Page design software
 - a. Indesign
 - b. Excel
 - c. 3D max
 - d. Power point.
5. Surface Quality
 - a. Harmony
 - b. Texture
 - c. Balance
 - d. Unity
6. Not related to image format
 - a. JPEG
 - b. TIFF
 - c. WAV
 - d. BMP
7. Balance
 - a. Difference in elements
 - b. surface feel of an object.
 - c. The equilibrium of elements
 - d. abnormal change
8. Colour separation
 - a. pre production
 - b. Production
 - c. Post production
 - d. None of the above
9. Neo-Realism
 - a. real life
 - b. Abstract
 - c. Pointillism
 - d. emphasis on detail.
10. Value
 - a. amount of light reflected
 - b. A hue at a lighter value
 - c. A hue at a darker value
 - d. The reflection source of light

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

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- | | |
|-----------------------|--------------------|
| 11. Additive Colour | 12. Shape |
| 13. Balance | 14. Shades |
| 15. Vector Graphics | 16. Colour Harmony |
| 17. Adobe Illustrator | 18. Contrast |
| 19. Primitive Colour | 20. TIFF |
| 21. Digital drawing | 22. CorelDraw |

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. Elements of Design
24. Rule of Third
25. History of Art
26. Elements of Brochure Designing
27. Colour Theory
28. Applications of Digital Illustration
29. RGB, CMYK, RYB

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Make an essay about Principles and elements of designing
31. Explain the various steps of a Magazine Designing with the help of any computer Application
32. Make an essay about Golden ratio, depth of field and Perspectiveness.

**THIRD SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM3B03: Core Course3: Media Publishing**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Tiff Stands for
 - A. Tiled Image format
 - B. Tagged Image File format
 - C. Typical Information format
 - D. Title Interchange File Format
2. Pixels
 - A. Digital image
 - B. Analogue image
 - C. Vector drawing
 - D. None of the above
3. Master pages
 - A. Cover page
 - B. For setting common elements
 - C. Chapter page
 - D. None of the above
4. Page layout software
 - A. Acrobat
 - B. Page maker
 - C. Power Point
 - D. AutoCAD
5. Cross platform file format
 - A. Work in Windows, linux and MAC
 - B. Works only in Linux

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- C. Works only in Windows
D. None of the above
6. Image compression
A. Reduce the image data
B. Reduce height and width
C. Reduce physical size
D. None of the above
7. Image manipulation
A. Image Exchange B. Image Editing C. Image Exporting D. None of the above
8. Post production in publishing
A. Lamination B. Scanning C. Printing D. None of the above
9. A quality of Digital Image is measured by
A. Physical size B. Height and width C. DPI D. None of the above
10. Text wraps
A. Surround a picture with text
B. Cropping the text
C. Editing the text D. None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Text formatting tools in Indesign 12. Interactive Page
13. Text Warping 14. Facing Page
15. DPI 16. Post Script
17. Master Page 18. PDF

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. History of Printing
20. Tools in InDesign
21. Typography
22. Colour separation Process
23. Text transformation options in InDesign

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Make an essay about Types of printing
25. Explain the Features and Options of Adobe InDesign
26. What is meant by typography? Explain typography and typesetting with the help of fonts and families?

**THIRD SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM3B04: Core Course4: Computer Graphics**

Time: 3 Hours

Maximum marks: 60

Section A (One word)
Answer all questions. Each question carries 1 mark

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ANNEXURE I

1. "Layers" in Photoshop are:
 - a) Filters that have been applied to the image
 - b) Images stacked on top of each other
 - c) Colour components (such as CMYK)
 - d) Previous versions of an image
2. If you save a file as .psd, what is it saved as?
 - a) Bit-mapped file
 - b) Graphics Interchange Format
 - c) Joint Photo graphics Expert Group
 - d) A Photoshop working file
3. Pixels represent tiny _____ of colour, which are typically unseen by the naked eye.
 - a) Circles
 - b) Squares
 - c) Inches
 - d) Swatches
4. To fill in a layer as a background, which of the following tools would be useful?
 - a) Line
 - b) Paint bucket
 - c) Smudge
 - d) Lasso
5. The First version of Adobe Photoshop was released in
 - a) 1990
 - b) 1989
 - c) 1991
 - d) None of the above
6. Drop shadow, inner glow and bevel are examples of _____ you need to use with text.
 - a) Blending options
 - b) Filters
 - c) Image adjustments
 - d) Layer modes
7. The lightens parts of an image.
 - a) Dodge
 - b) Burn
 - c) Smudge
 - d) Sponge
8. The adjustment layer allows you to create a black and white image from your colour image.
 - a) Channel Mixer
 - b) Gradient Map
 - c) Photo Filter
 - d) Rasterizing
9. With the tool, an entire area can be repaired with pixels from another area.
 - a) Clone Stamp
 - b) Patch
 - c) Spot Healing
 - d) None of these
10. Resolution is usually expressed in
 - a) Twips
 - b) Inches
 - c) Points
 - d) Pixels

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

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- | | |
|----------------------------------|----------------------|
| 11. Adobe Illustrator | 12. Layer |
| 13. Selection tools in Photoshop | 14. Vector graphics |
| 15. Resolution | 16. JPEG |
| 17. Third party Plug-in | 18. Adobe Light room |

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Tools and Options of adobe Photoshop
20. Explain the various steps of image Editing?
21. What is mean by RAW? Explain the functions and features of RAW?
22. What are the major difference between Vector graphics and raster Graphics?
23. What you mean by Lossy and Loseless image compression?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. What you mean by image colour processing? Explain the various steps of colour processing and its application?
25. Explain the Features and Options of Adobe Photoshop?
26. Explain the Tools and Options of Adobe Illustrator?

**FOURTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM4B05: Core Course5: Scripting for Media**

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Character

- a) Character actor
- b) The character's name can then be written in script
- c) Behaviour
- d) None of the above.

2. CONTINUOUS

- a) action that moves from one location to another without any interruptions in time
- b) Continuity
- c) Page continuity
- d) None of the above

3. CRAWL

- a) superimposed titles move across on screen
- b) A camera movement
- c) An equipment
- d) A trolley.

4. Dialog

- a) people are supposed to say according to the script and director
- b) Discussion with script writer
- c) Title card
- d) None of the above

5. NEXT SCENE

- a) Next chapter
- b) Not the end of the movie, but end of a major movement
- c) Next page
- d) None of the above

6. Final Draft

- a) writers last rewrite of a script
- b) Drafting
- c) Fair copy
- d) Shooting script

7. INSERT

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- a) a scene that must be given the camera's full attention for a moment b) Inserting a picture
c) Inserting a dialogue d) None of the above

8. Intercutting

- a) At a point, two scenes will be shown a few moments each, back and forth
b) Cut between shots c) Clapping d) None of the above

9. REVERSE ANGLE

- a) Reveal things for comic or dramatic effect b) Reverse shot
c) Shot from back ground d) None of the above

10. SMASH CUT TO

- a) Slow transition b) An especially sharp transition
c) Final shot d) None of the above

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

- | | |
|-------------------------|-----------------------|
| 11. Screen Play | 12. Film Roll |
| 13. Voice Over | 14. Reverse angle |
| 15. Splitting of Scenes | 16. POV |
| 17. Captions | 18. Moment of Silence |
| 19. Slung Line | 20. Montage |
| 21. Frame | 22. Lap Dissolve |

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. Types of Script
24. Explain the evolution of Story Board
25. What are the major elements of Script?
26. What you mean by script treatment?
27. What are major functions of a multimedia script?
28. What are the major objectives of a Story Board?
29. What are the major difference between documentary script and feature film script?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Explain the various steps of a feature film script?
31. Prepare a script of Commercial Advertising?
32. Explain the various types of Camera shots and Angles?

**FOURTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM4B06: Core Course6: Introduction to Videography**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. STEADICAM

- | | |
|--|---------------------------------|
| a) A camera built to remain stable while being moved | b) A camera mounted on a tripod |
| c) A steady shot | d) None of the above |

2. POV

- | | |
|--------------------------|----------------------|
| a) Point of View | b) Picture of vision |
| c) Photographs of visual | d) None of the above |

3. PAN

- | | |
|--|----------------------|
| a) Camera turning on a stationary axis | b) Trolley |
| c) Close up | d) None of the above |

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4. JUMP CUT TO:

- a) A transition b) Action c) Fight scene d) None of the above

5. IRIS OUT

- a) Transition from one to another frame b) A black circle closes to end a scene
c) Fade in d) Fade out

6. FADE OUT

- a) Image appear in to frame b) Image slowly disappear to black
c) Image transit to another frame d) None of the above

7. ESTABLISHING SHOT

- a) Establishment b) Beginning of a film to suggest where the story takes place
c) Final shot d) None of the above

8. CLOSER ANGLE

- a) New angle nearer to the subject. b) Corner of an interior room
c) Close up d) None of the above

9. LONG SHOT

- a) Showing the entire human body b) Showing close up
c) Showing apart d) None of the above

10. AERIAL SHOT

- a) Shot be taken from a plane b) Wide angle shot
c) Shot taken by macro lens d) None of the above.

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Rule of Third

12. Focus

13. Portrait Photography

14. Aperture

15. Frame Rate

16. White balance

17. Zoom Lens

18. ISO

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What are the major features of Cinematography?
20. Explain the various types of Camera angles and Shots?
21. What are major features and functions of a Digital video Camera?
22. What you mean by Composition?
23. Make a brief note about Framing?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Make an essay about Lenses?
25. Make an essay about Cinematography and types of Camera?
26. What you mean by Camera Grips? Which are the major types of Camera grips?

**FOURTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM4B07: Core Course7: Fundamentals of Web Designing**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Social website

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- a) Twitter b) Wikileaks c) Google d) None of the above
2. XML
a) Extensible Markup Language. b) Embedded Markup language
c) Electronic Markup Language d) None of the above
3. Short Key of Slice tool in Photoshop
a) K b) C c) S d) H
4. URL
a) Universal Resource Location b) Uniform Resource Locator
c) Universal Records Label d) None of the above
5. Intranet
a) Computer Network within an Organisation b) Wide area Network
c) Portal d) None of the above
6. E-Commerce
a) Online Shopping b) Computerization of Commerce
c) Computer Trade d) None of the above
7. Interactive Media
a) Media responds to users actions b) Linear media
c) Print Media d) None of the above
8. DHTML
a) Data HTML b) Dynamic HTML
c) Design HTML d) None of the above
9. Video streaming
a) Delivering Live on the Internet b) Video on Demand
c) Video editing d) Video compression
10. Webcasting
a) Casting of elements for web b) Broadcast over internet
c) Hosting of web page d) None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Web Casting 12. WWW
13. Web Streaming 14. Tags
15. Interactive Tools in Photoshop 16. Java script

17. Web safe Colour

18. Shock Waves

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Elements of Web Designing?

20. Explain the various types of Web Sites?

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

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

23. What are the major features of HTML?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

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

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

26. What are the major features of HTML?

**FIFTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM5B08: Core Course8: Techniques of Post Production – Visual
Editing**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. A system of numbering that allows you to find out any recorded image with pinpoint accuracy is known as.....
a) time bar b) frame code c) frame rate d) time code
2.is a process of converting analog audio into digital audio
a) sampling b) recording c) stretching d) digitizing
3. Generation loss is the most minimal in
a) nonlinear editing b) transferring c) linear editing d) assemble editing
4. _____ light is used to cast pronounced shadows
a) Hard b) Soft c) Edge
5. The light source that casts sharp, well define shadows is called
a) Key light b) fill light c) set light d) hard light
4. The simplest and most used transition technique for building a link between two distinct shots is
a) Fade b) dissolve c) cut d) Wipe
5. MFD stands for _____
a)Minimum Focusing Distance b)Maximum Focusing
c)Distance Minimum Focusing Direction d)None of the above
6. Video program is often structured for a _____ audience format

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- a) Passive b) Active c) Restrictive d) None of the above

7. Intercutting

- a) At a point, two scenes will be shown a few moments each, back and forth
b) Cut between shots c) Clapping d) None of the above

8. Wide angle lens

- a) Focal length is smaller b) Focal length is longer
c) Large size of the lense d) None of the above

9. HD format

- a) High Definition b) High Density c) High-Tec Digital d) None of the above

10. OB

- a) Outside Broadcasting b) Original Broadcasting
c) Offset broadcasting d) None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Logging

12. Video effects

13. Sequence

14. Titling

15. AVID

16. Compressed Video Format

17. Transition

18. Signal Noise Ratio

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Elements of Visual Editing?

20. Explain the difference between LE and NLE?

21. What is mean by Three point Lighting?

22. Explain the features of Final Cut Pro?

23. What is mean by EDL?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Make an essay about the features and applications of Visual Editing?
25. Describe the various steps of Colour Grading?
26. What are the major elements and options of Final Cut Pro?

**FIFTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM5B09: Core Course9: Techniques of Post Production –Sound
Recording, Editing and Mastering**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Acoustics
 - a) Science of Sound
 - b) A sound recording equipment
 - c) Music equipment
 - d) None of the above
2. Nagra
 - a) Audio recorder for play back
 - b) Music notation
 - c) Graphic equalizer
 - d) None of the above
3. Ultrasound
 - a) Sound pressure wave
 - b) Speaker
 - c) Woofer
 - d) None of the above
4. Sound wave
 - a) Pressure wave
 - b) Sound of Wave

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- | | |
|---|----------------------------------|
| c) High sound | d) None of the above |
| 5. Console | |
| a) Key board for input | b) Consolidation of audio |
| c) Microphone | d) None of the above |
| 6. Location sound | |
| a) Live broadcast | b) Live sound recording |
| c) None of the above | |
| 7. Hz | |
| a) Short for Hertz | b) Brand Name of Audio equipment |
| c) Number of recording console | d) None of the above |
| 8. Audio channel | |
| a) A pathway through an audio device | b) A channel dedicated for audio |
| c) Channel music | d) None of the above |
| 9. MIDI | |
| a) Musical Instrument Digital Interface | b) A costume |
| c) Brand name of recording equipment | d) None of the above |
| 10. RFI | |
| a) Radio-frequency interference | b) Radio Frequency-International |
| c) Radio Frequency-India | d) None of the above |

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

- | | |
|---------------|---------------------|
| 11. Noise | 12. MIDI |
| 13. Nagra | 14. Track recording |
| 15. Nuendo | 16. Tempo |
| 17. Frequency | 18. XLR Cable |

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What is mean by Surrounding Sound? Explain the Process of Nuendo?
20. What you mean by Lip synchronization? What are the features of Dubbing?
21. What are major types of Microphones?
22. Describe a short Paragraph about MIDI?
23. What is man by Synthesisers?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. What is mean by Acoustics? What are the major functions of Acoustics? Explain the characteristics of Acoustic recording?
25. Explain the tools and Functions of Protools?
26. What are the major elements and Applications of Multi Track Recording?

**FIFTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM5B10: Core Course10: Introduction to 3D Modeling and
Texturing**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. 3D Animation
 - a) Illution of three-dimensional
 - b) Three frames
 - c) Cel animation
 - d) None of the above
2. Animation
 - a) Sequential images in rapid succession
 - b) Drawing animals
 - c) Vector drawings
 - d) None of the above
3. Bone in animation
 - a) Drawing of bone
 - b) Framework used to build a skeleton
 - c) Bone of character
 - d) None of the above
4. Morphing
 - a) Editing two pictures in to one picture
 - b) Transition from one frame to another
 - c) Picture manipulation
 - d) Merging of one or layer of a digital image
5. CGI
 - a) Computer-Generated Imagery
 - b) Computer graphics Interface
 - c) Cartoon graphics image
 - d) None of the above
6. Computer Animation
 - a) Cel animation
 - b) Traditional animation
 - c) Creation of moving images through the use of computers
 - d) None of the above
7. NURBS
 - a) Non- Universal Ratio based Splines
 - b) Non-Uniform Rational Basis Splines
 - c) New -Unit Rastor based Splines
 - d) Non Universal Rastor brush for smoothening
8. Exposure sheet
 - a) Worksheet used to plan the timing and action
 - b) Sheet to prepare drawing
 - c) Cellophane sheet
 - d) None of the above
9. Dry Brush Technique
 - a) Drawing brush with pencil
 - b) Technique used for 2D animation
 - c) Picture manipulation
 - d) None of the above
10. Rotoscoping
 - a) live action video is traced to create animation
 - b) Animation projection system
 - c) 3D character generater
 - d) Drawing method

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

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- | | |
|-----------------------|------------------|
| 11. Nurbs | 12. 3D Animation |
| 13. Planner Mapping | 14. Staging |
| 15. Surface Modelling | 16. Object Mode |
| 17. Texturing | 18. Toon |

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Explain the features of CGI?
20. What are the major elements of Animation?
21. Explain the characteristics and features of Autodesk Maya?
22. Describe a short Paragraph about Polygon Modelling?
23. What is man by Track Sheet?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. What are the features of Visual Effects? Explain the possibilities of VFX in entertainment industry?
25. Explain the Application of 3d Interface?
26. Explain the advanced options of Lighting and Camera options in Autodesk Maya?

**FIFTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM5B11: Core Course11: Advanced Web Designing**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. New media
 - a) Digital media
 - b) Television media
 - c) Cinematography
 - d) None of the above
2. Web Master
 - a) Trainer in web programming
 - b) Responsible for maintaining web sites
 - c) Expert in web design
 - d) None of the above
3. SMTP Programme
 - a) Simple Mail Transfer Protocol
 - b) Synchronized Mail Transferring
 - c) System
 - d) None of the above
4. ISP
 - a) Internet service Provider
 - b) Internal System Program
 - c) International Server project
 - d) None of the above
5. Embedding
 - a) Editing
 - b) Integrating
 - c) Deleting
 - d) All of These
6. Which one of the following is a web design tool
 - a) Page maker
 - b) MS Power point
 - c) Quarkxpress
 - d) MS word
7. Gateway of Websites
 - a) Portal
 - b) Home page
 - c) HTML
 - d) Interface
8. XML

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- | | |
|--------------------------------|-----------------------------|
| a) Extensible Markup Language. | b) Embedded Markup language |
| c) Electronic Markup Language | d) None of the above |
9. Episodes
- | | |
|--------------------------|---------------------------|
| a) Interactive web pages | b) Episode of Internet TV |
| c) TV Episode | d) None of the above |
10. DHTML
- | | |
|----------------|----------------------|
| a) Data HTML | b) Dynamic HTML |
| c) Design HTML | d) None of the above |

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

- | | |
|------------|----------------------|
| 11. Tags | 12. Spry frame work |
| 13. CSS | 14. Web safe colours |
| 15. Tables | 16. DTHML |
| 17. Links | 18. SWF |

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Explain the features of Adobe Dreamweaver?
20. What are the major elements of Web Designing?
21. What are the advanced features of JQuery?
22. What you mean by Web user face interface?
23. Make a short paragraph about 2D Authoring tool?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

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

25. Describe the various steps of Web Designing?

26. Explain the advanced options of JQuery?

**SIXTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM6B13: Core Course13: Multimedia Designing & Authoring**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. A Multimedia authoring software.

A. PageMaker

B. Director

C. Excel

D. None of the above

2. RGB Stands for

A. Raster, Gray, Black

B. Red, Green, Blue

C. Black and White

D. none of the above

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3. Compression

- A. Reduces the picture clarity for storage B. Reduces the number of bytes required to stor
C. Reduces the resolution D. None of the above

4. Use of Buttons

- A. navigates an image or text B. Symbols of a topic
C. A decoration for pages D. None of the above

5. Advantages of Icon based authoring Tool

- A. Complex interaction and layering of multimedia products. B. For simple linear
presentation C. Video presentation made easy D. None of the above

6. A tool for universal document exchange

- A. PageMaker B. CorelDraw C. Adobe Acrobat D. none of above

7. Digital storage medium

- A. Hard disc B. USB port C. Monitor D. None of the above

8. Dealing with Colour

- a) Balancing Pixels b) Scaling Files c) Masking d) Contrast

9. Pixels

- a) Digital image b) Analogue c) Vector d) None of the above

10. Generation loss is the most minimal in

- A. nonlinear editing B. Transferring C. linear editing D. assemble editing

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Director

12. Action Script

13. Interactive Page

14. Buttons

15. SWF

16. Image Compression

17. Key frame Animation

18. PSD

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What you mean by Multimedia Authoring?
20. Make a Short Paragraph about Image Authoring Tool?
21. Explain the features and options of Adobe Flash?
22. What are the elements of Multimedia?
23. Make a short paragraph about 2D Authoring tool?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Explain the use of Multimedia in education and entertainment Industry?
25. Explain the various types of Image and Web Authoring Tools?
26. What are the various steps of Multimedia Production?

**SIXTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM6B14: Core Course14: Introduction to Motion Graphics**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Alpha

- a) Opacity of an object.
- b) Name of a device
- c) Name of a tool
- d) None of the above

2. Zoetrope

- a) Current animation Generator
- b) An early animation device
- c) Claymation equipment
- d) None of the above

3. Tween

- a) Key Frame
- b) In-between
- c) Exaggerated motion
- d) None of the above

4. Stop-Motion Animation

- a) Animation by arranging real objects
- b) Animation without motion
- c) End of animation
- d) None of the above

5. Rotoscoping

- a) live action video is traced to create animation
- b) Animation projection system
- c) 3D character generater
- d) Drawing method

6. Rostrum camera

- a) Used to film 2D cel animation
- b) 3D character generator
- c) Animation projection system
- d) None of the above

7. MPEG

- a) Compressed Bitmap file
- b) Vector image file
- c) Decompressed vector file
- d) None of the above

8. Wire frame

- a) Final stage of Rendering
- b) First stage of 3D before an object is rendered
- c) Final output of a frame
- d) Grid for drawing story board

9. Computer Animation

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- a) Cel animation
c) Creation of moving images through the use of computers
- b) Traditional animation
d) None of the above

10. Depth of Field

- a) Depth of Back ground
c) Area of back ground
- b) Focus of objects in a scene at various depths
d) None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Footage
13. Nodes
15. Mask
17. Cinematic terminology
12. 3D Camera
14. Third Party plug-in
16. Motion tracking
18. AEP Formats

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Make a short paragraph about Stop motion Animation?
20. What you mean by Motion Graphics? What are the major elements of Motion Graphics?
21. Explain the features and options of Adobe After effects?
22. What you mean by Masking, Rotoscoping and Wire Removal?
23. What is mean by Screen Compositing?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Explain the various options of Adobe after effects?
25. Make an essay about Visual effects?
26. Make an essay about the role of Motion graphics in entertainment and film industry?

**SIXTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM6B15: Core Course15: Television Production (Digital Media)**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. E-Commerce
 - a) Commerce learning through Internet
 - b) Business conducted over the Internet
 - c) Engineering Commerce
 - d) None of the above
2. ENG
 - a) English News Group
 - b) Electronic News gathering
 - c) Electronic News Group
 - d) English News Gathering
3. Protocol in Network
 - a) Police Protocol
 - b) Govt. Protocol rules
 - c) Rules in communication connection
 - d) None of the Above
4. Citizen Journalism
 - a) Reporting of Foreign Citizen
 - b) Amateur gathering for News reporting
 - c) Reporting of Indian Citizen
 - d) None of the above
5. Webcasting
 - a) Media presentation distributed over the Internet
 - b) Web Design
 - c) Web Creation
 - d) None of the above
6. Creating a storyboard of a video programme is usually at
 - a) Production stage
 - b) after the shoot
 - c) Pre production stage
 - d) Scripting stage
7. Cyber media

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ANNEXURE I

- a) Vast quantities of information stored in network b) Name of an organization
c) Traditional Media d) None of the above
8. User interface design
a) Graphical representation for user b). Tutorial for user
c). Introduction for user d) None of the above
9. A media presentation over Internet
a) Webcasting b) Video Conference
c) Live television broadcast d) Offline presentation
10. Traditional media
a) Print Media b) Electronic Media
c) Online media d) Web media

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Anchoring 12. Floor Management
13. Feature Film 14. Budgeting
15. Soap Opera 16. Vision Switch
17. Docudrama 18. Multi Cam Management

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What are the major elements of Soap Opera?
20. What are the major differences between video production and television production?
21. What are the essential qualities required for a television anchor?
22. What are the main features of video camera and their specific usages?
23. What are the major differences between single camera and multi-camera shoot? Explain with suitable examples.

Section D (Essay)

Answer any two questions. Each 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?
26. What is editing? Explain the different kinds of transition devices.

**SIXTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM6B16: Core Course16: **Advanced 3D Animation, Vfx and
Compositing****

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. CGI

- | | |
|-------------------------------|--------------------------------|
| a) Computer-Generated Imagery | b) Computer graphics Interface |
| c) Cartoon graphics image | d) None of the above |

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2. Wire frame

- a) Final stage of Rendering
- b) First stage of 3D before an object is rendered
- c) Final out put of a frame
- d) Grid for drawing story board

3. Field

- a) Area of animation sheet
- b) Visible range of the drawings captured by the camera
- c) Back ground
- d) None of the above

4. Squash and Stretch

- a) Rendering
- b) Exaggerated animated motion.
- c) Drawing method
- d) Drawing in cell

5. Tween

- a) Key Frame
- b) In-between
- c) Exaggerated motion
- d) None of the above

6. Zoetrope

- a) Current animation Generator
- b) An early animation device
- c) Clay animation equipment
- d) None of the above

7. Anti-Aliasing

- a) Process of blurring sharp edges in pictures
- b) Aligning Images
- c) Slicing objects in a frame
- d) None of the above

8. Rendering in animation

- a) Process to create an image from a data file
- b) Illustrating a picture
- c) Transition from a frame to another
- d) Preparation of Story board

47. Frame in animation

- a) Single complete image contains an animation drawing
- b) Size of Monitor
- c) Frame rate
- d) None of the above

44. Fractals

- a) Colour mode RGB
- b) Complex Abstract image created by Computer
- c) Layers in an Image
- d) None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

- | | |
|----------------------|---------------------|
| 11. UV Editor | 12. IK tool |
| 13. Texturing | 14. Mirror Deformer |
| 15. Attribute Editor | 16. Extrude |
| 17. Ghosting | 18. Blend Shape |

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What are the Basic principles of animation
20. Explain the Role of computers in animation
21. What you mean by UV editor?
22. What are the main features of Autodesk Maya?
23. What are the major differences between Mental Ray rendering and Maya Hardware Rendering?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. What are the major Characteristics and Principles of Animation? Explain with the help of Illustrations?
25. Describe the different types of Texturing and Rendering methods in Maya?
26. What you mean by Animation Production Pipe Line?

MODEL QUESTION PAPERS
FOR
COMPLEMENTARY
COURSES

**FIRST SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM1C01: Complementary Course1: Introduction to Computer**

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. How do the main components of the computer communicate with each other?
a) system bus b) memory c) keyboard d) monitor
2. What does ALU stand for?
a) Asymmetrical Linking Unit b) Arithmetic Logic Unit
c) Alternate Logic Use d) Artificial Linking Usage
3. VGA is
a) Video Graphics Array b) Visual Graphics Attribute
c) Volatile Graphics Array d) Video Graphics Adapter
4. WAN stands for
a) Wild Area Network b) Wide Area Network
c) Wide Array Net d) Wireless Area Nation
5. Who is not related to computers?
a) Von Neumann b) Charles Babbage
c) Walt Whitman d) George Stibitz
6. SSD stands for?

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ANNEXURE I

- a) Super Semi Device
c) Super State Device
- b) Solid State Drive
d) State Secured Device
7. The Number system based “0” and “1” only is known as
a) Binary System
c) Letter System
- b) Binding System
d) Hexadecimal System
8. Which of the following is not a secondary storage device?
a) Pen Drive
c) DVD
- b) Hard disk
d) Random Access Memory
9. ‘Track and sector’ is associated with
a) Computer language
c) Artificial intelligence
- b) Data storage on disk
d) Display resolution
10. Which component is used to input data into a computer?
a) Printer
c) CPU
- b) keyboard
d) Hard disk

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. CPU
13. RAM
15. Vector Graphics
17. VGA Splitter
19. Graphics Card
21. Fire wire cable
12. Studio Monitor
14. CRT Display
16. LED Displays
18. Presentation
20. JPEG
22. PDF

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What are the Functions of a CPU?
24. Explain the different types of Memory?
25. Which are the major types of Monitor?
26. What you mean by Multimedia? Explain the Specifications of a Multimedia Computer?

27. Which are the major types of Image file formats?

28. Explain the features of Internet?

29. Explain E- Content Development?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Make an essay about the generations of Computer?

31. What you mean by Multimedia? Explain the applications and formats of Multimedia?

32. Explain the difference between System Software and Application Software?

**FIRST SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM1C02: Complementary Course2: Media Laws and Ethics**

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. How do the main components of the computer communicate with each other?

a) system bus

b) memory

c) keyboard

d) monitor

2. What does ALU stand for?

a) Asymmetrical Linking Unit

b) Arithmetic Logic Unit

UNIVERSITY OF CALICUT
ANNEXURE I

- c) Alternate Logic Use
3. VGA is
a) Video Graphics Array
c) Volatile Graphics Array
4. WAN stands for
a) Wild Area Network
c) Wide Array Net
5. Who is not related to computers?
a) Von Neumann
c) Walt Whitman
6. SSD stands for?
a) Super Semi Device
c) Super State Device
7. The Number system based “0” and “1” only is known as
a) Binary System
c) Letter System
8. Which of the following is not a secondary storage device?
a) Pen Drive
c) DVD
9. ‘Track and sector’ is associated with
a) Computer language
c) Artificial intelligence
10. Which component is used to input data into a computer?
a) Printer
c) CPU
- d) Artificial Linking Usage
b) Visual Graphics Attribute
d) Video Graphics Adapter
b) Wide Area Network
d) Wireless Area Nation
b) Charles Babbage
d) George Stibitz
b) Solid State Drive
d) State Secured Device
b) Binding System
d) Hexadecimal System
b) Hard disk
d) Random Access Memory
b) Data storage on disk
d) Display resolution
b) keyboard
d) Hard disk

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Yellow journalism.
13. Whistle blower.
15. IPC
12. Media activism.
14. Embedded journalism
16. Copy Right

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ANNEXURE I

- | | |
|--------------------------|------------------------|
| 17. Objectivity | 18. Media Professional |
| 19. Invasion of privacy. | 20. Publication Act |
| 21. Editorialization | 22. PCI |

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What are the important recommendations of Majidia wage board?
24. Explain the Contempt of Court Act?
25. What are the reasonable restrictions for the freedom of speech and expression?
26. Explain the basic tenets of Copyright Act?
27. Argue the role of Press Council of India in current media scenario?
28. Explain the basic tenets of Intellectual Property Rights?
29. What are the major implications of the defamation law for a journalist?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Critically examine the relevance of Right to Information Act?
31. Explain the relevance of Indecent Representation of Women's Act in the context of advertisements in the media?
32. Write a critique of sting journalism?

**SECOND SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC**

BMM2C03: Complementary Course3: Fundamentals of Multimedia

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. RGB Stands for

- A. Raster, Gray, Black
- B. Red, Green, Blue
- C. Black and White
- D. none of the above

2. Compression

- A. Reduces the picture clarity for storage
- B. Reduces the number of bytes required to stor
- C. Reduces the resolution
- D. Non of the above

3. Audio

- A. BMP
- B.GIF
- C.MIDI
- D. PSD

4. GUI

- A. Graphical User Interface
- B. Graphics Universal Institution
- C. Graphical units of India
- D. General User Interface

5. Cross platform Authoring tools

- A. For compatibility
- B. For High resolution
- C. For Multi language
- D. For different countries

6. Image file formats

- A. PMD
- B.GIF
- C.MIDI
- D. DTP

7. JPEG

- A. Image compression
- B. Image Editor
- C. Audio format
- D. Video editor

8. An image editing software.

- A. PageMaker
- B. MS-Word
- C. Photoshop
- D. All of the above

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ANNEXURE I

9. Photoshop file extension is

- A. psd B. pdb C. cdr D. gif

10. The tool used for dividing an image into slices.

- A. Gradient tool B. Slice tool C. Burn tool D. all of the above

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Fonts

12. Image Authoring

13. Hyper Media

14. JPEG

15. AVI

16. E-learning

17. MIDI

18. E- Content

19. WWW

20. RAW Format

21. Interactive Page

22. Graphics

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What you mean by image authoring?

24. Explain the use of Multimedia for Education?

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

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

27. Explain the functions of Adobe Photoshop?

28. Explain the basic structure of a multimedia computer?

29. What are the major characteristics of sound?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

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

31. Explain the uses of Multimedia in the commercial entertainment industry?
32. Write a short note about e- learning?

**SECOND SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM2C04: Complementary Course4: Introduction to Cinema**

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Who among the following I & B ministers in the union government banned the musical instrument harmonium from AIR's music programmes?
a) B.V. Keskar b) Indira Gandhi c) Krishna Kumar d) Vasanth Sathe
2. The life of Eskimos is pictured by Robert Flaherty in his classical documentary.....
b) Man of Aran b) Nanook of the North
c) Nanook of the South d) Man of Arabia
3. Steadicam is.....
d) a device on which camera is mounted
e) a camera fitted to the body of a person who shoots
f) a device fitted to a camera for flexible shots
g) a small camera used during shoots for publicity shoots
4. Which among the following films has a sequence on the torture of the revolting public at the steps of Odessa?

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ANNEXURE I

- a) Unchien Andalou b) Battleship Potemkin
c) Spartacus d) Birth of a Nation
5. Treatment, a terminology in cinema means.....
- a) synopsis of a film b) a proposal for the production of a film
c) a short written outline of a film specifying how the story is to be told d) summary of the story
6. During the evolutionary period of cinema Eadweard Muybridge experimented the shooting of
- a) a fireman extinguishing fire b) workers leaving a factory
c) the sneeze of a lab assistant d) the galloping of a horse
7. Which among the following is a mismatch?
- a) Bramstoker – Dracula b) F.W. Murnau – Nosferatu
c) Claude Chabrol – Cries and Whispers d) Leni Reifenstahl – Triumph of the Will
8. Mohsen Makhmalbaf is anfilm maker
- a) Iranian b) Iraqui c) Israeli d) Afghani
9. “Night and Fog”, the classical documentary on the mass killings during the second world war was made by.....
- a) Roberto Fellini b) Dziga Vertov c) Roman Polanski d) Allain Resnais
10. In which of the following films did Chaplin appear as a hired killer?
- a) The Kid b) The Pilgrim c) Monsieur Verdoux d) The Gold Rush

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Steady Cam 12. Misen- Scene
13. ARRI 14. Three Point Lighting
15. Point of View 16. Camera Grip
17. Wide angle 18. Idea

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ANNEXURE I

19. Troboscope

20. Schedule

21. Kinetograph

22. Kandambecha Kottu

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. Evaluate the history of Malayalam cinema?

24. Explain the editing techniques of Soviet Montage theory?

25. What are the major features of Italian Neo Realism?

26. Make a critical essay about the super star politics in Malayalam Cinema?

27. Explain the golden age of Indian Cinema?

28. Make an essay about Lumiere Brothers and their Cinematographe?

29. Evaluate the history of World Cinema?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Make an essay about the various stages of a film production?

31. What are the major contributions of Hollywood Film Industry?

32. Prepare an essay about the features and functions of German Expressionism?

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**THIRD SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM3C05: Complementary Course5: **Digital Photography****

Time: 3 Hours

Maximum marks: 60

Section A (One word)
Answer all questions. Each question carries 1 mark

1. Rules of third

- A. Camera handling rule
B. Composition rule
C. Rules of lighting
D. None of the above

2. CCD

- A. Sensor
B. Lens
C. Shutter
D. Flash

3. Capturing

- A. Focusing
B. Cloning
C. Exposing
D. making image sharper

4. What is the ideal resolution of print production?

- A. 72 dpi
B. 300 dpi
C. 100 dpi
D. 250 dpi

5. Contrast

- A. Calibration term
B. Visual term
C. Scaling term
D. None of the above

6. Memory card

- A. Balancing pixels
B. Storage device
C. Information format
D. None of the above

7. Image Editing Software

- A. MS Excel
B. Flash
C. Power Point
D. Pagemaker

8. General Character of SLR Camera

- A. Interchangeable Lens
B. Fixed Lens with Optical Zoom
C. No Image sensors
D. Auto Focus

9. Amount of light that falls in to the sensor of the camera

- A. Exposure
B. White balances
C. Depth of Field
D. Three point lighting

10. Contrast

- A. Balancing Pixels
B. Dealing with Colour
C. Scaling Files
D. masking

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

- | | |
|--------------------|-------------------|
| 11. Depth of Field | 12. White Balance |
| 13. Soft Box | 14. Shutter Speed |
| 15. Framing | 16. Sensor |
| 17. ISO | 18. Grips |

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What are the Basic principles of Photography?
20. Explain the Role of a Photo Journalist?
21. Light becomes a strong telling element in photojournalism. How?
22. What is wild life photography?
23. What are different types of Lenses?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Explain the different types of cameras, lens and filters and their specific purposes?
25. What are the challenges of a present day photojournalist of a newspaper competing with fast growing TV channels and Internet?
26. Explain the different types of Photography and its functions?

**THIRD SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM3C06: Complementary Course6: Design and pagination**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Red, Yellow and ----- are primary colours.
a. blue b. Black c. White d. violet
2. Graphic representation such as a series of illustrations or images displayed in sequence for pre Visualizing a motion graphic is called -----
a. script b. Storyline c. Storyboard d. story
3. Who in 1666 developed the first circular diagram of colours?
a. Marconi b. Sir Issac Newton c. Robert Moray d. John Bradshaw
4. Master pages
A. Cover page B. For setting common elements
C. Chapter page D. None of the above
5. Leading means
A. Space between images B. Space between two characters
C. Space between sentence D. Spaces between lines
6. Which colour mode is used for print production?

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ANNEXURE I

- | A.CMYK | B.HSB | C.PANTONE | D. RGB |
|------------------------------------|-------|-------------------------------------|--------|
| 7. Leap office | | | |
| A. Malayalam text editor | | B. Presentation Software | |
| C. Image Editor | | D. None of the above | |
| 8. PNG | | | |
| A. Programmable Network Graphics | | B. Project Network Group | |
| C. Portable Network Graphics | | D. None of the above | |
| 9. JPEG | | | |
| A. Joint Picture Export Group | | B. Joint Photographic Experts Group | |
| C. Joint programming Experts Group | | D. None of the above | |
| 10. GIF | | | |
| A. Graphic Interchange Format | | B. Graphic Integrating File | |
| C. Graphic Integrating Form | | D. None of the above | |

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

- | | |
|---------------------|----------------|
| 11. White space | 12. Kerning |
| 13. Gutter | 14. Tracking |
| 15. Selection Tools | 16. Typography |
| 17. Text Warp | 18. Type Face |

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What are the functions of display elements?
20. Explain the mechanics of dummies.
21. Briefly explain the different types of cartoons appear in newspapers.

22. What are the new newspaper design softwares?
23. Argue the importance of info graphs in newspaper lay-out?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Critically examine the ingredients of traditional and contemporary makeup concepts?
25. Make a critique of the design and pagination of the two leading newspapers either Malayalam or English
26. What are the principles of artistic design applied to newspapers?

**FOURTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM4C07: Complementary Course7: Multimedia Journalism and E-
Content Development**

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. An expert source willing to comment on a timely issue in an organization is known as

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ANNEXURE I

- a. PR person
c. Company Secretary
2. What does HTTP stands for?
a. High-tech telecasting programme
c. Hypermedia transfer programme
3. Podcast means?
a. Internet radio broadcast
c. Digital radio broadcast
4. URL is the abbreviation of -----
a. Universal Resource Location
c. Universal Records Label
5. Arpanet is a -----
a. Network by European commission
c. Local area Network for Education
6. XML denotes -----
a. Extensible Mark-up Language.
c. Electronic Mark-up Language
7. Blogosphere means -----
a. Connected Community of Blogs
c. Association of bloggers
8. A media presentation over Internet
a) Webcasting
c) Live television broadcast
9. Online encyclopaedia
a) Wikipedia
c) University site
10. Media convergence
a) Print Media
- b. Spokesperson
d. None of these
- b. Hypertext Transfer Protocol
d. None of the above
- b. Narrowcast
d. Video telecast
- b. Uniform Resource Locator
d. None of the above
- b. Network for World Wide Web
d. First Packet Switched Network
- b. Embedded Mark-up language
d. None of the above
- b. Collection of blogs by an Author
d. None of the above
- b) Video Conference
- b) Mathrubhumi.com
d) None of the above
- b) Computing, communications, and content.

c) Interactive media

d) Video, Audio, text.

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Cyberspace

12. Intranet

13. Domain name

14. Netizen

15. E-commerce

16. Hacker

17. Hacker

18. HTML

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Argue the relevance of social media networks?

20. Distinguish between blogging and micro blogging?

21. What are the major laws on cyber crime?

22. What are the major laws on cyber crime?

23. Comment on internet governance?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Critically examine annotative reporting and open-source journalism?

25 Trace the history of internet as a medium of communication and its impact on Journalism?

26. Critically review two online newspapers of your choice

FOURTH SEMESTER BMMC DEGREE EXAMINATION

(UG-CBCSS) BMMC
BMM4C08: Complementary Course8: Advertising

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. A specific coordinated advertising effort on behalf of a particular product or service that extends for a specified period of time
 - a) Campaign
 - b) Trial
 - c) Marketing
 - d) Commercial
2. Advertising that is set in small type and arranged according to categories or interests
 - a) Display ads
 - b) Classified ads
 - c) Testimonial ads
 - d) Banner ads
3. The process of reserving time or time periods with a station or network; checking on available advertising time.
 - a) Free time
 - b) Cross time
 - c) Clear time
 - d) Reserved time
4. The highest possible rate for advertising time or space.
 - a) Gross rate
 - b) Consumer rate
 - c) Ad rate
 - d) Cost
5. the most common form of outdoor advertising is
 - a) Stadium advertising
 - b) Advertising on taxis
 - c) Advertising on bus backs
 - d) Billboard advertising
6. The speed with which buyers forget about a brand if advertising is NOT seen is called
 - a) Buyer turnover
 - b) The frequency rate
 - c) The forgetting rate
 - d) Brand awareness rate
7. One reason for using magazines as an advertising medium is
 - a) Their ability to target specific audiences
 - b) The short lead time needed to place an ad
 - c) Their low cost

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ANNEXURE I

d) The lack of noise associated with the use of magazines in the communication channel

8. AAI represents;

- a) American Agency for Advertisers Information
- b) Advertising Agencies Association of India
- c) Association of Advertising Agencies in India
- d) Indian Association of Advertising Agencies

9. AAAA stands for,

- a) American Agency for Advertising and Awareness
- b) American Association of Advertising Agencies
- c) Association of Advertising Agencies in America
- d) American Advertising Agencies' Association

10. Action advertising is also termed as,

- a) Quick response advertising
- b) Direct response advertising
- c) Advocacy advertising
- d) Short term advertising

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Banner Adds

13. Pop Up Adds

15. Brand Loyalty

17. Trade Advertising

19. Customer Benefits

21. Response activity

12. Mono Media

14. Virtual Advertising

16. The Starch Model

18. Brand distinction

20. Marketing Group

22. Consumer profile

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What are the functions of advertising?
24. What are the characteristics of internet ads?
25. Explain the different types of ads?
26. Explain the organizational structure of an ad agency?
27. What are the key elements in an advertising copy?
28. Briefly explain the impact of television advertising on children?
29. Explain the ad copy structure?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. How is a television ad conceived and produced? Explain the various formats adopted for television advertisements?
31. Explain the types of advertising with examples?
32. Critically examine an ad each from the print, radio and television and give your comments on their effectiveness?

MODEL QUESTION PAPER
FOR
OPEN COURSE

**FIFTH SEMESTER BMMC DEGREE EXAMINATION
(UG-CBCSS) BMMC
BMM5D01: Open Course1: Introduction to Multimedia**

Time: 2 Hours

Maximum marks: 40

Section A (One word)

Answer all questions. Each question carries 1 mark

1. RGB Stands for

A. Raster, Gray, Black

B. Red, Green, Blue

C. Black and White

D. None of the above

UNIVERSITY OF CALICUT
ANNEXURE I

2. Bitmap images are made of

- A. Picture
- B. Pixels
- C. Lines and curves
- D. None of the above

3. Compression

- A. Reduces the picture clarity for storage
- B. Reduces the number of bytes required to store
- C. Reduces the resolution
- D. None of the above

4. Use of Buttons

- A. navigates an image or text
- B. Symbols of a topic
- C. A decoration for pages
- D. None of the above

5. Interactive controlled structure

- A. Navigation Controlled by the code
- B. Navigation Controlled by the user
- C. Navigation Controlled by time
- D. None of the above

6. Audio

- A. BMP
- B. GIF
- C. MIDI
- D. PSD

7. GUI

- A. Graphical User Interface
- B. Graphics Universal Institution
- C. Graphical units of India
- D. General User Interface

8. Advantages of Icon based authoring Tool

- A. Complex interaction and layering of multimedia products.
- B. For simple linear presentation
- C. Video presentation made easy
- D. None of the above

Section B (Short answer)

Answer any five questions. Each question carries 2 marks

9. Fonts

10. Image Authoring

11. Hyper Media

12. JPEG

13. AVI

14. E-learning

15. MIDI

Section C (Paragraph)

Answer any two questions. Each question carries 6 marks

16. What are the fundamentals of multimedia?
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 categories of image compression methods?

Section D (Essay)

Answer any one question. Each question carries 10 marks

21. Make an essay about the various file formats used in Multimedia Platform?
22. Explain the uses of Multimedia in the commercial entertainment industry?

PART- II

COMPLEMENTARY COURSES OFFERD BY MULTIMEDIA BOARD FOR OTHER UG PROGRAMMES

Complementary Course-1

Complementary Courses in Multimedia Applications *(for B.A. Mass Communication and Journalism)*

PART II-1

Complementary Courses in Multimedia Applications *(for B.A. Mass Communication and Journalism)*

BMD1 C01 - Introduction to Computer

BMD2 C02 - Fundamentals of Multi Media

BMD3 C03 - Media Publishing

BMD4 C04 - Multimedia Journalism

Introduction

Complementary course in Multimedia Applications for BA. Mass Communication and Journalism 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

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ANNEXURE I

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	Marks
I	BMD1 C01	Introduction to Computer	3	2	100
II	BMD2 C02	Fundamentals of Multimedia	3	2	100
III	BMD3 C03	Media Publishing	3	2	100
IV	BMD4 C04	Multimedia Journalism	3	2	100

20 Marks for Internal Evaluation

Internal Examination Evaluation Scheme

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance	5
2	Test Papers I & II	5 + 5
3	Assignment	2
4	Seminar	3
	Total	20

80 Marks for External Evaluation

External Examination (Semester End) Question Paper Model and Evaluation Scheme

<i>Duration</i>	<i>Pattern</i>	<i>Total number</i>	<i>Number of</i>	<i>Marks for</i>	<i>Marks</i>
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		<i>of questions</i>	<i>questions to be answered</i>	<i>each question</i>	
3 Hours	One word	10	10	1	10
	Short answer	12	10	2	20
	Paragraph	8	5	6	30
	Essay	3	2	10	20
Total Marks*					80

DETAILED SYLLABUS

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester I

Course 1

Code MD1 C01

Introduction to Computer

Contact Hours 3

Credits 2

UNIT 1: Computer basics – CPU, memory and storage devices; input/output devices; communication devices; operating systems – DOS, Windows, Linux, Unix; Cross-platforms problems and solutions; workstations; networks.

UNIT 2: Analog and digital principles; image formats; video formats; resolutions and pixels; internet : File Transfer Protocol and Real-Time Transport Protocol, mobile communication technology: GSM, CDMA and GPRS, to 3G, Wireless network technologies such as IrDA, Bluetooth, Wireless USB, Z-Wave, ZigBee Wireless LAN, interactivity, brain control interface.

UNIT 3: Introduction to MS Office- MS word Spreadsheet basics. Excel environment. Entering data. Excel toolbars. Creation and manipulation of charts and graphs. Manipulation of data. Mathematical and statistical calculations. Introduction to PowerPoint. Starting PowerPoint. AutoContent Wizard. Working with texts, graphs, pictures, audio, and video in slides. Design templates.

UNIT 4: Types of Graphic card- Fire wire card- Types of Audio card- Studio monitors- External Sound Cards- VGA Splitter- VGA to HDMI converter- HDMI input and output- RCA cables- MIDI cables- VGA Switch- Fire wire cable- Meaning and scope of the Internet. Surfing the Net. Creating, sending and receiving e-mails using Outlook Express and hosting websites. Browsing the WWW. Downloading from and uploading to the Internet. Online journalism.

Text books for reference:

1.Computer Fundamentals, Goel Anita, Pearson Education India, 2010

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2.Easy Computer Basics, Miller Michel,QUE Publishers, 2009

3.Basics of Computer,P K Singh, VK Publications, 2011

4.Absolute Beginners Guide, Mille Michellr, QUE Publishers, 2007

MODEL QUESTION PAPER

Code MD1 C01

Introduction to Computer

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. How do the main components of the computer communicate with each other?
a) system bus b) memory c) keyboard d) monitor
2. What does ALU stand for?
a) Asymmetrical Linking Unit b) Arithmetic Logic Unit
c) Alternate Logic Use d) Artificial Linking Usage
3. VGA is
a) Video Graphics Array b) Visual Graphics Attribute
c) Volatile Graphics Array d) Video Graphics Adapter
4. WAN stands for
a) Wild Area Network b) Wide Area Network
c) Wide Array Net d) Wireless Area Nation
5. Who is not related to computers?
a) Von Neumann b) Charles Babbage
c) Walt Whitman d) George Stibitz
6. SSD stands for?
a) Super Semi Device b) Solid State Drive
c) Super State Device d) State Secured Device
7. The Number system based “0” and “1” only is known as
a) Binary System b) Binding System
c) Letter System d) Hexadecimal System
8. Which of the following is not a secondary storage device?
a) Pen Drive b) Hard disk
c) DVD d) Random Access Memory
9. ‘Track and sector’ is associated with
a) Computer language b) Data storage on disk

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- c) Artificial intelligence
10. Which component is used to input data into a computer?
a) Printer
c) CPU
- d) Display resolution
b) keyboard
d) Hard disk

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. VGA
13. Photoshop
15. Vector Graphics
17. VGA Splitter
19. Graphics Card
21. Fire wire cable
12. BUS
14. LCD Display
16. CRT
18. Spreadsheet
20. PNG
22. TIFF

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What are the Functions of a CPU?
24. Explain the different types of Memory?
25. Which are the major types of Monitor?
26. What you mean by Multimedia? Explain the Specifications of a Multimedia Computer?
27. Which are the major types of Image file formats?
28. Explain the features of Internet?
29. Explain E- Content Development?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Make an essay about the generations of Computer?
31. What you mean by Multimedia? Explain the applications and formats of Multimedia?

32. Explain the difference between System Software and Application Software?

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester II

Course 2

Code MD2 C02

Fundamentals of Multimedia

Contact Hours 3

Credits 2

Unit I: Definition of multimedia, elements of multimedia features of multimedia, applications.

Unit II: Multimedia file formats, standards, data compression techniques, typo graphs, fonts, font formats, hypertext, communication protocols.

Unit III: Digital still photography, image authoring and editing tools, application wise Photoshop, image file format, jpg, TIFF, GIF, contrast, brightness, Hue, slicing, aspect ratio, gray scale, filters, image enhancing designing technique.

Unit IV: Video in multimedia, analogue and digital signals, video for TV and web, video shooting, capturing, editing techniques, video storage formats. Sound in multimedia, characteristic of sound, acoustics, recording techniques, and mixing, mastering, audio storing formats.

Text books for reference:

1. Multimedia Systems, John F. Koegel Buford, Pearson Education India, 2009
2. Multimedia and communications technology, Steve Heath, Focal Press, 2009

3. Multimedia Basics, Holzinger Andreas, Firewall Media, 2009
4. Principles Of Multimedia, Parekh Ranjan, Tata McGraw-Hill Education, 2006
5. Multimedia Journalism: A Practical Guide, Bull Andey, Routledge, 2010

MODEL QUESTION PAPER

Code MD2 C02

Fundamentals of Multimedia

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. RGB Stands for

A. Raster, Gray, Black

B. Red, Green, Blue

C. Black and White

D. none of the above

2. Compression

A. Reduces the picture clarity for storage

B. Reduces the number of bytes required to stor

C. Reduces the resolution

D. Non of the above

3. Audio

A. BMP

B. GIF

C. MIDI

D. PSD

4. GUI

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- A. Graphical User Interface
C. Graphical units of India
5. Cross platform Authoring tools
A. For compatibility
C. For Multi language
6. Image file formats
A. PMD B.GIF C.MIDI D. DTP
7. JPEG
A. Image compression
C. Audio format
8. An image editing software.
A. PageMaker
C. Photoshop
9. Photoshop file extension is
A. psd B. pdb C. cdr D. gif
10. The tool used for dividing an image into slices.
A. Gradient tool B. Slice tool C. Burn tool D. all of the above

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Fonts
13. Hyper Media
15. AVI
17. MIDI
19. WWW
21. Interactive Page
12. Image Authoring
14. JPEG
16. E-learning
18. E- Content
20. RAW Format
22. Graphics

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What you mean by image authoring?
24. Explain the use of Multimedia for Education?
25. What are the major types of audio and video file formats used in Multimedia industry?
26. What you mean by hypermedia? Explain its usage and applications?
27. Explain the functions of Adobe Photoshop?
28. Explain the basic structure of a multimedia computer?
29. What are the major characteristics of sound?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Make an essay about the various file formats used in Multimedia Platform?
31. Explain the uses of Multimedia in the commercial entertainment industry?
32. Write a short note about e- learning?

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester III

Course 3

Code MD3 C03

Media Publishing

Unit I: Tools for word processing, typography, font family, type editing.

Unit II: Creating text, editing and formatting text, text as objects, editing on the page and with the story editors, colouring, gracing, colour super group.

Unit III: Quark express –features and applications, text and graphics management, clip art, painting, page making techniques.

Unit IV: Graphics and images-files and outlining and colours, graphics and page layout, manipulating with the control palette, arranging objects, introduction to printing.

Text books for reference:

1. Dtp Course Book [Singh](#) Meenakshi, Singh Vishnu Priya, Computech Publication Ltd new Asian, 2011
2. Simplified Dtp Course Book, Singh Vishnu.P CompuTech Publications Limited, 2008
3. Pagemaker In Easy Steps, Scott Basham, Dreamtech Press, 2000
4. QuarkXPress 8: Essential Skills for Page Layout and Web Design Kelly Kordes Anton, John Cruise Peachpi,t Press, 2009

MODEL QUESTION PAPER

Code MD3 C03

Media Publishing

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Tiff Stands for
A. Tiled Image format
B. Tagged Image File format
C. Typical Information format
D. Title Interchange File Format
2. Pixels
A. Digital image
B. Analogue image
C. Vector drawing
D. None of the above
3. Master pages
A. Cover page
B. For setting common elements
C. Chapter page
D. None of the above
4. Page layout software
A. Acrobat
B. Page maker
C. Power Point
D. AutoCAD
5. Cross platform file format
A. Work in Windows, linux and MAC
B. Works only in Linux
C. Works only in Windows
D. None of the above
6. Image compression
A. Reduce the image data
B. Reduce height and width
C. Reduce physical size
D. None of the above
7. Image manipulation
A. Image Exchange
B. Image Editing
C. Image Exporting
D. None of the above
8. Post production in publishing
A. Lamination
B. Scanning
C. Printing
D. None of the above
9. A quality of Digital Image is measured by
A. Physical size
B. Height and width
C. DPI
D. None of the above
10. Text wraps
A. Surround a picture with text
B. Cropping the text
C. Editing the text
D. None of the above

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Text formatting tools in Indesign
12. Interactive Page
13. Text Warping
14. Facing Page
15. DPI
16. Post Script
17. Master Page
18. PDF
19. Xls
20. EPS

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21. Indesign

22. Page Number

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. History of Printing

24. Tools in Quark Xpress

25. Typography

26. Colour separation Process

27. Text transformation options in Word Processing Application

28. Quark Express

29. Text Formatting options in Quark Xpress

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Make an essay about Types of printing

31. Explain the Features and Options of Quark Xpress

32. What is mean by typography? Explain typography and typesetting with the help of fonts and families?

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester IV

Course 4

Code MD4 C04

Multimedia Journalism

Unit I: Introduction to online journalism, portals, blog writing, social media, e-zines, e-journals, e-newspaper, IMDb, you tube, web 3.0.

Unit II: Essentials of writing for web, hypertext, web archives, search options, search engines, optimizations, multimedia content development.

Unit III: Writing and reporting live, use of mobile devices in online journalism, interactive communication, user-generated content, content uploading.

Unit IV: Citizen Journalism, professional ethics, IPR, free and open source software, creative commons, privacy copyright act.

Text books for reference:

1. Multimedia Journalism: A Practical Guide, Bull Andey, Routledge, 2010
2. The Multimedia Journalist, George Jennifer, Oxford University Press, 2012
3. Video Journalism for the Web, Lancaster Kurt, Routledge, 2012
4. Multimedia Journalism, Kumar Arvind, Anmol Publications, 2011

MODEL QUESTION PAPER

Code MD4 C04

Multimedia Journalism

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. An expert source willing to comment on a timely issue in an organization is known as
 - a. PR person
 - b. Spokesperson
 - c. Company Secretary
 - d. None of these
2. What does HTTP stands for?
 - a. High-tech telecasting programme
 - b. Hypertext Transfer Protocol
 - c. Hypermedia transfer programme
 - d. None of the above
3. Podcast means?
 - a. Internet radio broadcast
 - b. Narrowcast
 - c. Digital radio broadcast
 - d. Video telecast
4. URL is the abbreviation of -----
 - a. Universal Resource Location
 - b. Uniform Resource Locator

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- c. Universal Records Label
d. None of the above
5. Arpanet is a -----
a. Network by European commission
b. Network for World Wide Web
c. Local area Network for Education
d. First Packet Switched Network
6. XML denotes -----
a. Extensible Mark-up Language.
b. Embedded Mark-up language
c. Electronic Mark-up Language
d. None of the above
7. Blogosphere means -----
a. Connected Community of Blogs
b. Collection of blogs by an Author
c. Association of bloggers
d. None of the above
8. A media presentation over Internet
a) Webcasting
b) Video Conference
c) Live television broadcast
9. Online encyclopaedia
a) Wikipedia
b) Mathrubhumi.com
c) University site
d) None of the above
10. Media convergence
a) Print Media
b) Computing, communications, and content.
c) Interactive media
d) Video, Audio, text.

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Cyberspace
12. Intranet
13. Domain name
14. Netizen
15. E-commerce
16. Hacker
17. Hacker
18. HTML
19. WWW
20. HTTP

21. Netrizen

22. Streaming

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

- 23. Argue the relevance of social media networks?
- 24. Distinguish between blogging and micro blogging?
- 25. What are the major laws on cyber crime?
- 26. What are the major laws on cyber crime?
- 27. Comment on internet governance?
- 28. Web Casting
- 29. User interface Designing

Section D (Essay)

Answer any two questions. Each question carries 10 marks

- 30. Critically examine annotative reporting and open-source journalism?
- 31. Trace the history of internet as a medium of communication and its impact on Journalism?
- 32. Critically review two online newspapers of your choice

