

SKILL CERTIFICATE COURSE IN GRAPHICS AND VIDEO EDITING

SKILL CERTIFICATE COURSE IN GRAPHICS AND VIDEO EDITING (1st YEAR)

Total Contact Hours = 18

Total Marks = 700

Total Credits = 18

| 1 st SEMESTER | | Contact Hrs | | | | Marks | | | Credits | Duration of Exam Hrs. |
|--------------------------|--|-------------|-----------|----------|----------|------------|------------|------------|-----------|----------------------------------|
| Subject Code | Subject Name | L | S | T | P | Int. | Ext. | Total | | |
| CCGV-101 | Principles in graphics design-I | 1 | 2 | - | - | 60 | 40 | 100 | 3 | 03 |
| CCGV-102 | Graphics design and typology | 1 | 2 | - | - | 60 | 40 | 100 | 3 | No Exam (Viva-voce on portfolio) |
| CCGV-103 | Game character backgrounds design | 1 | 2 | - | - | 60 | 40 | 100 | 3 | 03 |
| CCGV-104 | Designing for print and publishing industry | 1 | 2 | - | - | 60 | 40 | 100 | 3 | 03 |
| CCGV-105 | Web interface designing | 1 | 2 | - | - | 60 | 40 | 100 | 3 | 03 |
| CCGV-106 | Design for UI/UX | 1 | 2 | - | - | 60 | 40 | 100 | 3 | 03 |
| CCGV-107 | Tips to Start freelancer | | | | | | | | | |
| Total | Theory = 10 Studio = 7 Labs = 0 | 6 | 12 | - | - | 420 | 280 | 700 | 18 | - |

*Educational Tour of duration up to 04 days during the semester may be undertake

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Total Contact Hours =

Total Marks =

Total Credits =

| 2 nd SEMESTER | | Contact Hrs | | | | Marks | | | Credits | Duration of Exam Hrs. |
|--------------------------|---|-------------|---|---|---|-------|------|-------|---------|--|
| Subject Code | Subject Name | L | S | T | P | Int. | Ext. | Total | | |
| CCGV-201 | Principles in graphics design-II | 1 | 2 | - | - | 60 | 40 | 100 | 3 | 03 (Evaluation by External Viva-voce) |
| CCGV-202 | Graphic visual effects | 1 | 2 | - | - | 60 | 40 | 100 | 3 | No Exam (Viva-voce on portfolio) |
| CCGV-203 | Photo imaging & Effects | 1 | 2 | - | - | 60 | 40 | 100 | 3 | 03 |
| CCGV-204 | Video Editing | 1 | 2 | - | - | 60 | 40 | 100 | 3 | No Exam (Viva-voce on portfolio) |
| CCGV-205 | Video visual effects | 1 | 2 | - | - | 60 | 40 | 100 | 3 | |
| CCGV-206 | Sound Editing & Effects | 1 | 2 | - | - | 60 | 40 | 100 | 3 | |
| CCGV-207 | Video Compressions | 1 | 2 | - | - | 60 | 40 | 100 | 3 | |
| CCGV-208 | Video Content Development | 1 | 2 | - | - | 60 | 40 | 100 | 3 | |
| CCGV-209 | Film Colour Correction | 1 | 2 | - | - | 60 | 40 | 100 | 3 | |
| Total | Theory = 9 Studio = 7 Labs = 0 | | | - | - | | | | | |

Overall

| Semester | Marks | Credits |
|-----------------|-------|---------|
| 1 st | 700 | 18 |
| 2 nd | | |
| Total | | |

PRINCIPLES OF GRAPHICS DESIGN-I

Subject Code: CCGV-101

L S T P C

1 2 0 0 3

COURSE PREREQUISITES: Know about the program & basics of design like Color theory, Topology, Typography, etc.

COURSE OBJECTIVES:

- The goal of graphic design is to create visually appealing products that convey certain messages or information. Graphic Designers focus on branding, typography, layout, and the overall principles of design composition.

COURSE OUTCOMES:

- Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.
- Create communication solutions that address audiences and contexts, by recognizing the human factors that determine design decisions.
- Utilize relevant applications of tools and technology in the creation, reproduction, and distribution of visual messages.
- Apply graphic design principles in the ideation, development, and production of visual messages.
- Identify and utilize design history, theory, and criticism from a variety of perspectives, including: art history, communication/information theory, and the social/cultural use of design objects.
- Confidently participate in professional design practice and management within a collaborative work environment.
- Employ best practices and management in the design profession and within a collaborative work environment.

CONTENTS

UNIT-I

- Principles of graphics design.
- Graphics design and typography.
- Game design.

UNIT-II

- Designing for print and publishing industry.
- Web interface designing.
- Designs for UI/UX.
- Tips to start as freelancer working at home.

RECOMMENDED BOOKS

- 'Interaction of Color' by Josef Albers. ...
- 'Designing Brand Identity' by Alina Wheeler. ...
- 'Grid systems in graphic design' by Josef Müller-Brockmann. ...
- 'Logo Modernism' by Jens Müller. ...
- 'Thinking with Type' by Ellen Lupton.

INSTRUCTIONS TO THE PAPER SETTER

- Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).
- Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

GRAPHICS DESIGN AND TYPOGRAPHY

Subject Code: CCGV-102

L S T P C

1 2 0 0 3

COURSE PREREQUISITES: The student should have aesthetic sense about the art elements like forms, colours, light, tones, contrast etc.

COURSE OBJECTIVES:

- Typography has two main purposes in graphic design. The first is to promote legibility, and the second is to help communicate the messaging, tone, and sentiment of a design piece. Another function of typography revolves around aesthetics. We're drawn to visually attractive designs that are clean and easy on the eyes

COURSE OUTCOMES:

- Create effective print and digital communications, and user experiences through the application of theories, tools, and best practices in the field.
- Exhibit a thoughtful application of the elements and principles of visual design, color theory, information hierarchy, and typography to successfully communicate narratives, concepts, emotions, and/or identities across a variety of media.
- Demonstrate critical thinking and problem-solving skills for project planning, design, and creation.
- Communicate clearly in visual, verbal, and written forms using techniques appropriate for the intended audience.
- Participate as a team member to make collaborative decisions toward shared objectives with civility, interpersonal skills, and professionalism.
- Explain how design enhances viewer comprehension in extracting meaning from designed elements.
- Interpret the ethical, environmental, legal, or social effects of designed works on the larger global community.

CONTENTS

UNIT-I

- The elements of design are the fundamental aspects of any visual design which include shape, color, space, form, line, value, and texture.
- Fonts and type faces. A font is a set of characters of a single size, width, and style.
- Kinds of typeface. Serif, sans-serif, script, and decorative are the four basic types of typefaces.
- Leading, kerning, and tracking.
Color.
Hierarchy.
Consistency.
White space.

RECOMMENDED BOOKS

- Designing Brand Identity (Alina Wheeler)
- The Elements of Typographic Style (Robert Bringhurst)
- Why Fonts Matter (Sarah Hyndman)

INSTRUCTIONS TO THE PAPER SETTER

- Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).
- Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

GAME CHARACTER & BACKGROUND DESIGN

Subject Code: CCGV-103

L S T P C

1 2 0 0 3

COURSE PREREQUISITES:

COURSE OBJECTIVES:

- And stories are driven by character and background . Character design and background aims to make these characters engaging, visually stimulating, and memorable. In the world of visual arts and animation, artists have the opportunity to create characters from absolute scratch.

COURSE OUTCOMES:

- Use your creative and analytical skills.
- Work in an enthusiastic and casual environment.
- Enjoy a steady career in a dynamic industry.
- Earn a competitive salary.
- Make a career out of helping people have fun.

CONTENTS

UNIT-I

Character design relies on three key elements: silhouette, palette, and exaggeration. While a character designer must consider many things, these three are frequently at the heart of making a character design memorable or entirely unforgettable.

UNIT-II

Backgrounds are the foundation of a successful composition. Background textures and colors create depth and contrast, allowing graphics to stand out and get noticed. Well-composed background images can help create space for you to overlay text.

RECOMMENDED BOOKS

- Creating Animated Cartoons with Character (Joe Murray.)
- Beginner’s Guide to Digital Painting in Photoshop {16 professionals}
- Layout & Background
- Setting the Scene: The Art & Evolution of Animation

INSTRUCTIONS TO THE PAPER SETTER

- Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).
- Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

DESIGN FOR PRINT & PUBLISHING INDUSTRY

Subject Code: CCGV-104

L S T P C

1 2 0 0 3

COURSE PREREQUISITES: No prerequisites required.

COURSE OBJECTIVES:

- Printing is used not merely for books and newspapers but also for textiles, plates, wallpaper, packaging, and billboards. It has even been used to manufacture miniature electronic circuits.

COURSE OUTCOMES:

- Explain various visualization and imagery techniques.
- Explain the fundamentals of Graphics and various aspects of drawings.
- Explain the fundamentals of typography and its scope and application in contemporary society.
- Create artworks/Illustrations.
- Use Image Editing tools and retouch images.
- Understand functional aspects of print advertising.
- Design and publish a page layout for magazine and brochures.

CONTENTS

UNIT-I

Print and publishing is a beginner's course by one of the leading multimedia and animation training centres – Arena animation. The certification course introduces core concepts and familiarises you with all the fundamental learnings in the field, eventually helping you to enhance your skills in practice.

UNIT-II

Besides, the Print and Publishing training course is offered by experienced trainers in the field, who are well equipped with skills in the latest technologies of print and advertising. The certification course provides expertise in numerous trending concepts like typography, illustrations for print, graphics & illustrations, artwork creation, as well as designing for advertising and print.

RECOMMENDED BOOKS

- “Qlik Sense (R) Cookbook” by Philip Hand and Neeraj Kharpate.
- “QlikView Essentials” by Chandraish Sinha.
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler (John Wiley & Sons).
- Logo Modernism by Jens Müller and Julius Wiedemann (Taschen).
- The Elements of Typographic Style by Robert Bringhurst (Hartley & Marks).
- Why Fonts Matter by Sarah Hyndman (Virgin Books).
- Complete Calligraphy by Marie Lynskey (D & S Books).

INSTRUCTIONS TO THE PAPER SETTER

- Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).
- Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

WEB INTERFACE DESIGNING AND UI/UX DESIGN

Subject Code: CCGV-105

L S T P C

1 1 0 0 2

COURSE PREREQUISITES:

COURSE OBJECTIVES:

- This course teaches how information obtained from the client, sales, and marketing to design and develop compelling visual experience Web sites for multiple platforms, including mobile, tablet, and desktop. You will learn more about wireframes, color schemes, tones, design templates, formatting, and typography.
- This course builds upon your abilities to implement user analysis techniques, usability concepts, usability testing procedures and the vital role of testing to publish and maintain a Web site.

COURSE OUTCOMES:

- Creating UI sketches and converting them to wireframes.
- Elaborating the wireframes into page mockups.
- Creating the site's graphic images, which can be extremely time-consuming.
- Programming the front-end UI (using client-side code such as HTML, CSS, JavaScript, etc.).
- Programming the back-end application (using server-side code such as PHP, MySQL, etc.).
- Testing, revising and re-testing multiple times, using multiple browsers, including mobile devices until everything on the site looks and behaves exactly as the project design dictates.

CONTENTS

UNIT-I

- Fundamentals of Design.
- Principles of Design.
- Visual Communication.
- Empathy & User Study.

UNIT-II

- Ethnography & People Design.
- Service Design.
- Design Thinking.
- Information & Data Study

RECOMMENDED BOOKS

- Fundamentals of Creating a Great UI/UX" by Creative Tim. ...
- "Refactoring UI" by Steve Schoger & Adam Wathan. ...
- "Laws of UX: Using Psychology to Design Better Products & Services" by Jon Yablonski. ...
- "Don't make me think" by Steve Krug.

INSTRUCTIONS TO THE PAPER SETTER

- Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).
- Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

TIPS TO START AS FREELANCER WORKING AT HOME

Subject Code: CCGV-105

L S T P C

1 1 0 0 2

PRINCIPLES OF GRAPHICS DESIGN-II

Subject Code: CCGV-201

L S T P C

1 1 0 0 2

COURSE PREREQUISITES:

COURSE OBJECTIVES:

- Define several major areas in the history of Indian art.
- Identify aesthetic traits found throughout Indian art.
- To intended to familiarize the student to ancient Indian art traditions and stimulate an interest for the appraisal of ancient aesthetics.
- The prehistoric and proto-historic phases are presented as background for the emergence of art activity in succeeding periods.
- The course surveys through phases of Indian art as well as various forms of art.
- The course covers Indian religious architectures- rock cut and structural, temples, sculptures and the literature on painting from different regions of India from the given period.
- The course also aims to introduce the students to medieval Indian art, related major sites and structures.
- It also introduces students to the great Indian miniature art of various sub schools.

COURSE OUTCOMES:

- The course will enable the student to appreciate the ancient aesthetics and knowledge of construction, and also stimulate interest to know the subject in detail.
- The course helps to develop observational & systematic analytical skills and have their own opinions on different projects.
- Students can relate present Indian and western art to the ancient Indian art.

CONTENTS

UNIT-I

- Pre Historic Art, Art of Indus Valley Civilization
- Painting, Sculpture & Architecture under Mauryan, Shunga, Satvahna, Kushana, Gupta,
- Pallavas, Cholas, Pandyas, Vijaynagar, Chandelas, Klinga.
- Painting and Architecture of Imperial style and Mughal style.
- Miniature art under Rajasthan and Pahari Rajputs.

RECOMMENDED BOOKS

- 'Interaction of Color' by Josef Albers.
- 'Designing Brand Identity' by Alina Wheeler.
- 'Grid systems in graphic design' by Josef Müller-Brockmann.
- 'Logo Modernism' by Jens Müller.
- 'Thinking with Type' by Ellen Lupton.

INSTRUCTIONS TO THE PAPER SETTER

- The examiner is required to set a question paper with sections.
- Section A will have 10 multiple choice questions carrying 1 mark each.
- Section B will have 5 Questions Carrying 2 Marks each.
- Section C will have 5 Questions Carrying 3 Marks each.
- Section D will have 5 Questions Carrying 5 Marks each.
- Examiner should give internal choice in Sections B,C & D.

GRAPHIC VISUAL EFFECTS

Subject Code: CCGV-10

L S T P C

1 1 0 0 2

COURSE PREREQUISITES:

COURSE OBJECTIVES:

- There are four main business objectives that motion graphics and animation can help achieve: **Explaining, Training, Selling, Telling.**

COURSE OUTCOMES:

- The techniques and concepts behind animation and motion graphics as well as an ability to communicate and translate ideas into appealing motion design.
- How to Design, Animate, and Sequence complete Motion Graphics Projects. Learn easy yet powerful techniques to create the most complex animations.
- Work with all the transformations tools and short-cuts.
- Learn Visual Effects (vfx).
- Learn and Apply specialised effects such as Rotoscoping, Chromakeying, Camera Tracking.

CONTENTS

UNIT-I

- With your own private tutor in the one-to-one classes, you will cover an introduction to get you familiar with Adobe After Effects and create your first animation.
- You will cover everything about the essential transformations using practical animations and useful examples.
- You will build projects and videos from scratch and practically learn more about numerous features and functions of After Effects.
- You will cover projects where you will learn how to create animation sequences and package a whole video together.
- You will cover important manipulation of the many methods in After Effects.
- You will cover arguably the most important aspect of After Effects. Compositing and putting together motion graphics are thoroughly covered. This expertise is invaluable for you to master Motion Graphics in After Effects.
- You will develop an understanding of how to use and navigate through After Effects with a dynamic, hands-on approach.
- You will learn how to use Visual Time Effects on videos and motion graphics.
- You will work in three-dimensional with cameras, lights and shadows.

RECOMMENDED BOOKS

- The Art and Science of Digital Compositing by Ron Brinkmann.
- Filming the Fantastic, Second Edition: A Guide to Visual Effects Cinematography by Mark Sawicki.

INSTRUCTIONS TO THE PAPER SETTER

- Question paper will have two sections (A & B) Literature and Grammar.
- Literature section will be of 30 Marks divided into three portions of 10 marks each (Poetry, Prose and Fiction , 10 Marks Each)
- 10 objective type questions carrying 1 mark each, 2 5 marks questions carrying 5 marks each and one question carrying 10 marks.
- Literature section will be of 30 Marks divided into three portions of 10 marks each (Poetry, Prose and Fiction , 10 Marks Each.
- Grammar section will be divided into two parts Simple grammar and composition carrying 15 marks each

PHOTO IMAGING & EFFECTS

Subject Code:CCGV-203

L S T P C

1 2 0 0 3

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

- Image editing is done for removing unwanted elements such as dust specks and scratches, adjusting the geometry of the image like rotating and cropping, correcting for lens aberrations, sharpening or softening the image, making color changes or adding special effects to the image.

COURSE OUTCOMES:

- Basic photograph corrections.
- Making automatic corrections.
- Adjusting tonal range.
- Replace colors in an image.
- Selecting a color range.
- Retouching and repairing images.
- Creating a panoramic picture from multiple images.

CONTENTS

UNIT-I

- Repositioning, altering and blending the layers.
- Altering the image size.
- Image cropping.
- Cutting out part of the background.
- Altering the color
- Noise reduction.
- Removal of unwanted items in the image.
- Altering the image orientation.

RECOMMENDED BOOKS

- Understanding Exposure, Fourth Edition Bryan Peterson.
- Capture Your Style:Aimee Song Understanding Exposure.
- Book by Bryan Peterson

INSTRUCTIONS TO THE PAPER SETTER

- The examiner is required to set a question paper with sections.
- Section A (20X1=20) Section B (5X3=15) Section C (5X5=25).
- Section A will have 20 multiple choice questions carrying 1 mark each.
- Section A will have equal questions from both units 1 & 2.
- Section B will have 5 Questions Carrying 3 Marks each.
- Section C will have 5 Questions Carrying 5 Marks each.

- Examiner should give internal choice in Sections B & C.
- Equal weightage should be given to the units 1 & 2 in all sections of the question paper.

VIDEO EDITING

Subject Code: CCGV-204

L S T P C

1 2 0 0 3

COURSE PREREQUISITES:

COURSE OBJECTIVES:

- Video editing is the process of manipulating and rearranging video shots to create a new work. Editing is usually considered to be one part of the post production process — other post-production tasks include titling, colour correction, sound mixing, etc.
- Many people use the term editing to describe all their post-production work, especially in non-professional situations. Whether or not you choose to be picky about terminology is up to you. In this tutorial we are reasonably liberal with our terminology and we use the word editing to mean any of the following:
- Rearranging, adding and/or removing sections of video clips and/or audio clips.
- Applying colour correction, filters and other enhancements.
- Creating transitions between clips.

COURSE OUTCOMES:

- Remove unwanted footage.
- This is the simplest and most common task in editing. Many videos can be dramatically improved by simply getting rid of the flawed or unwanted bits.
- Choose the best footage.
- It is common to shoot far more footage than you actually need and choose only the best material for the final edit. Often you will shoot several versions (takes) of a shot and choose the best one when editing.
- Create a flow.
- Most videos serve a purpose such as telling a story or providing information. Editing is a crucial step in making sure the video flows in a way which achieves this goal.
- Add effects, graphics, music, etc.
- This is often the "wow" part of editing. You can improve most videos (and have a lot of fun) by adding extra elements.
- Alter the style, pace or mood of the video.
- A good editor will be able to create subtle mood prompts in a video. Techniques such as mood music and visual effects can influence how the audience will react.
- Give the video a particular "angle".
- Video can be tailored to support a particular viewpoint, impart a message or serve an agenda.

CONTENTS

UNIT-I

- Video editing includes cutting segments (trimming), re-sequencing clips, and adding transitions and other special effects. Linear video editing uses video tape and is edited in a very linear way. Several video clips from different tapes are recorded to one single tape in the order that they will appear.
- Organize and Sync. Separate your media to be placed into folders.
- String Out. Don't jump directly into the edit. ...

- Rough Cut. With a rough edit, you are to find the story with the material that was presented to you. ...
- Fine Cut. Build upon it by refining the edit.
- Finalize the Edit.

RECOMMENDED BOOKS

- Product Design and Development by Karl Ulrich & Steven Eppinger (The McGraw-Hill Companies)
- Sketching: Drawing Techniques for Product Designers by Koos Eissen, Roselien Steur (BIS Publishers)
- Drawing for Product Designers by Kevin Henry (Laurence King Publishing)
- Think 3D by Rahul Deshpande (Jyotsna Prakashan, Mumbai)
- Think 3D Part II by Rahul Deshpande (Jyotsna Prakashan, Mumbai)
- Design As Art (1966) By Bruno Munari
- Drawing Type by Alex Fowkes (Rockport)
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler (John Wiley & Sons)

INSTRUCTIONS TO THE PAPER SETTER

- The Video Editing Handbook Book by Aaron Gold.
- The Technique of Film and Video Editing: Book by Ken Dancyge.
- Editing Digital Video: Book by Patrick McGrath and Robert M. Goodman.

VIDEO VISUAL EFFECTS

Subject Code: CCGV-205

L S T P C

1 2 0 0 3

COURSE PREREQUISITES:

COURSE OBJECTIVES:

- In filmmaking, visual effects (VFX) is the creation or manipulation of any on-screen imagery that does not physically exist in real life. VFX allows filmmakers to create environments, objects, creatures, and even people that would otherwise be impractical or impossible to film in the context of a live-action shot

COURSE OUTCOMES:

- To understand general workflow of a standard.
- To Understand the basic features of the software interface.
- To Understanding functions of tools available in the Toolbar.
- To Understand working of key frames in the Dope sheet.
- To Understand the concept of nodes and how to work with it

CONTENTS

UNIT-I

Computer-Generated Imagery

Computer-Generated Imagery (CGI) is the most widely used technique deployed to generate computer graphic images, which can be used in print media, films, art, videos, television programs, and more.

Bullet Time

Bullet Time is a visual effect technique that detaches the space and time of a camera from the visible subject. It can be seen in broadcast advertisements, films, graphics in video games, etc.

It is technically known as time-slicing, virtual cinematography, and view morphing.

Virtual Cinematography

Virtual Cinematography includes a variety of subjects (like real objects), multi-camera setups, etc. to create 3D-objects.

Digital Compositing

Digital Compositing involves assembling of multiple images to create a final image, screen display, or movie.

This process is run using digital image manipulation.

Matte Painting

Matte Painting is a process of dying to represent a landscape or distant location. It creates the illusion of an environment that cannot be seen in the actual filming location.

Matte Painting involves manpower and physical effort by painters and technicians.

Motion Control Photography

Motion Control Photography is a VFX technique in motion photography that enables control and optional repetition of camera movements.

This involves filming various elements using the same camera motion and finally, combining these components into a single image.

Stop Motion Animation

Stop Motion Animation is a special effect where still objects appear to move on their own. This technique can include an object, models, humans, household appliances, etc.

The best example is the traditional flip book that involves sequential drawings on separate pages.

Prosthetic Makeup

Prosthetic Makeup is the VFX technique where cosmetic effects are applied to characters.

Chroma Key

Chroma Key is also known as blue or green screen effects, where two different videos are combined.

This is a new technique and can be mostly seen in movies in the form of travelling mattes and Schufftan process.

RECOMMENDED BOOKS

- The Art and Science of Digital Compositing by Ron Brinkmann.
- Filming the Fantastic, Second Edition: A Guide to Visual Effects Cinematography by Mark Sawicki

INSTRUCTIONS TO THE PAPER SETTER

- Question paper will have two sections (A & B) Literature and Grammar.
- Literature section will be of 30 Marks divided into three portions of 10 marks each (Poetry, Prose and Fiction , 10 Marks Each)
- 10 objective type questions carrying 1 mark each, 2 5 marks questions carrying 5 marks each and one question carrying 10 marks.
- Literature section will be of 30 Marks divided into three portions of 10 marks each (Poetry, Prose and Fiction , 10 Marks Each)
- Grammer section will be devided into two pars Simple grammar and composition carrying 15 marks each.

SOUND EDITING & EFFECTS

Subject Code: CCGV-206

L S T P C

1 2 0 0 3

COURSE PREREQUISITES:

COURSE OBJECTIVES:

- In this course you will learn how to perform editing on audio files. For audio editing purpose we going to use a software named Audacity and guess what Audacity is a free audio editor and it is available for Windows, Mac and Linux.
- You will also learn different types of licensing for videos and I am also going to teach you how you can get free audio and use it even in your commercial projects. Below are some major things that you will learn in this course.

COURSE OUTCOMES:

- At the end of this course you will able to perform all major editing tasks on audio.
- You will learn how to edit, trim, mix, record, apply effect and many many more functionality on audio.
- You will also learn different types of licensing and how to get royalty free music.

CONTENTS

UNIT-I

- Changing the position of clips on the timeline.
- Cleaning up noise and imperfections.
- Refining a musical performance by selecting different takes.
- Manipulating audio by slicing individual clips.

RECOMMENDED BOOKS

- The Elements of Typographic Style by Robert Bringhurst (Hartley & Marks)
- Why Fonts Matter by Sarah Hyndman (Virgin Books)
- Complete Calligraphy by Marie Lynskey (D & S Books)
- इंगलि-हिंदी लैटरिंग स्टाइल्स English-Hindi Lettering Style (Manoj Publications)
- Learn Devnagari Calligraphy Vol (Revised) (Akshar Sanskar Publications)
- Learn Calligraphy: The Complete Book of Lettering and Design by Margaret Shepherd (Watson-Guptill)

INSTRUCTIONS TO THE PAPER SETTER

- Two questions are to be set from Unit-I and students are required to attempt any one question (20 marks).

- Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

VIDEO COMPRESSIONS

Subject Code: CCGV-206

L S T P C

1 2 0 0 3

COURSE PREREQUISITES: No Prerequisites is required.

COURSE OBJECTIVES:

- Understand the basic difference between analog and digital audio.
- Understand working of standard audio editing software.
- List the different options of exporting files

COURSE OUTCOMES:

- By the end of the course, you will know how to encode video for optimal quality and playback performance on a variety of platforms, including computers, mobile devices, SmartTVs and console devices (Roku/Apple TV) plus for recording onto DVD and Blu-ray discs.
- You will know how to configure H.264 for delivery to a range of platforms, and how to work with the x264 codec.
- You will know how to use HTML5 to deliver H.264 video to mobile and desktop viewers over the web.
- You will know how to upload video to, and embed videos from, UGC sites like YouTube and OVP sites like Wistia.
- You will know how to maximize quality and encoding performance with Adobe Media Encoder, Apple Compressor, HandBrake, Sorenson Squeeze and Telestream Episode.
- You will know how to encode video for insertion into iBooks Author without optimizing.
- You will know how to pre-process your audio and video for maximum compressed quality.

CONTENTS

UNIT-I

- Basics of photography,
- Technical and aesthetical aspects
- Handling DSLR camera
- Clicking natural and studio photographs
- Making a portfolio

RECOMMENDED BOOKS

- Data Compression: The Complete Reference David Salomon

INSTRUCTIONS TO THE PAPER SETTER

- Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).

- Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

VIDEO CONTENT DEVELOPMENT

Subject Code: CCGV-207

L S T P C

1 2 0 0 3

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

- Traditional video equipment is bulky and comes at a high cost and even higher learning curve. Everyone from content creators and social influencers, to communication professionals and marketing teams, to journalists, are ditching conventional options for creating video to rely on their handy smartphone. Naturally, smartphones come with limitations to what they can do and how they perform. In this online course, you will learn how to work with, and even overcome, these inherent limitations to transform your smartphone into the ultimate content ally.
- Your smartphone has the incredible capacity to shoot high-definition video, serve as a professional editing and post-production suite, and instantly deliver the finished product to a global audience. Gain the edge in promoting your business, building your social media presence or perfecting your visual storytelling. Dive into hands-on video production, learning fundamental skills of composition, shooting and editing to create engaging and share-worthy video content.

COURSE OUTCOME:

- Best practices for producing, shooting, and editing video on a smartphone.
- Fundamentals of using the native camera app and other commercial apps for more controlled shooting.
- How to develop a story for video including storyboarding techniques.
- Best-in-class interviewing techniques.
- Tips for choosing video locations and how to optimize lighting, and audio.
- How to edit your video on your smartphone for quick publishing.
- How to upload to social platforms or websites from your device.
- The best apps to use for giving added polish to your footage and edits.
- The secrets to creating video that resonates with your audience!

CONTENTS

UNIT-I

- Become a visual storyteller. Learn all the skills necessary for shooting quality video on your iPhone or Android device.
- Gain best practices and technical skills in composition, light, movement, editing and more

RECOMMENDED BOOKS

- Instabrain: The New Rules for Marketing to Generation Z by Sarah Weise
- Viewership: The Video Marketing Formula by Adam LoDolce
- Stories That Stick by Kindra Hall

INSTRUCTIONS TO THE PAPER SETTER

- Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).
- Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

FILM COLOUR CORRECTION

Subject Code: CCGV-208

L S T P C

1 2 0 0 3

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

- Introduces the process of color correction, enhancements and effects of video materials using professional level color correction software. Includes color grading, color matching, lighting, and production workflow.

COURSE OUTCOMES:

- Define the tasks of processes of color grading.
- Evaluate video materials to determine strategies for color correction.
- Produce color corrected video materials.
- Determine and evaluate production workflow for color correction, enhancements and effects.

CONTENTS

UNIT-I

- Normalize Your Video Clips.
- Perform Video Color Correction.
- Color Grade Your Footage.
- Perform Final Color Adjustment.
- Consider Vectorscopes and Skin Tones.

RECOMMENDED BOOKS

- Alexis Van Hurkman – Colour Correction Handbook
- Alexis Van Hurkman – Look Book Creative Grading Techniques
- Steve Hullfish – The Art & Technique of Digital Color Correction

INSTRUCTIONS TO THE PAPER SETTER

- The examiner is required to set a question paper with sections.
- Section A (20X1=20) Section B (5X3=15) Section C (5X5=25).
- Section A will have 20 multiple choice questions carrying 1 mark each.
- Section A will have equal questions from both units 1 & 2.
- Section B will have 5 Questions Carrying 3 Marks each.
- Section C will have 5 Questions Carrying 5 Marks each.
- Examiner should give internal choice in Sections B & C.
- Equal weightage should be given to the units 1 & 2 in all sections of the question paper.

