B. Voc. MEDIA PRODUCTION

CURRICULUM

UNDER CBCS

(APPLICABLE FOR STUDENTS ADMITTED FROM ACADEMIC YEAR 2023 - 2024)

DEPARTMENT OF VISUAL COMMUNICATION

SCHOOL OF LIBERAL ARTS AND APPLIED SCIENCE

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

Motto:

To Make Every Man *a* Success *and* No Man *a* Failure

Vision:

To be an International Institute of Excellence, providing a conducive environment for education with a strong emphasis on innovation, quality, research and strategic partnership blended with values and commitment to society.

Mission:
- *To create an ecosystem that promotes learning and world-class research.*
- *To nurture creativity and innovation.*
- *To instil the highest ethical standards and values.*
- *To pursue activities for the development of Society.*
- *To develop national and international collaborations with institutes and industries of eminence.*
- *To enable graduates to become future leaders and innovators.*

Value Statement:

Integrity, Innovation, Internationalization.

DEPARTMENT OF VISUAL COMMUNICATION

Vision:

To encourage students to realize their creative potential and sharpen their skills in the field of media. The department aims at producing culture-conscious, development-oriented, socially responsible and committed media professionals

Mission:

- *To make students work responsibly, creatively, and ethically as an individual or as a member or a leader of a team in all media related multidisciplinary environments.*
- *To inculcate students to obtain effective communication skills, leadership quality, team spirit and creative skills to succeed in their professional careers*
- *To provide value-based education to the students which addresses the social needs*
- *Establish industrial interaction to improve the employability skills as well as the technical skills of students and the ability to solve complex technological problems in real-time.*

PROGRAMME OUTCOMES (PO):

PO1: Work proficiently with professionals in the media industry

PO2: Scrutinize the global and national regulations laid by regulatory agencies

PO3: Gain analytical skill sets in designing media content considering the environmental concerns and sustainability goals of the future

PO4: Acquire expertise and required skill sets along with self-assurance in the media industry

PO5: As an individual, as a member of a team, and as a leader, work responsibly and creatively at all times.

PROGRAMME SPECIFIC OUTCOMES (PSO):

PSO1: To create innovative, effective communications across multiple media platforms and analyze media text to produce impactful media contents

PSO2: To develop broader understandings on various media technology necessary for successful careers in digital cinema, television production, broadcast news, social media, audio and video production.

CURRICULUM FOR B.Voc. MEDIA PRODUCTION

SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
SEMESTER- I								
			THEORY						
1.	GE	VEL01001	Communication Skills	2	0	2	3	1	4
2.	GV	VVC01001	Fundamentals of Mass Media and Communication	3	1	0	4	0	4
3.	GV	VVC01002	Visual Design Principles	2	0	2	3	1	4
			LAB/ PRACTICAL						
4.	VP	VVC01400	Graphic Design	0	1	4	3	0	5
5.	VP	VVC01401	Creative Writing	0	1	4	3	0	5
			Total	7	3	12	16	2	22
6.	SK	VVC01800	On-Job Training - 1			*	15		*
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours								

* **Students will undergo training /internship with industry partners**

SEMESTER- II									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1.	GE	VEL01002	Personality development and soft skills	2	0	2	3	0	4
2.	GV	VVC01003	Principles of Journalism	3	1	0	4	1	4
3.	GV	VVC01004	Media Production and Management	3	1	0	4	1	4
LAB/ PRACTICAL									
4.	VP	VVC01402	Photojournalism	0	2	4	4	0	6
5.	VP	VVC01403	Print Production & Design	0	1	4	3	0	4
			Total	**8**	**5**	**10**	**18**	**2**	**22**
6.	SK	VVC01801	**On-Job Training - 2**			*	15		*
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours									

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SEMESTER- III									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	GE	VCE01001	Environment and sustainability	3	0	0	3	1	3
2	GV	VVC01005	Sound Design	2	1	2	4	1	5
3	GV	VVC01006	Principles of Advertising	3	1	0	4	1	4
LAB/ PRACTICAL									
4	VP	VVC01404	Podcasting	0	1	4	3	0	5
5	VP	VVC01405	Anchoring Skills	0	1	4	3	0	5
			Total	8	4	10	17	3	22
6.	SK	VVC01803	**On-Job Training - 3**			*	15		*
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours									

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SEMESTER- IV									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	GV	VVC01007	Social Media Production	2	1	2	4	2	5
2	GE	VMB01001	Entrepreneurial development	3	0	0	3	0	3
3	GV	VVC01008	Media Laws & Ethics	3	1	0	4	2	4
4	GV	VVC01009	Digital Marketing and Communication	2	1	2	4	0	5
LAB/ PRACTICAL									
5	VP	VVC01406	Web Designing Practical	0	0	6	3	0	6
			Total Credits	10	3	10	18	4	23
6.	SK	VVC01804	**On-Job Training - 4**			*	**15**		*
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours									

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SEMESTER- V									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	GE	VMB01002	Professional Ethics and Human Values	3	0	0	3	1	3
2	DE		**Elective - I**	2	1	2	4	1	5
3	GV	VVC01010	Film Analysis	2	0	2	3	1	4
LAB/ PRACTICAL									
4	VP	VVC01407	Script Writing	0	1	4	3	0	5
5	VP	VVC01408	Vlogging	0	1	4	3	0	5
			Total	7	3	12	16	3	21
6.	SK	VVC01805	**On-Job Training - 5**			*	**15**		*
L – Lecture; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

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SEMESTER- VI									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	GV	VVC01011	Virtual Reality Production	2	1	2	4	1	5
2	DE		**Elective -II**	3	1	0	4	1	4
LAB/ PRACTICAL									
3	VP	VVC01409	Documentary Research & Production	2	0	4	4	2	6
4	VP	VVC01410	Postproduction & VFX Techniques	0	0	6	3	0	6
5	VP	VVC01806	Project work	0	0	*	5	4	*
			Total	7	2	12	20	8	21
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours									

* **Students should report their progress to project guide every week**

ON-JOB TRAINING				
SEM	**COURSE CATEGORY**	**COURSE CODE**	**NAME OF THE COURSE**	**C**
I	**SK**	VVC01801	Graphic Designing / Content Writing (Any one)	**15**
II	**SK**	VVC01802	Journalistic Skills/ Photography/ Digital Design (Any One)	**15**
III	**SK**	VVC01803	Anchoring Skills / Sound Editing and Mixing (Any One)	**15**
IV	**SK**	VVC01804	Script writing/ Video Production (Any one)	**15**
V	**SK**	VVC01805	Social Media Content Production and Management	**15**

LIST OF DEPARTMENT ELECTIVES

SEM	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
Elective I									
V	DE	VVC01500	PUBLIC SERVICE AD FILMMAKING	2	1	2	**4**	1	5
V	DE	VVC01501	MUSIC VIDEO FILMMAKING	2	1	2	**4**	1	5
V	DE	VVC01502	DIGITAL JOURNALISM	2	1	2	**4**	1	5
Elective II									
VI	DE	VVC01503	COMMUNICATION FOR DEVELOPMENT	3	1	0	**4**	1	4
VI	DE	VVC01504	ENVIRONMENT & HEALTH COMMUNICATION	3	1	0	**4**	1	4
VI	DE	VVC01505	POLITICAL COMMUNICATION	3	1	0	**4**	1	4