



Fergusson College (Autonomous)

Pune

Learning Outcomes-Based Curriculum

for

F. Y. B. Voc. Media and Communication

With effect from June 2021

	Program Outcomes (POs) for B.Voc. Programme
PO1	Disciplinary Knowledge: Demonstrate comprehensive knowledge of the disciplines that form a part of an graduate programme. Execute strong theoretical and practical understanding generated from the specific graduate programme in the area of work.
PO2	Critical Thinking and Problem solving: Exhibit the skills of analysis, inference, interpretation and problem-solving by observing the situation closely and design the solutions.
PO3	Social competence: Display the understanding, behavioural skills needed for successful social adaptation , work in groups, exhibits thoughts and ideas effectively in writing and orally.
PO4	Research-related skills and Scientific temper: Develop the working knowledge and applications of instrumentation and laboratory techniques. Able to apply skills to design and conduct independent experiments, interpret, establish hypothesis and inquisitiveness towards research.
PO5	Trans-disciplinary knowledge: Integrate different disciplines to uplift the domains of cognitive abilities and transcend beyond discipline-specific approaches to address a common problem.
PO6	Personal and professional competence: Performing dependently and also collaboratively as a part of team to meet defined objectives and carry out work across interdisciplinary fields. Execute interpersonal relationships, self-motivation and adaptability skills and commit to professional ethics.
PO7	Effective Citizenship and Ethics: Demonstrate empathetic social concern and equity centred national development, and ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
PO8	Environment and Sustainability: Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.
PO9	Self-directed and Life-long learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Name of the Programme	Program Specific Outcomes (PSOs) Upon completion of this programme the student will be able to
PSO1	Academic competence: <ol style="list-style-type: none"> 1. Understand fundamental concepts, principles and processes underlying the field of Media and its different branches (ranging from Public Relations, Advertising, Journalism to Radio Programming, Audio-Visual Production and Editing, Script Writing) and its linkage with related disciplinary areas/subjects. 2. Demonstrate updated knowledge in unison with the ongoing changing trends and keep them updated with the latest technology. 3. Equipped with creative and technical skills in various domains of Media, Audio-Visual Production and Photography. This will enable them to be employed both at the local as well as global level.
PSO2	Personal and Professional Competence: <ol style="list-style-type: none"> 1. Empower the student's critical thinking skills and problem-solving strategies for overall development of the professional growth in the fields of Mass Media, Journalism, Audio-Visual Production, Photography and Radio Programming. 2. Execute programme based on industry orientated new technologies and trends in Mass Media, Journalism, Audio-Visual Production and Photography 3. Identify media related problems and use appropriate concepts and methods to solve them. 4. Create ample opportunities in order to work effectively while emerging as an acceptable team leader by working on team projects & assignments.
PSO3	Research competence: <ol style="list-style-type: none"> 1. Apply technical knowledge, use of software and methodologies in order to conduct research and adapt appropriate skills to seek solutions to problems that emerge in fields of Mass Media, Journalism, Photography and Audio-Visual Production. 2. Review relevant literature and can develop a hypothesis and conduct methodical research on any topic related to Media.
PSO4	Entrepreneurial and Social competence: <ol style="list-style-type: none"> 1. Design techniques and solutions towards specific areas related to Media such as Advertising, Journalism, Digital Marketing, Audio-Visual Production. 2. Build Entrepreneurial capabilities considering the ever-growing scope of the media industry. Individual Creativity and Apt Technological Training would help to enhance competence of students. 3. Demonstrate adequate knowledge, skill, dedication and work ethics required for accomplishment of the assigned task 4. Exhibit acquired knowledge for the growth of social and ethical values in outdoor activities, such as service learning, internships and field work. 5. Maintain and develop ethics of Media, Photography and Audio-Visual Production as these industries play a vital role in today's world. 6. Enhance social competence by teaching them appropriate communication skills like listening, speaking, presentation required in disciplinary field.

Programme Structure

Year	Course Code	Course Title	No. of credits
F. Y. B. Sc.	Semester I		
	BVM1101	Introduction to Communication	4
	BVM1102	Introduction to Journalism	4
	BVM1103	Basics of Visual Communication	4
	BVM1104	Writing Skills	6
	BVM1105	Image Processing	6
	BVM1106	Basics of Photography	6
	Semester II		
	BVM1201	Social Issues and Ideas	4
	BVM1202	News Reporting	4
	BVM1203	Audio Visual Narratives	4
	BVM1204	Voice Over Techniques	6
	BVM1205	Communication Skills	6
	BVM1206	Journalism Project	6

Year	Course Code	Title of Paper	No. of Credits
S.Y. B. Sc.	Semester III		
	BVM2301	Media & Society	4
	BVM2302	Basics of Management	4
	BVM2303	Script Writing	4
	BVM2304	Practical in Creative Writing	6
	BVM2305	Practical in Audio Production	6
	BVM2306	Practical in Video Editing	6
	Semester IV		
	BVM2401	Introduction to Digital Media	4
	BVM2402	Basics of Advertising	4
	BVM2403	Film Appreciation	4
	BVM2404	Practical in Translation Skills	6
	BVM2405	Practical in Page Design	6
	BVM2406	Practical in Camera Exercises	6

Year	Course Code	Title of Paper	No. of credits
T. Y. B. Sc.	Semester V		
	BVM3501	Media Research	04
	BVM3502	Introduction to Indian Polity	04
	BVM3503	Radio Programming	04
	BVM3511	Video Production	06
	BVM3512	Podcast Programmes and Techniques	06
	BVM3513	In-Depth Reporting	06
	Semester VI		
	BVM3601	Media Laws and Ethics	04
	BVM3602	Public Relations	04
	BVM3603	Current Affairs	04
	BVM3611	Practical in Social Media	06
	BVM3612	Final Vocational Project	06

F.Y. B.Voc. Semester I		
Title of the Course and Course Code	Introduction to Communication BVM1101	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Recall basic concepts, principles and scope of communication. Describe different types of communication and understand barriers to communication.	
CO2	Differentiate between theories and models of communication. Explain different key factors, key components associated with the communication process and theories of communication.	
CO3	Examine the nature and significance of Mass Communication. Analyze and interpret role played by Mass Communication in bringing Social Change.	
CO4	Detect the interrelationship between Mass Communication and Mass Culture and explain the history of Mass Media.	
CO5	Compare and assess role played by various tools of Mass Media. Compare the difference in nature and roles played by Mass Media tools.	
CO6	Develop an understanding regarding the influence of Mass Communication on Contemporary Society.	

Unit No.	Title of Unit and Contents
I	Introduction to Communication Process Defining Communication, Function, Role and Significance of Communication Types of Communication: Verbal and Non-verbal, Interpersonal, Intrapersonal, Group, Cross-cultural communication etc. Barriers in Communication
II	Models and Theories of Communication Agenda Setting Theory, Bullet Theory, Uses and Gratification Theory Gerbner's Model, Lasswell's Model, Newcomb's Model, Communication in a Society: Need and Purposes
III	Introduction to Mass Communication Understanding Mass Communication: Process and Significance, History of Mass Media, Mass Communication as a tool of change, Mass Media and Mass Culture
IV	Introduction to Tools of Mass Media Print Media: Contemporary Market, Nature and Significance, Radio: Contemporary Market, Nature and Significance, TV: Contemporary Market, Nature and Significance Internet: Contemporary Market, Nature and Significance, Cinema: Contemporary Market, Nature and Significance

Title of the Course and Course Code	Introduction to Journalism BVM1102	Number of Credits : 04
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Define Journalism. Describe role and significance of Journalism as a profession. State the brief history of Journalism.	
CO2	Explain the role played by Indian Media in the Indian National Movement. Discuss the contribution made by various important Journalists-Thinkers in the pre-independence era.	
CO3	Examine the development of Indian Journalism in Post-Independence Era. Outline brief history of Important Newspapers, Milestones in Indian Journalism post-Independence	
CO4	Detect the important success stories of Indian Journalism. Explain the typical Structure of a Newspaper Organization. Identify the roles played by Editorial and Reporting Departments.	
CO5	Assess the contribution of Advertising, Marketing, Circulation Departments in the Newspaper Business. Review the relationship between pagination, photography departments with editorial department.	
CO6	Build inclusive opinion based on the importance of Administrative Department in a newspaper organization. Construct an insight regarding the overall coordination required to publish a newspaper on a daily basis.	
Unit No.	Title of Unit and Contents	
I	Introduction to Journalism Defining Journalism: Scope and Significance, Brief History of Journalism: Important Milestones, Journalism in India: Brief History, Overview of Indian Journalism in Pre-Independence Era	
II	Evolution of Indian Journalism Important Newspapers in Pre-Independence Era, Journalists-Thinkers in Indian National Movement, Development of Indian Journalism in Post-Independence Era Important Newspapers, Milestones in Indian Journalism Post-Independence, Success Stories	
III	Understanding Newspaper Organization I Structure of Newspaper Organization: Organization Hierarchy, Editorial Department: Role and Significance, Reporting Department: Role and Significance, Coordination between Editorial/Reporting Departments: Role played by News Editor, Chief-Sub Editor, Chief Reporter etc.	
IV	Understanding Newspaper Organization II Other Important Departments in the Newspaper Organization, Pagination, Photography, Proof-reading: Functions and Responsibilities, Advertising, Circulation, Marketing: Functions and Responsibilities, Printing, Distribution, Administrative: Functions and Responsibilities	

Title of the Course and Course Code	Basics of Visual Communication BVM1103	Number of Credits : 04
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe different types of communication and identify basic concepts, elements, scope of visual communication.	
CO2	Articulate classification of shots. Discuss the history of visual communication and articulate the concepts of visual literacy.	
CO3	Demonstrate forms and approaches regarding visual communication, interpret meaning of visuals. Detect design process and classify design principles.	
CO4	Analyze color theory. Distinguish between motion and static visual communication and explain the impact of visual communication on society.	
CO5	Assess influence and significance of Visual aids and advance techniques to separate shots.	
CO6	Specify the importance of the models of visual communication. Explain advantages and the overall role played by visual communication in today's society.	

Unit. No.	Title of Unit and Contents
I	Meaning of Visual Communication Understanding Visual language, Visual grammar- perception, composition, grouping and organization, balance, ratio and proportion, rule of thirds, light, colour harmony and contrast Classification of shots, Principles of visual grammar
II	Socio cultural History of Visual Communication History of visual communication, Visual literacy, How to read visuals, Impact of Visual Communication on society
III	Presentation Methods of Visual Communication Forms of visual communication, Approaches to visual communication, Design principles Design processes
IV	Visual analytics and models Color theory, Visual analysis (motion, static), Visual aids and advance techniques, Models (SCAMPER, etc.)

Title of the Course and Course Code	Writing Skills BVM1104	Number of Credits : 06
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Recall and cite the specific facts, basic concepts and principles of writing skills.	
CO2	Differentiate and compare between diverse types of writing. Discuss advantages and limitations of news writing, feature writing, article writing, and captions writing. Create well written content for applications, blogs, emails, story movie review, book review and summary.	
CO3	Demonstrate an ability to write content on a specific type. Modify same content to suit various types	
CO4	Compare different writing styles, detect their advantages and limitations. Integrate more than one style and organize data.	
CO5	Evaluate skills and style of the content of any type. Determine reasoning for a particular write-up.	
CO6	Build an insight about the necessity and utility of writing skills. Assemble the content in the required writing type to suit the need of communication.	

Practicals based (3 Session of 3Hours per Practical)

Sr. No.	Task
1.	<p>Paragraph writing and focus, News Writing, Feature Writing, Article writing</p> <p>Writing a review of literary text, Writing a summary of a literary text</p> <p>Writing Captions, Writing Applications, Writing Resumes, Formal Email writing, Writing Blogs, Story Writing, Movie Reviews, Books Reviews, Copy Writing /Advertisements</p> <p>Student Should Present Journal of Writing Skills at the end of the Semester.</p>

Title of the Course and Course Code	Image Processing BVM1105	Number of Credits : 06
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Recall and cite the basic concepts and principles of Image Processing. Apply different brush styles, colors and draw images.	
CO2	Differentiate and compare between various themes. Classify diverse shapes and apply lighting effects and flare to a suitable picture.	
CO3	Illustrate, retouch portrait photography and apply glamour effect on it. Apply motion effects to appropriate pictures. Execute shooting of photographs for panorama.	
CO4	Relate action, record and apply it on an entire folder. Design a greeting card for Diwali festival. Size: 6" x 4" or 4" x 6" or customize.	
CO5	Evaluate the importance of image processing. Compare various images and assess their advantages and limitations.	
CO6	Design a cover on a given subject, a Visiting Card, Letterhead and Envelope.	

Practicals based (3 Session of 3Hours per Practical)

Sr. No.	Task
I	<p>Setup a 800 x 600 px (desktop default) canvas. Use different brush styles & colors and draw anything, import various images and mix theme in each other, should have a theme. Image Importing, Selection & Transformation, compose a processed image on a suitable background, Apply blending effect to a text. Use paint bucket or gradient tool to add a background, Draw various shapes (Nos. 5-6) and clip different images in it, Apply lighting effect and flare to a suitable picture, Retouch portrait photography and apply glamour effect on it, Design a greeting card for Diwali festival. Size: 6" x 4" or 4" x 6" or customize, Apply motion effects to appropriate picture, Apply motion effects to appropriate picture. Paint black and white picture in colour, Shoot photographs for panorama & stitch it. (Min 3 photos require), Record any action and apply it on a entire folder, Design a cover on given subject, Design Visiting Card, Letter Head & Envelope,</p> <p>Student Should Present Journal of Image Processing at the end of the Semester.</p>

Title of the Course and Course Code	Basics of Photography BVM1106	Number of Credits : 06
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Remember and cite the basic concepts and principles of Photography. Identify the scope and functioning of camera.	
CO2	Articulate the process of photography effects of aperture, shutter speed, types of Photo (Formal, Informal), elements concerning Silhouette and Architectural photography	
CO3	Apply Perspectives (Linear, Arial). Illustrate ability to take photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewelry etc.	
CO4	Analyze Patterns (Natural, Artificial) of photography. Differentiate lighting for Rough & Smooth Texture. Explain importance of Lighting for form & shape.	
CO5	Appraise the importance of Silhouette, Portrait, Outdoor portrait with reflector. Compare various types of photography and assess their significance.	
CO6	Build an understanding regarding key elements associated with photography. Plan and execute assignments for photography.	

Practicals based (3 Session of 3Hours per Practical)

Sr. No.	Task
I	<p>Outdoor portrait with reflector, Effects of aperture (DOF), Effects of shutter speed: Fast shutter, Slow shutter, Panning, Group photo: Formal, Informal, Silhouette, Architectural photography</p> <p>Perspective: Linear, Arial, Pattern: Natural, Artificial, Photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewellery etc.</p> <p>Lighting for Rough & Smooth Texture, Lighting for form & shape, Silhouette, Portrait, High key, Low key</p> <p>Student Should Present Journal of Basics of Photography at the end of the Semester.</p>

F.Y. B.Voc. Semester II		
Title of the Course and Course Code	Social Issues and Ideas BVM1201	Number of Credits : 04
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe Characteristics of Indian Society. Define Nation State and Nationalism, Modernism, Feminism. And describe Society in Indian Context	
CO2	Articulate contribution and significance of social reformers in India and discuss the role played by them in India's transformation. Summarize role of media in social reform movements.	
CO3	Examine importance of five-year planning in the initial development of India. Classify development policies according to objectives, target audience and efficacy.	
CO4	Explain role of contemporary policies in national development. Discuss case studies based on issues like gender, education, poverty etc.	
CO5	Assess challenge created by terrorism and naxalism to national security and national development. Appraise influence of caste system in Indian politics as well as other important sectors.	
CO6		

Unit No.	Title of Unit and Contents
I	Important Concepts of the subject Understanding Society in Indian Context, Characteristics of Indian Society, Nation State and Nationalism, Modernism, Feminism.
II	Social Reformers and Use of Media Social Reformers in India, Raja Rammohan Roy, Mahatma Jotiba Phule, Mahatma Gandhi Dr B.R Ambedkar, Role of Media in Social Movements
III	Understanding Indian Policies Five Year Plans, Development Policies, Case Studies, Contemporary Policies
IV	Conflict Areas of India Naxalism, Terrorism, Casteism, Case Studies

Title of the Course and Course Code	News Reporting BVM1202	Number of Credits : 04
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe the significance of News in any Media Organization and recall values and principles of News writing.	
CO2	Articulate the role of a reporter in a media organization. Discuss the skills required in order to work as a reporter. State the importance of sources in order to write a news.	
CO3	Execute the process of news creation. Examine the relationship between new ideas and their conversion into a story.	
CO4	Explain importance of Press Releases and Press Conferences in writing a news. Identify methods of Writing a News Story and compare different types of leads.	
CO5	Determine the importance of a beat in a newspaper organization and evaluate the role and responsibilities of a Beat Reporter.	
CO6	Develop an understanding regarding important beats in a newspaper organization. Recognize the importance of reporters assigned to specific beats.	

Unit No.	Title of Unit and Contents
I	News: Definition and Scope News: Definition and Scope News values and Principles of News Writing Kinds of News – Hard News/Soft News
II	Art of News Reporting Role of a Reporter in the Media Organization, Skills Required for a Reporter, Types of Sources - Documents, Person etc, Importance of Sources. Finding and Cultivating New Sources.
III	News Writing Exploring New Ideas for a Story. Finding a News, News Writing using Press Releases and Covering Press Conferences , Methods of Writing a News Story, Structure of a News, Writing various types of leads, headlines etc
IV	Beat Reporting What is a beat in Media Organization? Scope and Significance, Role and responsibilities of a Beat Reporter, Introduction to Important Beats – Crime, Science and Technology, Municipal Corporation, Defence, Education

Title of the Course and Course Code	Audio Visual Narratives BVM1203	Number of Credits : 04
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe storytelling and identify its types. Recall the characteristics of effective storytelling.	
CO2	Articulate components associated with narration and narrative structure. State types of narrative structure	
CO3	Examine different narration styles. Interpret role and significance of three-act structure used in narrative fiction	
CO4	Analyze new trends shaping TV and Film Industry and identify changes visible in terms of content, strategy and technology. Appraise influence of newly emerged narrative forms like Online shots, flash fiction, web series, viral videos, Interactive comics, digital trailers.	
CO5	Assess emergence of current trends and methods in Audio Visual Narratives. Analyze significance of short films, documentaries and web series in terms of content and revenue.	
CO6	Develop an understanding about role of advertising in overall financial structure of audio-visual content. Specify the current key components of audio-visual industry.	

Unit No.	Title of Unit and Contents
I	Storytelling What is storytelling, Types of storytelling, Characteristics of effective storytelling The power of visual storytelling
II	Narrative Techniques What is narration and narrative structure, 3 Act Structure, Types of Narrative structure Narration Styles
III	New Approaches in AV Narratives New trends shaping TV industry (Content, strategy), New trends shaping Film industry (Content, strategy, Technology), New Narrative forms (Online shots, flash fiction, web series, viral videos, Interactive comics, digital trailers), Current trends and methods in Audio Visual Narratives
IV	Audio Visual Content Analysis Short Films Advertisements Web Series Documentaries Videos

Title of the Course and Course Code	Voiceover Techniques BVM1204	Number of Credits : 06
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe mechanism of human voice and identify its types.	
CO2	Articulate 5Ps of Human Voice and discuss relationship between Breathing & Voice.	
CO3	Carry out breathing while controlling air flow. Experiment with various breathing exercises.	
CO4	Analyze the role of voice in different Audio-Visual genres and classify types of voice-overs based on different Audio-Visual genres. Explain importance of the diaphragm in voice production.	
CO5	Compare different voice-overs. Evaluate importance of voice-overs in commercials as well as audio programmes.	
CO6	Design Voice-Over project using techniques of voice recording and editing.	

Practicals based (3 Session of 3Hours per Practical Task)

Sr. No	Task
1	Introduction to Human Voice, 5 P's of Voice, Pitch, Pace, Pause, Projection, Punch, Breathing Breathing & Voice relationship, how to Breathe, Controlling the Airflow, when to breathe Noisy breathing, the diaphragm, Breathing Exercises, Voice Over for different Audio-Visual genres, Voice Over for Audio Programs, Voice Over for Commercials, Techniques of Voice recording & editing, Making Voice Over Project Student Should Present Project of Voice Over Technique at the end of the Semester

Title of the Course and Course Code	Communication Skills BVM1205	Number of Credits : 06
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Recall basics of language and describe key factors associated with verbal language.	
CO2	Discuss importance of Pronunciation, Maintaining Pitch in communications skills.	
CO3	Interpret body language and communication. Outline process of communication and comprehension.	
CO4	Classify types of communication - Group Discussions, Power Point Presentations, Interview and explain key components of speech.	
CO5	Appraise importance of introduction in formal communication. Evaluate role of communication to accomplish any task. Discuss importance of exercises like talking in front of camera or vocabulary building.	
CO6	Design and perform various tasks related to communication skills.	

Practicals based (3 Session of 3Hours per Practical Task)

Sr. No.	Task
1	Understanding Language, Verbal Language, Pronunciation Stage Appearance Maintaining Pitch, Process of Communication and Comprehension, Body Language and Communication, Group Discussions, Power Point Presentations Conducting Interviews / Responding Interviews, Speech, Formal Introductions Talking in front of Camera, Vocabulary Building Exercises, Communication based tasks on various topics Student Should Present Various tasks of Communication Skill Practical at the end of the Semester.

Title of the Course and Course Code	Journalism Project BVM1206	Number of Credits : 06
Course Outcomes (COs)		
On completion of the course, the students will be able to:		
CO1	Identify and write news, articles, features and draw sketches, cartoons, take photos.	
CO2	Discuss design of the book/magazine and differentiate between types of content.	
CO3	Carry out research in order to apply best design to the created content. Predict and apply types of lay outs.	
CO4	Design and classify pages dedicated to specific content. Assess advantages and limitations of layout provided.	
CO5	Determine importance of relationship between textual content and visuals. Select press to print and justify the specific choice based on analysis.	
CO6		

Project Based. A Magazine /Book will be published as a part of project by the entire batch under the guidance of the subject teacher(s).

Sr. No.	Task
1	News Writing, Photography, Sketches, Painting / creative cartoons, Article Writing Feature Writing, Design of the Book/Magazine, Research, Layout, Style Selection of Pages, Selection of Press, Selection of News, Story Writing, Interviews Student Should produce a Magazine/Book at the end of the Semester.