

**Deccan Education
Society's Fergusson College
(Autonomous), Pune**

NEP 2.0

Academic Year - 2024-25

Programme Credit Distribution Structure (As per Circular GoM dt. 13-03-2024)

Department of B.Voc. Media and Communication

Discipline specific courses/electives (DSC/DSE)	General/Open Electives ((GE/OE) RM-Research Methodology)	Vocational Skill /Skill enhancement course VSC/SEC	Ability enhancement/ Value educational /Indian Knowledge (AEC/VEC/IKS)	Field Project/Community Engagement Program/Research Projects/ Co –Curricular/On Job Training (OJT)
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Level	Sem.	Major Core (36-48)		Minor (18-20)		OE	VSE C (14-16)		AEC/VEC/IKS (8+4+2)			CC/FP/CEP /OJT/RP			Total
		Mandatory	Electives	DSC -2	DSC -3		VSC	SEC	AEC	VEC	IKS	C	F	O	
4.5 level	I	4	0	4	4	2	0	0	2	2	2	2	0	0	22
	II	4	0	4	4	2	0	2	2	2	0	2	0	0	22
5.0 level	III	6	0	2	0	4	2	2	2	0	0	2	2	0	22
	IV	6	0	2	0	4	2	2	2	0	0	2	2	0	22
5.5 level	V	12	4	0	0	0	4	0	0	0	0	0	2	0	22
	VI	12	4	0	0	0	2	0	0	0	0	0	0	4	22
Total		44	8	12	8	12	10	6	8	4	2	8	6	4	132

Fergusson College (Autonomous), Pune
NEP 2.0 Subject Credit distribution Structure 2024-25
Department Of Media and Communication (Vocational)

FYBVoc Sem -I	Theory/ Practical	Paper Code	Paper Title	Credits	Exam type
Discipline Specific Core, DSC 1	Theory	BVM-1001	Introduction to Media	2	CE +ESE
Discipline Specific Core, DSC 1	Practical	BVM -1011	Basics of Photography	2	CE +ESE
Discipline Specific Core, DSC 2	Theory	BVM -1021	Basics of Visual Communication	2	CE +ESE
Discipline Specific Core, DSC 2	Practical	BVM -1031	Image Processing	2	CE +ESE
Discipline Specific Core, DSC 3	Theory	BVM -1041	Introduction to Journalism	2	CE +ESE
Discipline Specific Core, DSC 3	Practical	BVM -1051	Writing Skills	2	CE +ESE
Open Elective- 1 (For other faculty)	Theory	BVM -1061	Journalism and Society	2	Only CE

FYBVoc Sem - II	Theory/ Practical	Paper Code	Paper Title	Credits	Exam type
Discipline Specific Core, DSC 1	Theory	BVM-1002	Communication Theories and Models	2	CE +ESE
Discipline Specific Core, DSC 1	Practical	BVM -1012	Photography Techniques	2	CE +ESE
Discipline Specific Core, DSC 2	Theory	BVM -1022	Basics of News Reporting	2	CE +ESE
Discipline Specific Core, DSC 2	Practical	BVM -1032	Communication Skills	2	CE +ESE
Discipline Specific Core, DSC 3	Theory	BVM -1042	AV Narratives	2	CE +ESE
Discipline Specific Core, DSC 3	Practical	BVM -1052	Voice Over Techniques	2	CE +ESE
Open Elective-1 (For other faculty)	Theory	BVM -1062	Journalism in India	2	Only CE
Skill Enhancement Course, SEC-1	Theory/ Practical	BVM -1072	Presentation Skills	2	Only CE

Department of B. Voc. Media and Communication

Introduction to Media (BVM-1001)

Sr. No.	Course Outcome	Blooms Taxonomy level	Weightage in % (For Example)
1	State types of media	Remember	20%
2	Discuss importance of Media	Understand	40%
3	Examine the role of media in the Indian context	Apply	20%
4	Analyze the relation between content and format of media	Analyze	20%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	Introduction to Media Defining Media, Types of Media, Traditional forms of Media Introduction to Mass Media, Nature and Functions of Mass Media, Historical overview of media evolution	1,2	30%
Unit-2	Types of Media: Nature formats and content Print Media: newspapers, periodicals, books Audio-visual media: Television, Radio and Cinema Multimedia Social Media	1,2,3	30%
Unit-3	Mass Media and India Introduction to Media Industry in India, Mass Media and Contemporary Issues in India – How Media shapes issues and debates	3,4	40%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. Net, Media and the Mass Communication. - Chakravarthy, Jagdish. Authors press, New Delhi, 2004
2. Mass Media and Information Revolution. - Bhargava, Gopal. - Isha Books, New Delhi, 2004
3. Mass Communication in India – Keval Kumar. Jaico Publishing House

Basics of Photography – BVM 1011

Sr. No.	Course Outcome	Blooms Taxonomy level	Weightage in % (For Example)
1	Remember and cite the basic concepts and principles of Photography. Identify the scope and functioning of camera	Remember	10%
2	Articulate the process of photography effects of aperture, shutter speed, types of Photo (Formal, Informal), elements concerning Silhouette and Architectural photography	Understand	10%
3	Apply Perspectives (Linear, Arial). Illustrate ability to take photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewelry etc.	Apply	10%
4	Analyze Patterns (Natural, Artificial) of photography. Differentiate lighting for Rough & Smooth Texture. Explain importance of Lighting for form & shape.	Analyze	10%
5	Appraise the importance of Silhouette, Portrait, Outdoor portrait with reflector. Compare various types of photography and assess their significance.	Evaluate	30%
6	Build an understanding regarding key elements associated with photography. Plan and execute assignments for photography.	Create	30%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	Outdoor portrait with reflector, Effects of aperture (DOF), Effects of shutter speed: Fast shutter, Slow shutter, Panning, Group photo: Formal, Informal, Silhouette, Architectural photography	1,2,3	50%
Unit-2	Perspective: Linear, Arial, Pattern: Natural, Artificial, Photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewellery etc. Lighting for Rough & Smooth Texture, Lighting for form & shape, Silhouette, Portrait, High key, Low key	3,4,5,6	50%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. The camera - Ansel Adams
2. Langford's Advance Photography

Basics of Visual Communication - BVM -1021

Sr. No.	Course Outcome	Blooms Taxonomy level	Weightage in % (For Example)
1	Define Visual Media	Remember	20%
2	Discuss importance of visual media in a mass society	Understand	40%
3	Examine the role of visual language with relevant examples	Apply	20%
4	Analyze the interrelationship between visual communication and society	Analyze	20%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	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	1,2	30%
Unit-2	Socio cultural History of Visual Communication History of visual communication, Visual literacy, How to read visuals, Impact of Visual Communication on society	1,2,3	30%
Unit-3	Presentation Methods of Visual Communication Forms of visual communication, Approaches to visual communication, Design principles, Design processes, Visual analytics and models Color theory, Visual analysis (motion, static), Visual aids and advance techniques, Models (SCAMPER, etc.)	2,3,4	40%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. Essentials of Visual Communication - Bo Bergström

Sr. No.	Course Outcome	Blooms Taxonomy level	Weightage in % (For Example)
1	Recall and cite the basic concepts and principles of Image Processing. Apply different brush styles, colors and draw images	Remember	10%
2	Differentiate and compare between various themes. Classify diverse shapes and apply lighting effects and flare to a suitable picture	Understand	10%
3	Illustrate, retouch portrait photography and apply glamour effect on it. Apply motion effects to appropriate pictures. Execute shooting of photographs for panorama.	Apply	10%
4	Relate action, record and apply it on an entire folder. Design customized greeting cards, visiting cards etc.	Analyze	10%
5	Evaluate the importance of image processing. Compare various images and assess their advantages and limitations	Evaluate	30%
6	Design a cover on a given subject, a Visiting Card, Letterhead and Envelope	Create	30%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	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,	1,2,3	50%
Unit-2	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 etc.	3,4,5,6	50%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. Digital Image Processing - Rafael C. Gonzalez

Introduction to Journalism - BVM -1041

Sr. No.	Course Outcome	Blooms Taxonomy level	Weightage in % (For Example)
1	Define Journalism	Remember	20%
2	Discuss Brief History, Overview of Indian Journalism in Pre-Independence Era	Understand	40%
3	Examine Journalism's role in a society	Apply	20%
4	Discuss the process of news creation and role of various departments in a news organization	Analyze	20%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	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	1,2	30%
Unit-2	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	1,2,3	30%
Unit-3	Understanding Newspaper Organization 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., Role of other departments in a News Organization	2,3,4	40%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. An Introduction to Journalism - Carole Fleming, Dave Welford, Emma Hemmingway, Sage Publications

Writing Skills – BVM 1051

Sr.	Course Outcome	Blooms	Weightage in %
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No.		Taxonomy level	(For Example)
1	Recall and cite the specific facts, basic concepts and principles of writing skills	Remember	10%
2	Differentiate and compare between diverse types of writing	Understand	10%
3	Demonstrate an ability to write content on a specific type. Modify same content to suit various types	Apply	10%
4	Compare different writing styles, detect their advantages and limitations. Integrate more than one style and organize data	Analyze	10%
5	Evaluate various writing patterns	Evaluate	30%
6	Create a specific write-up as per the requirement	Create	30%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	Paragraph writing and focus, News Writing, Feature Writing, Article writing, Writing a review of literary text, Writing a summary of a literary text, Writing Captions, Writing Applications, Writing Resumes, Formal Email writing, Writing Blogs, Story Writing, Movie Reviews, Books Reviews, Copy Writing /Advertisements.	1,2,3,4,5,6	100%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. Professional Writing Skills - Natasha Turk
2. The Oxford Essential Guide to Writing by Thomas KaneLangford's Advance Photography

Journalism and Society – BVM 1061

Sr.	Course Outcome	Blooms Taxonomy	Weightage in % (For
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No.		level	Example)
1	Define Journalism	Remember	20%
2	State importance of Press in a Society	Understand	40%
3	Examine the relation between Journalism and Democracy	Apply	20%
4	Explain role of contemporary media in modern societies	Analyze	20%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	Understanding Journalism – Definition, Significance of Press, Press as the Fourth Pillar of Democracy, Age of industrial revolution and renaissance – impact on journalism	1,2	40%
Unit-2	Mass Media and Journalism – Forms of journalism, Journalism in the present context – issues and challenges, Role of Media in modern societies - shaping debates and issues	2,3,4	60%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. The Reform Movement & Social Transformation in India by Anita Matto

SEMESTER 2

Communication Theories and Models – BVM 1002

Sr.	Course Outcome	Blooms Taxonomy	Weightage in % (For
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No.		level	Example)
1	State Role and Significance of Communication	Remember	20%
2	Discuss important models of communication	Understand	40%
3	Examine the role of mass communication in the mass society	Apply	20%
4	Analyze the mass communication as a tool of change	Analyze	20%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	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	1,2	30%
Unit-2	Models and Theories of Communication Agenda Setting Theory, Bullet Theory, Uses and Gratification Theory, Gerbner's Model, Lasswell's Model, Newcomb's Model	1,2,3	30%
Unit-3	Understanding Mass Communication: Process and Significance, History of Mass Media, Mass Communication as a tool of change, Mass Media and Mass Culture	3,4	40%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. Mass Communication in India – Keval Kumar. Jaico Publishing House
2. Communication Models – Uma Narula

Photography Techniques – BVM 1012

Sr.	Course Outcome	Blooms	Weightage in %
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No.		Taxonomy level	(For Example)
1	Describe basic concepts related to camera	Remember	10%
2	Understand and discuss relationship between lighting and camera	Understand	10%
3	Carry out basic exercises of studio lighting in photography	Apply	10%
4	Analyze types of photography. Carry out exercises related to photography in different environments	Analyze	10%
5	Appraise importance of studio lighting	Evaluate	30%
6	Design and perform various tasks related to photography	Create	30%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	Basics of Lighting Camera Studio Lighting	1,2,3	50%
Unit-2	Advanced Photography I Advance Photography II	3,4,5,6	50%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. If it is purple, someone' gonna die by Patti Belantoni
2. Photojournalism by Ruele Golden
3. How to read film by James Monaco

Basics of News Reporting – BVM 1022

Sr. No.	Course Outcome	Blooms Taxonomy level	Weightage in % (For Example)
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1	Describe storytelling and identify its types	Remember	20%
2	Articulate components associated with narration and narrative structure	Understand	40%
3	Examine different narration styles	Apply	20%
4	Analyze new trends shaping TV and Film Industry and identify changes visible in terms of content, strategy and technology	Analyze	20%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	News: Definition and Scope News: Definition and Scope News values and Principles of News Writing, Kinds of News – Hard News/Soft News	1,2	30%
Unit-2	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	1,2,3	30%
Unit-3	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., Introduction to Beat Reporting	3,4	40%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. News Writing and Reporting: The Complete Guide for Today's Journalist - Chip Scanlan, Richard Craig
2. News Writing and Reporting for Today's Media - Bruce Itule, Douglas Anderson

Communication Skills – BVM 1032

Sr. No.	Course Outcome	Blooms Taxonomy	Weightage in % (For Example)
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		level	
1	Recall basics of language and describe key factors associated with verbal language	Remember	10%
2	Discuss importance of Pronunciation, Maintaining Pitch in communications skills	Understand	10%
3	Interpret body language and communication. Outline process of communication and comprehension.	Apply	10%
4	Classify types of communication - Group Discussions, Power Point Presentations, Interview and explain key components of speech.	Analyze	10%
5	Appraise importance of formal communication	Evaluate	30%
6	Design and perform various tasks related to communication skills	Create	30%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	Understanding Language, Verbal Language, Pronunciation Stage Appearance Maintaining Pitch, Process of Communication and Comprehension, Body Language and Communication, Group Discussions, Power Point Presentations	1,2,3	50%
Unit-2	Conducting Interviews / Responding Interviews, Speech, Formal Introductions Talking in front of Camera, Vocabulary Building Exercises, Communication based tasks on various topics	3,4,5,6	50%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1.

Audio-Visual Narratives – BVM 1042

Sr. No.	Course Outcome	Blooms Taxonomy level	Weightage in % (For Example)
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1	Describe storytelling and identify its types	Remember	20%
2	Articulate components associated with narration and narrative structure	Understand	40%
3	Examine different narration styles	Apply	20%
4	Analyze new trends shaping TV and Film Industry and identify changes visible in terms of content, strategy and technology	Analyze	20%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	Storytelling - What is storytelling, Types of storytelling, Characteristics of effective storytelling. The power of visual storytelling, Narration and narrative structure, 3 Act Structure, Types of Narrative structure Narration Styles	1,2	30%
Unit-2	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	1,2,3	30%
Unit-3	Audio Visual Content Analysis - Short Films, Advertisements Web Series Documentaries, Videos	3,4	40%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. VISUAL THINKING by Willemien Brand
2. Immersive Storytelling for Real and Imagined Worlds: A Writer's Guide by Margaret Kerrison

Voice Over Techniques – BVM 1052

Sr. No.	Course Outcome	Blooms Taxonomy level	Weightage in % (For Example)
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1	Describe mechanism of human voice and identify its types	Remember	10%
2	Articulate 5Ps of Human Voice and discuss relationship between Breathing & Voice	Understand	10%
3	Carry out breathing while controlling air flow. Experiment with various breathing exercises	Apply	10%
4	Analyze the role of voice in different Audio-Visual genres and classify types of voice-overs based on different Audio-Visual genres.	Analyze	10%
5	Compare different voice-overs. Evaluate importance of voice-overs in commercials as well as audio programmes	Evaluate	30%
6	Design Voice-Over project using techniques of voice recording and editing	Create	30%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-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	1,2,3	50%
Unit-2	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	3,4,5,6	50%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

Journalism in India – BVM 1062

Sr. No.	Course Outcome	Blooms Taxonomy	Weightage in % (For Example)
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		level	
1	Describe Characteristics of Indian Society	Remember	20%
2	Articulate contribution and significance of social reformers in India and discuss the role played by them in India's transformation	Understand	40%
3	Examine importance of media in India's social transformation	Apply	20%
4	Explain role of contemporary media in national development	Analyze	20%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	Media and Indian Society Understanding Society in Indian Context, Characteristics of Indian Society, Role of Media in shaping modern Indian society	1,2	20%
Unit-2	Modern Indian Society and Use of Media Social Reforms and Journalism in Pre-Independence Phase Reformers and usage of Media	2,3	60%
Unit-3	Role of Media in Social Movements Media and Socio-Political Debates, Challenges before Indian Society, Role of Present Media: Issues and Challenges	2,3,4	20%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources:

1. The Reform Movement & Social Transformation in India by Anita Matto

Presentation Skills – BVM 1072 (SEC)

Sr. No.	Course Outcome	Blooms Taxonomy level	Weightage in % (For Example)
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1	State importance of formal presentations	Remember	10%
2	Discuss various aspects to be considered for formal presentations	Understand	10%
3	Carry out exercises concerning various types of presentations	Apply	10%
4	Analyze the role of formal presentations in official communication	Analyze	10%
5	Compare different presentation styles	Evaluate	30%
6	Design and implement specific subject presentations	Create	30%

Note: Number of COs can vary from subject to subject depending on expected learning Outcome

	Title and contents	CO	Weightage
Unit-1	Importance of Formal Presentation, Examples of different types of presentations - Status report, product demonstration, sales pitch, team presentations, interviews, meetings, networking events, speaking with clients	1,2,3	50%
Unit-2	Planning and presenting – content, speaking, body language Effective Presentation techniques	3,4,5,6	50%

Note: Number of Units can vary from subject to subject depending on expected learning Outcome and number of credits

Resources: