



Deccan Education Society's
Fergusson College (Autonomous)
Pune

Learning Outcomes-Based Curriculum
for 3/4 years B. Voc. Programme
as per guidelines of
NEP-2020

for
F. Y. B. Voc. (Media and Communication)

With effect from Academic Year
2023-2024

	Program Outcomes (POs) for B. Voc. Programme
PO1	Disciplinary Knowledge: Demonstrate comprehensive knowledge of the disciplines that form a part of a 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 independently 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: 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: 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: 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: 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, and presentation required in disciplinary field.

Fergusson College (Autonomous), Pune
Proposed First Year Curriculum as per NEP 2020
Department of B. Voc. Media and Communication
Structure for Major / Minor

Semester	Paper Code	Paper Title	Credits
I	BVM-100 (Major)	Image Processing Practical	2
	BVM -101 (Major)	Introduction to Media and Visual Communication Theory	4
	BVM-120 (GE/OE)	Introduction to Journalism Theory	2
	BVM-121 (GE/OE)	Media and Modern India Theory	2
	BVM-130 (VSC)	Basics of Photography Voc. Skill	2
	BVM -140 (SEC)	Communication Skills Voc. Skill	2
	IKS -101 (IKS)	Indian Knowledge Systems IKS	2
II	BVM -150 (Major)	Photography Techniques Practical	2
	BVM -151 (Major)	Communication & Journalism Theory	4
	BVM -161 (Minor)	Storytelling and AV Narratives Theory	2
	BVM-170 (GE/OE)	Introduction to Mass Communication Theory	2
	BVM -171 (GE/OE)	Editing in Print Media Theory	2
	BVM -180 (VSC)	Writing Skills Voc. Skill	2
	BVM -190 (SEC)	Understanding Cinema Voc. Skill	2

Teaching and Evaluation (Only for FORMAL education courses)

Course Credits	No. of Hours per Semester Theory / Practical	No. of Hours per Week Theory / Practical	Maximum Marks	CE 40 %	ESE 60%
1	15 / 30	1 / 2	25	10	15
2	30 / 60	2 / 4	50	20	30
3	45 / 90	3 / 6	75	30	45
4	60 / 120	4 / 8	100	40	60

Eligibility: As per the rules and regulations of Savitribai Phule Pune University (SPPU)

Semester I

BVM – 100 (Major)
Image Processing
Credits: 2

Title of the Course and Course Code	Image Processing (BVM – 100)	Number of Credits : 02
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.	

- 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.
- 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 required)
- Record any action and apply it on an entire folder.
- Design a cover on given subject
- Design Visiting Card, Letter Head & Envelope
- Apply the techniques of image processing using mainly Adobe Photoshop

BVM - 101 (Major)
Introduction to Media and
Visual Communication

Credits: 4

Title of the Course and Course Code	Introduction to Media & Visual Communication (BVM – 101)	Number of Credits : 04
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Define Media. Describe types of Media	
CO2	Discuss importance of Media including visual media	
CO3	Examine the role of visual language with relevant examples	
CO4	Discuss the interrelationship between visual communication and society	

Unit 1: Mass Media

- Defining Media and Mass Media
- Indian Media Scenario
- Need of Media
- Scope of Media
- Media Business Media Market

Unit 2: Types of Media

- Newspapers as Mass Media
- Radio and TV – Nature and Functions
- Internet as a Medium

Unit 3. 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
- Film, video, e books, art, modern ways

Unit 4. Socio cultural History of Visual Communication

- History of visual communication
- Visual literacy
- How to read visuals

- Impact of Visual Communication on society

Unit 5. Visual analytics and models

- Color theory
- Visual analysis (motion, static)
- Visual aids and advance techniques
- Models (SCAMPER, etc.)

Semester I
BVM – 120 (GE/OE)
Introduction to Journalism
Credits: 2

Title of the Course and Course Code	Introduction to Journalism (BVM -120)	Number of Credits : 02
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.	
CO4	Detect the important success stories of Indian Journalism. Discuss the concept of media literacy.	

Unit 1: Introduction to Journalism

- Defining Journalism: Scope and Significance
- Brief History of Journalism: Important Milestones

Unit 2: Journalism in India: Historical Overview

- Brief History, Overview of Indian Journalism in Pre-Independence Era
- Evolution of Indian Journalism
- Important Newspapers in Pre-Independence Era
- Journalists-Thinkers in Indian Society

Unit 3: Journalism in India: Present Scenario

- Development of Indian Journalism in Post-Independence Era
- Important Newspapers, Milestones in Indian Journalism Post Independence
- Success/Impact Stories

Unit 4: Journalism: Issues and Challenges

- Paid News
- Fake News
- Media Literacy

Semester I
BVM – 121 (GE/OE)
Media and Modern India
Credits: 2

Title of the Course and Course Code	Media and Modern India (BVM – 121)	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe Characteristics of Indian Society.	
CO2	Articulate contribution and significance of social reformers in India and discuss the role played by them in India's transformation.	
CO3	Examine importance of media in India's social transformation	
CO4	Explain role of contemporary media in national development. Discuss case studies	

Unit 1 Media and Indian Society

- Understanding Society in Indian Context
- Characteristics of Indian Society

Unit 2: Modern Indian Society and Use of Media

- Social Reformers in India
- Journalism in Pre-Independence Phase
- Raja Rammohan Roy
- Mahatma Jotiba Phule
- Gopal Ganesh Agarkar
- Lokmanya Tilak
- Dr B.R Ambedkar

Unit 3: Role of Media in Social Movements

- Media and Socio-Political Debates
- Challenges before Indian Society
- Role of Present Media: Issues and Challenges

Semester I

BVM – 130 (VSC) Basics of Photography Credits: 2

Title of the Course and Course Code	Basics of Photography (BVM – 130)	Number of Credits : 02
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, Aerial). 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.	

- Outdoor portrait with reflector
 - Effects of aperture (DOF)
 - Effects of shutter speed: Fast shutter, Slow shutter, Panning
 - Group photo: Formal, Informal
 - Silhouette
 - Architectural photography
 - Perspective: Linear, Aerial
 - 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
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Semester I
BVM – 140 (SEC)
Communication Skills
Credits: 2

Title of the Course and Course Code	Communication Skills (BVM -140)	Number of Credits : 02
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.	

- 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
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Semester I
IKS-101 (IKS)
Indian Knowledge Systems
Credits: 2

Title of the Course and Course Code	Indian Knowledge System BVM -141	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Define Communication in the Indian Context	
CO2	Discuss the schools in Indian tradition with respect to communication	
CO3	Examine interrelationship between human communication and Vedic tradition.	
CO4	Discuss Indian approach to Indian communication in the background of Khandan-Mandan tradition	

Unit 1. Understanding Communication

- Defining Communication
- The schools of Indian traditions
- Pramana concept
- Contextualizing Communication and its role

Unit 2: Human Communication and Vedic Tradition

- Vaikhari
- Madhyama
- Pashyanty
- Para

Unit 3: Indian Approach

- Khandan-Mandan- a syntax of critical examination
 - Bhartrhar's Vakyapadiya
 - Sadharnikarn Model: Significance and present context
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Semester II

Semester	Paper Code	Paper Title	Credits
I	BVM-100 (Major)	Image Processing Practical	2
	BVM -101 (Major)	Introduction to Media and Visual Communication Theory	4
	BVM-120 (GE/OE)	Introduction to Journalism Theory	2
	BVM-121 (GE/OE)	Media and Modern India Theory	2
	BVM-130 (VSC)	Basics of Photography Voc. Skill	2
	BVM -140 (SEC)	Communication Skills Voc. Skill	2
	BVM -141 (IKS)	Indian Knowledge System IKS	2
II	BVM - 150 (Major)	Photography Techniques Practical	2
	BVM -151 (Major)	Communication and Journalism Theory	4
	BVM -160 (Minor)	Storytelling and AV Narratives Theory	2
	BVM-170 (GE/OE)	Introduction to Mass Communication Theory	2
	BVM -171 (GE/OE)	Editing in Print Media Theory	2
	BVM -180 (VSC)	Writing Skills Voc. Skill	2
	BVM -190 (SEC)	Understanding Cinema Voc. Skill	2

Semester II
BVM – 150 (Major)
Photography Techniques
Credits: 2

Title of the Course and Course Code	Photography Techniques (BVM 150)	Number of Credits: 2
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe basic concepts related to camera	
CO2	Understand and discuss relationship between lighting and camera	
CO3	Carry out basic exercises of studio lighting in photography.	
CO4	Analyze types of photography. Carry out exercises related to photography in different environments.	

- Basics of Lighting
- CameraStudio Lighting
- Advanced Photography I
- Advance Photography II

Semester II
BVM – 151 (Major)
Communication and Journalism
Credits: 4

Title of the Course and Course Code	Communication and Journalism (BVM 151)	Number of Credits : 04
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Define Communication and Journalism	
CO2	Discuss various types of communication theories and models	
CO3	Examine Journalism's role in a society	
CO4	Discuss the process of news creation and role of various departments in a news organization	

Unit 1: Introduction to Communication Process

- What is Communication?
- Importance and Scope
- Communication Process
- Types of Communication
- Barriers to communication

Unit 2: Communication Theories & Models

- Authoritarian
- Libertarian
- Socialistic
- Agenda Setting Theory
- Uses and Gratification Theory
- Gerbner's Model

Unit 3. Understanding Journalism

- Journalism as a form of mass communication
- Role and Significance of Journalism
- Evolution of Journalism in India
- Milestones in Indian Journalism Post-Independence

Unit 3: Understanding News

- Defining News
- News Sources: Importance, tools and challenges
- News processing: Understanding role of various departments in a News Organization

Semester II
BVM – 151 (Major)
Communication and Journalism
Credits: 4

- Reporting, Editing, Photography etc.
- Qualities of a Journalist

Semester II
BVM - 160 (Minor)
Storytelling and AV Narratives
Credits: 2

Title of the Course and Course Code	Storytelling and AV Narratives (BVM 160)	Number of Credits : 02
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.	

Unit 1: Storytelling

- What is storytelling?
- Types of storytelling
- Characteristics of effective storytelling
- The power of visual storytelling

Unit 2: Narrative Techniques

- Narration and narrative structure
- 3 Act Structure
- Narrative treatment of the space
- Narrative treatment of the time

Unit 3: Genres & Formats

- TV genres
- Film genres (action, adventure, comedy, drama, epic/historical, horror, musical, romantic thriller)
- Digital Media (Computer games, electronic lit., digital art, animation stories)

Unit 4: New Approaches

- New trends shaping TV industry (Content, strategy)
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- New trends shaping Film industry (Content, strategy, Technology)
- New Narrative forms (Online shots, flash fiction, webseries, viral videos, Interactive comics, digital trailers)

Semester II
BVM – 170 (GE-OE)
Introduction to Mass Communication
Credits: 2

Title of the Course and Course Code	Introduction to Mass Communication (BVM 170)	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe Mass Communication	
CO2	State nature and process of mass communication	
CO3	Examine social and political functions of Mass Communication	
CO4	Analyze new trends in Mass Communication	

Unit 1: Understanding Communication

- Communication: Concepts and Process
- Communication and Mass Communication
- Functions of communication
- Types of Communication

Unit 2: Understanding Mass Communication

- Nature and process of mass communication
- Mass communication: Mass media tools
- Audience in Mass Communication: Nature and Characteristics
- Social Functions of Mass Communication

Unit 3: Mass Communication - Scope and Challenges

- Mass Communication and Politics
- Mass Communication and Culture
- Mass Communication and Society
- New technological trends in Mass Communication

Semester II
BVM – 171 (GE/OE)
Editing in Print Media
Credits: 2

Title of the Course and Course Code	Editing in Print Media (BVM 171)	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Define editing and describe principles of editing	
CO2	State importance of style sheet in the editing process	
CO3	Examine role and responsibilities of sub-editor	
CO4	Analyze importance of editorial policy in a news organization	

Unit 1: Understanding Editing

- Defining Editing
- Principles of editing
- Process of editing
- Language in editing
- Design and Layout in editing
- Editing agency copies
- Electronic editing.

Unit 2: Scope of Editing

- Stylesheet: Concept and relevance
- Difference between copy editing and proof reading

Unit 3: Understanding Newsroom

- Organizational structure of newspaper
- Editorial room
- Sub-editor: Role and responsibilities
- News Editor: Role and Responsibilities
- Editorial policy in a news organization

Semester II

BVM – 180 (VSC)

Writing Skills

Credits: 2

Title of the Course and Course Code	Writing Skills (BVM 180)	Number of Credits : 02
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.	
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.	

- 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

Semester II
BVM - 190 (SEC)
Understanding Cinema
Credits: 2

Title of the Course and Course Code	Understanding Cinema (BVM 190)	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Define Cinema as a discipline	
CO2	Discuss the film language	
CO3	Examine various movements in Cinema	
CO4	Discuss Genres in Cinema	

Unit 1: Origins of Cinema

- A brief history of the origins of cinema.
- Pioneers in the field of Cinema: Lumiere Brothers, Georges Méliès, Edwin S. Porter, D. W. Griffith, G. D. alias Dadasaheb Phalke, Robert Flaherty, Charlie Chaplin, Alan Crosland, Sergei Eisenstein.
- Screening of these pioneers' films

Unit 2: Film Language

- Evolution of the language of cinema.
- Introduction to Soviet Montage, Deep Focus, Mise-en-scene, 180- degree rule, Eyeline matching, Lighting, Close-up, Sound, Music and Jump cuts.
- Screening of these films

Unit 3: Movements in Cinema

- German Expressionism, Surrealism, Italian neo-realism, French New Wave Cinema/Nouvelle Vague, Indian New Wave Cinema, New German Cinema, Cinema Nova, Third Cinema and new cinema from Iran and auteur in cinema.
- Screening of these films.

Unit 4: Genres in Cinema

- Musical, Melodrama, Film Noir, Horror Movies, Westerns, Science Fiction, Classic Hollywood Cinema, Gangster/Criminal/ Detective Thriller, Indian cinema, Indian Regional cinema, Marathi Cinema