Programme Structure

Sharda School of Media, Film & Entertainment (SSMFE)

Bachelor of Arts
(Film TV & OTT Production)

Programme Code: SMF0115

Batch 2026-2030

Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

PO1: **Domain Knowledge in the field of Film Making, Television and OTT platforms:** Apply knowledge to fiction and non-fiction filmmaking, advertising and other disciplines of cinema, digital release and telecast

PO2: **Communication Skills**: Exhibit high levels of verbal and non-verbal forms of contemporary communication skills.

PO3: **Modern Tool Usage**: Demonstrate skilled usage of modern tools and techniques to effectively communicate with the target audience.

PO4: **Problem Solving Skills:** Identify, formulate, research, and analyse the problems and reach logical conclusions and solutions to solve real-life problems and challenges.

PO5: **Values, Ethics and Contribution to Society:** Understand the importance of Values and Ethics in the field of filmmaking and Television Production and the morals of serving society and community for sustainable development.

PO6: **Leadership, Management and Entrepreneurial Traits**: Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of media professionals.

PO7: **Innovation and Research Related Skills:** Identify, formulate, research, and analyse the literature and problems and reach logical and innovative solutions and conclusions.

PO8: **Lifelong Learning:** Develop into a lifelong learner and consistently update with current knowledge, skills and technologies.

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Programme Specific Outcomes

PSO1: Expertise in the field of Media, Film and Entertainment industry

PSO2: Applied proficiency in the different disciplines of Mass Communication

List of Courses: Semester-wise

Bachelor of Arts (Film TV & OTT Production)	Credits	Practical/ Theory	Type	Total Credits
SEMESTER - 1				**20**
1. Concepts & Principles of Communication	4	Theory	CC	
2. Fundamentals of Media Writing & Convergent Journalism	4	Practical	CC	
3. Smartphone Film Making I- Foundation	3	Practical	Minor	
4. Photography & Compositing Techniques	2	Practical	SEC	
5. AI in Media and Entertainment	3	Practical	SEC	
6. Communicative English I	2	Practical	AEC	
7. Oral Traditions & Storytelling in Indian Culture	2	Practical	AEC	
SEMESTER - 2				**20**
1. Writing for Audio-Visual Media	4	Practical	SEC	
2. Environment Management	2	Theory	AEC	
3. VAC Mulya Pravah	2	Theory	AEC	
4. Basics of Research Methodology	4	Practical	CC	
5. Smartphone Film Making II- Intermediate	3	Practical	Minor	
6. Communicative English II	2	Practical	AEC	
7. MOOC (NPTEL)	3	Practical	SEC	
SEMESTER -3				**20**
1. Audio-Visual Editing – I	5	Practical	CC	
2. Smartphone Film Making III- Advanced Techniques	3	Practical	Minor	
3. Introduction to Screen Acting	5	Practical	SEC	
4. Introduction to Audiography & Sound Design	2	Practical	CC	
5. MOOC (NPTEL)	3	Practical	SEC	
6. Indian Language	2	Practical	AEC	
7. Research Based Learning (Level 1)	0	Practical	AEC	
SEMESTER - 4				**20**
1. Production Methodology & Direction	4	Practical	CC	
2. Motion Picture Photography & Cine Lighting	5	Practical	CC	
3. Audio-Visual Editing - II	5	Practical	CC	
4. Smartphone Film Making IV- Capstone Project	3	Practical	Minor	
5. Community Connect	2	Practical	AEC	
6. Research Based Learning (Level 2)	1	Practical	AEC	
SEMESTER - 5				**20**
1. Multicamera Setup & Live Streaming	3	Practical	CC	
2. Visual Design and Motion Graphics	4	Practical	CC	

3. Advanced Studio & Location Lighting	4	Practical	CC	
4. Film Appreciation.	3	Practical	CC	
5. Project: Mise-en-scene	4	Practical	CC	
6. Research Based Learning (Level 3)	2	Practical	AECC	
SEMESTER - 6				**20**
1. Apprenticeship 2. Final Masters Project	20	Practical	SEC	
SEMESTER - 7				**20**
1. Communication Research Methods & Techniques	4	Theory	CC	
2. Statistics for Research	4	Theory	CC	
3. Ethical Perspective of Media & Communication Research	4	Theory	CC	
4. Media & Communication Research Project	4	Practical	SEC	
5. Project Digital Media Marketing	4	Practical	SEC	
SEMESTER - 8				**20**
1. Apprenticeship	20	Practical	SEC	

Programme wise Credit Distribution

Course Category	Programme wise Credit Distribution			
	Bachelor of Arts (Film TV & OTT productions)		Bachelor of Arts (Honours) (Film TV & OTT productions)	
	3 Year		4 Year	
	No. of Courses	Total credits	No. of Courses	Total credits
Core Courses (CC)	14	58	19	74
Multidisciplinary Courses	2	4	2	4
Minor Electives	4	12	5	16
Dissertation/Capstone Project	0	0	0	0
Ability Enhancement Courses (AEC)	4	8	4	8
Skill Enhancement Courses (SEC)/ Vocational Courses	3	9	3	9
Practical/Tutorials/Studios	0	0	0	0
Internship	2	20	3	40
Field Projects/RBL	3	3	3	3
VAC	3	6	3	6
Total	**36**	**120**	**42**	**160**

Type	Courses x Credits	Credits	Total Credits
Core	(14x4/4x5/2x20/2x2)	120	160
Dse-Discipline Specific Elective	(4x3)	12	
Ge-General Elective			
Aecc-Ability Enhancement Compulsory Courses	(6x2/1x1)	13	
Sec-Skill Enhancement Courses	(3x2/3x3)	15	

Course Modules

School		**Sharda School of Media, Film & Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMT1101**	
2	Course Name	**Concepts & Principles of Communication**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**4-0-0**	
	Course Type	**Core**	
5	Course Objective	1. Explain the meaning of communication and why human beings communicate. 2. Explain different theories and types of communication. 3. Know the various channels of distributions of Mass Communication 4. Analyse theories, models, and their relevance in the AI era. 5. Understand AI's role in content distribution, audience engagement, and media analytics.	
6	Course Outcomes	CO1: Understand the concepts and principles of Communication. CO2: Analyse the different models and types of communication. CO3: Comprehend communication principles in different contexts, including interpersonal, group, mass, and AI-integrated communication CO4: Identify various theories of mass communication. CO5: Perceive and evaluate the impact of AI and digital technologies on communication processes. CO6: Utilize AI-driven communication applications in real-world scenarios.	
7	Course Description	The course aims to develop a comprehensive understanding of communication processes, theories, and models across interpersonal, group, and mass contexts, including emerging AI-integrated environments. It equips students with analytical and practical skills to evaluate communication systems, digital transformations, and audience engagement strategies. Emphasizing ethical, effective, and technology-driven communication, the course prepares learners to apply AI-enabled tools in real-world media scenarios. The course aligns with SDG 4: Quality Education by fostering critical knowledge and lifelong learning, SDG 9: Industry, Innovation and Infrastructure through digital and AI innovation, and SDG 16: Peace, Justice and Strong Institutions by promoting informed, ethical, and responsible communication practices.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Defining Communication**	

	1	Definition, Concept and Meaning of Communication	CO1
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.	CO1
	3	Stages and Types of Communication	CO1
	Unit 2	**Introduction to Communication Models**	
	1	Aristotle's model, Harold D Lasswell's model (1948), Claude Shannon and Warren Weaver's Model (1949).	CO2
	2	Theodore Newcomb's model (1953)	CO2
	3	Osgood's model (1954)	CO2
	Unit 3	**Communication and Mass Communication Theories**	
	1	Communication Theories: Foundations and Importance – Hypodermic/Bullet Theory	CO3
	2	Psychological Approaches – Individual Differences Theory, Cognitive Dissonance Theory, Personal Influence Theory	CO3
	3	Sociological Theories of Mass Communication – Agenda Setting Theory, Uses and Gratification Theory, Dependency Theory	CO3
	Unit 4	**Normative and Developmental Theories of Communication**	
	1	Normative Media Theories – Authoritarian, Libertarian, Social Responsibility	CO4
	2	Media and Development – Development Theory, Democratic-Participant Media Theory	CO4
	3	Relevance in the Digital Age – AI's influence on traditional communication theories and evolving media landscapes	CO5
	Unit 5	**AI in the Communication Process**	
	1	Understanding the impact of AI on encoding, decoding, and feedback mechanisms in media.	CO5
	2	Utilizing AI tools for audience analysis, predictive content, and automated media workflows.	CO5
	3	Evaluating AI's influence on misinformation, bias, and data privacy in communication.	CO6

	Mode of Examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		15	10	75	
	Text book/s*	1. Mass Communication In India by Keval J Kumar			

	Other References	1. Handbook of Communication by Uma Narula 2. Handbook of Journalism and Mass Communication by Vir Bala Aggarwal and VS Gupta 3. Theories of Mass Communication: De Fleur and B. Rokeach 4. Mass Communication Theory: Denis Mc Quail AI in Media and Journalism: A Practical Guide" by David Levy and Paul Bradshaw.

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	3	-	3	2	1	1	-	-
CO2	1	3	-	-	-	-	-	1	-	-
CO3	-	-	2	3	2	3	3	2	-	-
CO4	3	2	-	-		-	-	-	-	-
CO5	2	-	2	-	1	1	2	2	-	-
CO6	-	1	1	-	2	-	-	3	-	-
Average	**1.34**	**1.34**	**1.34**	**0.5**	**1.34**	**1**	**1**	**1.5**	**-**	**-**

School			**Sharda School of Media, Film & Entertainment**
Department			**Mass Communication**
Programme Code			**SMF0115**
Programme Name			**Bachelor of Arts (Film, TV & OTTP)**
Specialisation / Minor			**NA**
Batch: 2026-2030			**Semester: I**
1	Course Code		**NEW**
2	Course Title		**Fundamentals of Media Writing & Convergent Journalism**
3	Credits		**4**
4	Contact Hours (L-T-P)		**3-0-2**
	Course Type		**Core**
5	Course Objective	The objective of this course is to: • To introduce principles of media writing and convergent journalism • To develop cross-platform writing and storytelling skills • To train students in multimedia content production • To enhance critical thinking and ethical media practices • To build a professional content portfolio	
6	Course Outcomes	CO1 Explain fundamentals of media writing and convergent journalism CO2 Apply writing techniques across media platforms CO3 Create multimedia and platform-specific content CO4 Analyze and edit content using professional standards CO5 Evaluate media content ethically and critically CO6 Develop a professional multimedia portfolio	
7	Course Description	This course provides an integrated understanding of media writing and convergent journalism in a digital ecosystem. It equips students with skills to create, adapt, and produce content across print, broadcast, and online platforms using multimedia tools. The course emphasizes ethical practices, audience-centric communication, and industry-oriented content production. This aligns with SDG 4: Quality Education by enhancing professional competencies, SDG 8 – Decent Work & Economic Growth, and SDG 16: Peace, Justice and Strong Institutions by promoting ethical, transparent, and accountable journalism practices.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Fundamentals of Media Writing & Convergent Journalism**	
	1	Definition, scope, and evolution of convergent journalism.	CO1
	2	Traditional vs. convergent journalism	CO1
	3	Principles of effective writing & editing tools	CO1
		Media ethics: fake news, plagiarism, copyright	CO1
	Unit 2	**Media Platforms and Content Adaptation**	
	1	Characteristics of print, broadcast, and digital media	CO2
	2	News writing, feature writing, scripting	CO2
	3	Cross-platform content adaptation & Audience analysis	CO2
	Unit 3	**Digital & Multimedia Content Creation**	
	1	SEO writing and blogging	CO3
	2	Social media content creation	CO3
	3	Multimedia storytelling tools:	CO3
		Basics of audio, video, and photography	
	Unit 4	**News Production in a Converged Environment**	
	1	Integrated newsrooms and workflows.	CO4

	2	Collaborative reporting and team dynamics.			CO4
	3	Role of social media in news dissemination.			CO5
	Unit 5	**Project**			
	1	**A written news report** (for print or online publication)			CO5, CO6
	2	**A short video news segment** (for television or social media)			CO5, CO6
	3	**A podcast episode** (for radio or streaming platforms)			CO5, CO6
	Mode of examination	JURY			
	Weightage Distribution	CA	CE(Viva)	ETE	
		25	25	50	
	Textbook/s*	Carole Rich – *Writing and Reporting News: A Coaching Method* Stephen Quinn – *Convergent Journalism: The Fundamentals of Multimedia Reporting*			
	Other References	• Philip Kotler, Hermawan Kartajaya & Iwan Setiawan – *Content Marketing 4.0* • Strunk & White – *The Elements of Style* • Google Digital Garage – Content Marketing & SEO modules • HubSpot Academy – Content Marketing Certification • Reuters Handbook of Journalism (online)			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	3	2	1	2	3	1	2	1	2	1
CO2	3	3	2	2	2	2	2	1	3	2
CO3	2	3	3	2	1	2	2	1	3	3
CO4	2	2	3	3	2	1	2	1	2	3
CO5	2	2	1	3	3	1	3	1	2	1
CO6	3	3	3	2	2	2	2	2	3	3
Average	**2.50**	**2.50**	**2.17**	**2.33**	**2.17**	**1.50**	**2.17**	**1.17**	**2.50**	**2.17**

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SMF0115**
Programme Name		**Bachelor of Arts (Film, Television & OTT Production)**
Specialisation / Minor		**Minor**
Batch: 2026-2030		**Semester: I**
1	Course Code	**New**
2	Course Name	**Smartphone Film Making I- Foundation**
3	Credits	**3**
4	Contact Hours (L-T-P)	**1-1-2**
	Course Type	**Minor**
5	Course Objective	This course aims to introduce fundamental concepts of smartphone filmmaking. Develop understanding of visual storytelling and sound integration. Build foundational skills in shooting, audio capture, and editing Encourage creative thinking and narrative construction
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define fundamental concepts of smartphone filmmaking CO2: Explain storytelling and scripting processes CO3: Apply basic cinematography and audio techniques CO4: Analyse sound and visual relationships CO5: Demonstrate basic mobile editing skills CO6: Create a short video project
7	Course Description	This course introduces students to the fundamentals of smartphone filmmaking, focusing on visual composition, sound recording, storytelling, and basic editing techniques for digital media platforms. The course aligns with **SDG 4 (Quality Education)** by developing creative and technical digital media skills, **SDG 9 (Industry, Innovation and Infrastructure)** through the use of smartphone-based production technologies, **SDG 8 (Decent Work and Economic Growth)** by enabling employable content creation skills, and **SDG 10 (Reduced Inequalities)** by promoting accessible, low-cost filmmaking tools for wider participation.

8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Smartphone Filmmaking**	
	1	Introduction to the basic concepts of smartphone filmmaking	CO1
	2	Role of smartphones in contemporary filmmaking	CO1
	3	Appreciation of films made on smartphones	CO1
	Unit 2	**Fundamentals of Smartphone Audio**	
	1	**I**ntroduction to audio equipment and accessories	CO2
	2	Audio apps and recording platforms	CO2

	3	Basics of sound • Sound perception • Types of microphones • Placement techniques • Sound perspective	CO3, CO4
	Unit 3	**Smartphone Imaging Basics**	
	1	Photography principles (composition, framing, focus)	CO3, CO4
	2	Video fundamentals (shots, angles, white balance, colour basics)	CO3, CO4
	3	Point of view and framing decisions	CO3, CO4, CO5
	Unit 4	**Story Development and Production Basics**	
	1	Story Idea and basics of screenwriting	CO4
	2	Characterisation and shooting on location	CO4
	3	Introduction to natural light usage	CO4
	Unit 5	**Editing Essentials**	
	1	Imaginary line: Continuity rules (180° & 30° rule)	CO4
	2	Mobile editing basics (Kinemaster or similar apps)	CO4, CO5, CO6
	3	Visualisation: Capture a scene in 5 shots	CO5, CO6

	Mode of Examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	CE(Viva)	ETE	
		25	25	50	
	Text book/s*	The Digital Filmmaking Handbook. Mark Brindle			
	Other References	The Smartphone Filmmaking Handbook by Neil Philip Sheppard			

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	**3**	**1**	**1**	**-**	**-**	**-**	**-**	**2**	**2**	**1**
CO2	**3**	**2**	**1**	**1**	**-**	**-**	**-**	**2**	**2**	**2**
CO3	**3**	**2**	**3**	**2**	**-**	**1**	**-**	**2**	**3**	**3**
CO4	**3**	**2**	**2**	**3**	**-**	**1**	**1**	**2**	**3**	**3**
CO5	**3**	**2**	**3**	**2**	**1**	**1**	**-**	**2**	**3**	**3**
CO6	**3**	**3**	**3**	**3**	**2**	**2**	**1**	**3**	**3**	**3**
Avg	**3.0**	**2.0**	**2.2**	**1.8**	**0.5**	**0.8**	**0.3**	**2.2**	**2.7**	**2.5**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMP1103**	
2	Course Name	**Foundation of Digital Media Marketing**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	Contact Hours (L-T-P)	
	Course Type	**Core Minor**	
5	Course Objective	1. To impart basic concepts digital media marketing 2. To make students aware of the development and evolution of digital marketing	
6	Course Outcomes	CO1: Understand the basic concept of digital marketing CO2: Illustrate the concept of website development & SEO basics. CO3: Analyse the development of content in digital mediums in marketing. CO4: Identify Social Media Marketing (SMM) Basics. CO5: Perceive knowledge on email and mobile marketing. CO6: Formulate the strategies in marketing.	
7	Course Description	The course introduces students to the core concepts, evolution, and strategic applications of digital marketing in contemporary media environments. It develops competencies in website creation, search engine optimization (SEO), content development, social media marketing, and mobile and email marketing. Emphasizing analytical and practical skills, the course enables learners to design effective marketing strategies for digital platforms. This aligns with SDG 4: Quality Education by enhancing digital competencies, SDG 9: Industry, Innovation and Infrastructure through technological integration in marketing practices, and SDG 8: Decent Work and Economic Growth by fostering employability and entrepreneurial skills in the digital economy.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to Digital Marketing**	
	1	● Meaning of Marketing ● Traditional vs Digital Marketing	CO1
	2	● Definition & Scope ● Evolution of Digital Marketing (brief overview) ● Digital Marketing Channels (Search, Social, Email, Websites)	CO1

	3	● Key Players: Brands, Consumers, Platforms ● Basic Consumer Behaviour (online vs offline)	CO1
	Unit 2	**Website Basics & Introduction to SEO**	
	1	● What is a website? ● Types: Static, Dynamic, E-commerce ● Basics of User Experience (UX) & Interface (UI), Mobile-friendly design (intro)	CO2
	2	● SEO ● Keywords ● On-page vs Off-page SEO (intro only)	CO2
	3	● Meta tags concept ● URL basics ● Introduction to tools Google search console	CO2
	Unit 3	**Content Marketing and Blogging**	CO3
	1	● What is content marketing? ● Types: Text, Image, Video ● Basics of storytelling	CO3
	2	● Blogging & Microblogging ● Platforms (WordPress, Medium, Blogger) ● Writing SEO-Friendly Content	CO3
	3	**Viral Content & Trends** ● Case Studies of Viral Campaigns ● Understanding Social Trends ● User-Generated Content ● AI tools for content creation	CO3
	Unit 4	**Social Media Marketing (SMM) Basics**	
	1	● Overview of Social Media Platforms ● Facebook, Instagram, LinkedIn, YouTube ● Platform-Specific Strategies ● Social Media Algorithms	CO4

	2	**Content & Engagement** • Creating posts • Hashtags basics • Audience engagement (likes, comments, shares)	CO4
	3	**Social Media Metrics & Analytics** ● What are metrics? ● KPIs (reach, engagement) ● Intro to analytics ● AI in social media algorithms	CO4
	Unit 5	**Email and Mobile Marketing & AI**	
	1	● Introduction to Mobile Marketing ● SMS Marketing (Overview) ● Mobile Apps & Push Notifications ● Introduction to Geo-Targeting	CO5
	2	● What is Artificial Intelligence (AI) ● Role of AI in Digital Marketing ● AI tools for content creation ● AI tools for email and marketing automation	CO6
	3	**Challenges & Ethics** • Benefits and limitations of AI • Basic ethical concerns (data privacy, misinformation)	C06

	Mode of Examination		Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	CE(Viva)	ETE	
		25	25	50	
	Text book/s*	Digital Marketing For Dummies by Ryan Deiss & Russ Henneberry			
	Other References	1. The Art of Digital Marketing – ***Ian Dodson*** 2. Epic Content Marketing – ***Joe Pulizzi***			

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	3	-	-	1	2	2	3	3
CO2	2	-	3	-	2	-	3	-	3	3
CO3	3	-	3	-	-	3	3	2	3	3
CO4	2	-	3	-	-	-	-	1	3	3
CO5	-	-	3	-	-	-	1	2	3	3
CO6	3	-	3	-	3	3	2	-	3	3
Average	**2.6**	**-**	**3**	**-**	**2.5**	**2.34**	**2.2**	**1.75**	**3**	**3**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMP1105**	
2	Course Name	**Photography & Composition Techniques**	
3	Credits	2	
4	Contact Hours (L-T-P)	Contact Hours (L-T-P)	
	Course Type	**Core**	
5	Course Objective	1. To build skills in creatively using various Image Editing Software for PCs and Mobile. 2. To develop ability of editing digital photos fluently on Adobe Photoshop.	
6	Course Outcomes	CO 1: Define the basics of photography. CO 2: Explain framing & composition. CO 3: Identify various camera lenses. CO 4: Analyse the importance of light in photography. CO 5: Evaluate digital image making process. CO6: Create and enhance the quality of a photograph on digital image editing software.	
7	Course Description	The course equips students with essential skills in visual storytelling through photography and digital image editing. It develops understanding of composition, lighting, camera lenses, and the digital image-making process, while providing hands-on experience with tools such as Adobe Photoshop for creative enhancement. The course fosters technical proficiency and aesthetic sensibility required in contemporary media production. This aligns with SDG 4: Quality Education by promoting creative and digital skills, SDG 9: Industry, Innovation and Infrastructure through technological application in media production, and SDG 8: Decent Work and Economic Growth by enhancing employability in creative industries.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to Photography**	
	1	Evolution and History of photography	CO1
	2	Basic technical principles on which still camera works	CO1
	3	• Meaning and characteristics of photography • Different types of photography	CO1
	Unit 2	**Framing and Composition**	
	1	• Composition and rule of third • Depth of field and Camera Angles	CO2

	2	Balanced Frame and perspective	CO2
	3	• Contrast (Light, color, personality, surface etc.) • Lines (Vertical and Horizontal)	CO2
	Unit 3	**Camera Lens**	CO3
	1	Camera Lens and its characteristics	CO3
	2	• Focal Length Rule • Types of lenses	CO3
	3	• Wide • Normal • Telephoto, zoom lens	CO3
	Unit 4	**Importance of Light in Photography**	
	1	Cycle of Light: Before sunrise, Morning, Mid-day, Afternoon, Evening,	CO4
	2	Types of Lighting: Front lighting, Side lighting, High side light, Low side light, Top lighting, Back lighting	CO4
	3	Three-point Lighting: Key light, Fill Light and back light	CO4
	Unit 5	**Digital Image Making**	
	1	Image Resolution	CO5
	2	Major Image File Formats: JPEG, TIFF, RAW	CO5
	3	Photo editing using photoshop	CO6

	Mode of Examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	CE(Viva)	ETE	
		25	25	50	
	Text book/s*	Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book by by Lesa Snider			
	Other References	• The Adobe Photoshop Lightroom CC Book for Digital Photographers by Scott Kelby • Teach Yourself Lightroom by Rod Lawton (Editor) - Future Publishing Limited • Lightroom CC Complete Training by Serge Ramelli & Dare Stevens			

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	1	2	2	-	-
CO2	2	-	-	-	2	-	3	-	-	-
CO3	3	-	3	-	-	3	3	2	-	-
CO4	2	-	-	-	-	-	-	1	-	-
CO5	-	-	-	-	-	-	1	2	-	-
CO6	3	-	3	-	3	3	2	-	-	-
Average	**2.6**	**-**	**3**	**-**	**2.5**	**2.34**	**2.2**	**1.75**	**-**	**-**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film,TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMT1109**	
2	Course Name	**AI in Media and Entertainment**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**Contact Hours (L-T-P)**	
	Course Type	**Core**	
5	Course Objective	● To introduce the fundamentals of AI and its applications in media industries. ● To familiarize students with AI tools used in journalism, film, advertising, and PR. ● To develop basic AI-assisted content creation skills. ● To critically understand ethical concerns and societal implications of AI in media.	
6	Course Outcomes	CO1: Explain the basic concepts and evolution of AI in media CO2: Identify AI tools and applications across media sectors CO3: Apply AI tools for content creation in media fields CO4: Analyze the impact of AI on media industries and audiences CO5: Evaluate ethical issues and challenges related to AI in media CO6: Create AI-assisted media content across platforms	
7	Course Description	This course introduces students to the role of Artificial Intelligence (AI) in transforming media and entertainment industries. It focuses on practical understanding of AI-driven tools used in journalism, filmmaking, advertising, and public relations without requiring technical or coding expertise. Students will explore content creation, automation, personalization, and ethical implications of AI.The course is aligned with SDG 4 (Quality Education) – digital literacy and future-ready skills, SDG 9 (Industry, Innovation & Infrastructure) – adoption of emerging technologies, SDG 16 (Peace, Justice & Strong Institutions) – ethical AI and responsible communication.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to AI & Prompting Basics**	
	1	Basics of AI, Generative AI, and media applications	CO1
	2	What is a prompt? Types of prompts (instructional, contextual, role-based)	CO1

	3	Writing effective prompts (clarity, specificity, tone, output control) Suggested Assignments: ● Rewrite a weak prompt into a strong prompt ● Compare outputs of different prompts	CO5
	Unit 2	**AI in Journalism & Content Creation**	
	1	AI in news writing, editing, and translation	CO2
	2	AI for content ideation and storytelling	CO2
	3	Personalization and algorithm-driven content Suggested Assignments: ● AI-generated vs human-written article comparison ● Create a blog using AI prompts ● Headline writing using AI	CO4
	Unit 3	**AI in Advertising & Public Relations**	
	1	AI in ad copywriting and campaign design	CO3
	2	Chatbots and audience engagement	CO3
	3	AI in PR: sentiment analysis and reputation management Suggested Assignments: ● AI-generated advertising campaign ● PR press release creation ● Social media content calendar using AI	CO6
	Unit 4	**AI in Film, OTT & Digital Media**	
	1	AI in scriptwriting and storytelling	CO4
	2	AI tools in video, image, and audio production	CO4
	3	OTT platforms and recommendation systems Suggested Assignments: ● AI-assisted short film/video ● Scriptwriting using prompts ● OTT content analysis	CO3
	Unit 5	**Ethics, Challenges & Future of AI in Media**	
	1	Ethical concerns: bias, deepfakes, misinformation	CO5
	2	AI and job displacement vs augmentation	CO5
	3	Future of AI in media industries Suggested Assignments/Projects: ● Ethical case study analysis ● Debate/panel discussion	CO6

		● Final AI project (campaign/video/blog)			
	Mode of Examination		Jury/Practical/Viva		
	Weightage Distribution	CA	CE(Viva)	ETE	
		25	25	50	
	Text book/s*	Russell, S., & Norvig, P. (2021). Artificial intelligence: A modern approach (4th ed.). Pearson.			
	Other References	● Media And AI: Navigating the future of communication, Dhruv Sabharwal, Ritu S.Sood,Post Script ● "Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age", Alex Connock, Routledge, 2022 ● Fundamentals of Artificial Intelligence by K.R. Chowdhary Springer ● "Artificial Intelligence in Digital Media: Understanding AI in Context", Sarah N. Petry, Taylor & Francis, 2020			

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	3	-	-	-	-	-	-	-
CO2	2	3	3	-	-	-	-	-	-	-
CO3	2	-	3	-	-	-	-	-	-	-
CO4	2	-	3	-	-	-	-	-	-	-
CO5	2	-	3	-	-	-	-	-	-	-
CO6	2	-	3	-	-	-	-	-	-	2
Average	**2**	**0.83**	**3**	**-**	**-**	**-**	**-**	**-**	**-**	**0.63**

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SMF0115**
Programme Name		**Bachelor of Arts (Film,TV & OTT Production)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: I**
1	Course Code	**SKP1010**
2	Course Name	**Communicative English-I**
3	Credits	**2**
4	Contact Hours (L-T-P)	Contact Hours (L-T-P)
	Course Type	**AEC**
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments using English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.
6	Course Outcomes	**CO1:** At the end of the course a student will be able to interpret and apply correct sentence structure and punctuation as well as different parts of speech. **CO2:** At the end of the course a student will be able to analyze one's self and abilities through language learning and personality development. **CO3**: At the end of the course a student will be able to interpret and analyze self-strengths, evaluate weaknesses, utilize opportunities, and counter threats. **CO4:** At the end of the course a student will be able to evaluate people and situations and apply the knowledge to describe the same. **CO5:** At the end of the course a student will be able to examine and apply digital literacy platforms meaningfully for improving their social and professional lives **CO6:** At the end of the course a student will be able to relate the significance of Social and cultural etiquettes along with leadership, management and entrepreneurial skills
7	Course Description	The course focuses on developing essential language competencies to overcome linguistic barriers in diverse socio-cultural contexts. It enhances listening, speaking, reading, and writing skills while improving grammar, pronunciation, and comprehension of varied accents. The course also promotes self-awareness, personality development, digital literacy, and professional communication, enabling students to build confidence and adapt effectively in academic and workplace environments. This aligns with SDG 4: Quality Education by strengthening foundational communication skills, SDG 8: Decent Work and Economic Growth by improving employability, and SDG 10: Reduced Inequalities by bridging

		linguistic and social gaps through inclusive communication.			
8	**Outline Syllabus**				**CO Mapping**
	Unit 1	**Sentence Structure**			
	1	Subject Verb Agreement			CO1
	2	Parts of speech			CO1
	3	Writing well-formed sentences			CO1
	Unit 2	**Vocabulary Building & Punctuation**			
	1	Homonyms/ homophones, Synonyms/Antonyms			CO2
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)			CO2
	3	Conjunctions/Compound Sentences			CO2
	Unit 3	**Writing Skills**			
	1	Picture Description – Student Group Activity			CO3
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie | SWOT Analysis – Know yourself			CO3
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)			CO3
	Unit 4	**Digital Literacy | Effective Use of Social Media**			CO3
	1	Speaking Skill			
	2	Self-introduction/Greeting/Meeting people – Self branding			
	3	Describing people and situations - To Sir With Love (Watching a Full-length Feature Film)			CO4
	Unit 5	**Dialogues/conversations (Situation based Role Plays)**			CO4
	1	Professional Skills | Career Skills			
	2	Exploring Career Opportunities			CO5
	3	Brainstorming Techniques & Models			CO5
	4	Internal Communication			Co5
	Unit 6	**Leadership and Management Skills**			
	1	Managerial Skills			CO5
	2	Entrepreneurial Skills			CO6
	Mode of Examination		Theory/Jury/Practical/Viva		
	Weightage	CA	CE(Viva)	ETE	

	Distribution	25	25	50	
	Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication			
	Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press			

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	-	2	-	-	-	-	-	-
CO2	2	3	-	2	-	3	-	2	-	-
CO3	3	-	3	3	3	1	-	-	-	-
CO4	1	3	-	2		-	-	2	-	-
CO5	2	2	2	1	1	-	-	1	-	-
CO6	3	3	-	-	3	2	-	1	-	-
Average	**2.34**	**2**	**0.83**	**1.67**	**1.17**	**1**	**-**	**1**	**-**	**-**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film,TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMT1111**	
2	Course Name	**Oral Tradition & Storytelling in Indian Culture**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**Contact Hours (L-T-P)**	
	Course Type	**VAC**	
5	Course Objective	1. To introduce students to the concept and evolution of oral traditions in Indian culture. 2. To analyze storytelling as a communication tool across media platforms. 3. To develop basic storytelling skills applicable in journalism, advertising, PR, and film. 4. To sensitize students towards cultural diversity and indigenous knowledge systems.	
6	Course Outcomes	CO1: Explain the concept and significance of oral traditions in India Understand CO2: Identify various forms of storytelling across regions and media Remember / Understand CO3: Apply storytelling techniques in media content creation. CO4: Analyze the role of oral narratives in shaping public discourse and culture Analyze CO5: Evaluate storytelling strategies in contemporary media industries Evaluate CO6: Create basic storytelling outputs across media formats.	
7	Course Description	This course explores the rich heritage of Indian oral traditions and storytelling practices as foundational communication systems shaping cultural memory, identity, and media narratives. It introduces students to storytelling forms across regions and media—from folk narratives to digital storytelling—while emphasizing their relevance in contemporary communication industries. The course is aligned with SDG 4 (Quality Education) – preserving indigenous knowledge systems, SDG 11 (Sustainable Cities & Communities) – safeguarding intangible cultural heritage and SDG 16 (Peace, Justice & Strong Institutions) – promoting inclusive narratives.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to Oral Tradition & Storytelling**	
	1	Concept, meaning, and characteristics of oral traditions	CO1
	2	Historical evolution in Indian context (Vedic, Folk, Tribal traditions)	CO1

	3	Oral tradition as a medium of communication Suggested Assignment: ● Classroom storytelling exercise ● Interview with a grandparent/community elder	CO1
	Unit 2	**Forms of Indian Oral Traditions**	
	1	Folk tales, myths, legends (e.g., Panchatantra, Jataka Tales)	CO2
	2	Performative traditions (Kathputli, Pandavani, Harikatha, Baul singing)	CO2
	3	Regional storytelling diversity and cultural identity Suggested Assignment: ● Audio recording of a folk story ● Presentation on a regional storytelling tradition	CO6
	Unit 3	**Storytelling in Media and Communication**	
	1	Storytelling in journalism (feature writing, narrative journalism)	CO3
	2	Storytelling in advertising and branding (emotional appeal, brand stories)	CO3
	3	Storytelling in Public Relations (corporate narratives, image building) Suggested Assignments: ● Write a narrative news feature ● Develop a brand story for a product	CO3
	Unit 4	**Storytelling in Film, Digital & Emerging Media**	
	1	Cinematic storytelling: script, plot, character, and narrative arcs	CO4
	2	Digital storytelling (social media, podcasts, YouTube, reels)	CO4
	3	Transmedia storytelling and audience engagement Suggested Assignments: ● Create a short video story (2–3 minutes) ● Podcast storytelling assignment	CO5
	Unit 5	**Contemporary Relevance & Preservation of Oral Traditions**	
	1	Role of oral traditions in cultural preservation and identity	CO5
	2	Challenges: globalization, digital shift, loss of indigenous narratives	CO5
	3	Revival strategies and policy perspectives Suggested Assignments: ● Field visit/report on a local cultural storytelling practice ● Documentation project (video/audio/blog)	CO6

	Mode of Examination		Theory/Jury/Practical/Viva		
	Weightage	CA	CE(Viva)	ETE	

	Distribution	25	25	50	
	Text book/s*	Gaur, R. R., Sangal, R., & Bagaria, G. P. (2010). *A foundation course in human values and professional ethics*.			
	Other References	Bilimoria, P., Prabhu, J., & Sharma, R. (Eds.). (2007). *Indian ethics: Classical traditions and contemporary challenges* (Vol. 1). Ashgate. · Sharma, C. (1996). *A critical survey of Indian philosophy* (9th ed.). Motilal Banarsidass Easwaran, E. (Trans.). (2007). *The Bhagavad Gita* (2nd ed.). Nilgiri Press. Sharma, I. C. (1999). *Ethical philosophies of India* (2nd d.). HarperCollins Publishers India. Keown, D. (2005). *Buddhist ethics: A very short introduction*. Oxford University Press. Sharma, B. K. (2019). *Introduction to the Constitution of India* (8th ed.). Prentice-Hall of India.			

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	1	1	1	-	1	1	2	1
CO2	3	1	2	1	1	-	1	1	2	2
CO3	2	2	3	2	1	2	2	1	3	3
CO4	2	2	2	3	2	1	3	2	3	2
CO5	1	2	1	2	3	1	2	2	2	1
CO6	1	3	3	2	2	3	3	2	3	3
Average	**1.2**	**1.4**	**2.1**	**2.2**	**1.7**	**2.6**	**1.2**	**1.6**	**1.7**	**1.2**

TERM 2

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film, TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**BCJ107**	
2	Course Name	**Basics of Research Methodology**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	Contact Hours (4-0-0)	
	Course Type	**Core**	
5	Course Objective	1. Introduce the basics of communication research 2. Impart knowledge on conducting various types of communication research 3. Familiarize with the types of methodology in communication research 4. Study the applications of academic research in mass communication 5. Understand the steps involved in communication research	
6	Course Outcomes	CO1: Explain basics of communication research CO2: Identify the different types of communication research CO3: Describe various stages of communication research CO4: Classify data in communication research CO5: Explain and apply the research writing CO6: Discuss the ethical perspective of communication research	
7	Course Description	The course introduces students to the fundamental principles, processes, and applications of communication research in media and mass communication. It develops skills in research design, data classification, analysis, and academic writing, enabling learners to systematically investigate media-related issues. The course also emphasizes ethical considerations and responsible research practices. This aligns with SDG 4: Quality Education by strengthening research and analytical competencies, SDG 9: Industry, Innovation and Infrastructure through fostering innovation and evidence-based inquiry, and SDG 16: Peace, Justice and Strong Institutions by promoting ethical, transparent, and accountable research practices in society.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to Media & Communication Research**	
	1	Introduction to Research - Concept and Meaning of Research.	CO1
	2	Research and Scientific Method	CO1
	3	Objective and Significance of Research	CO1

	Unit 2	**Types of Research**				
	1	Applied and Basic Research & Conceptual and Empirical Research.				CO2
	2	Descriptive and Analytic Research.				CO2
	3	Qualitative and Quantitative Research.				CO2
	Unit 3	**Research Process**				
	1	Identifying Research Problem and Review of Literature				CO3
	2	Research questions, Hypothesis and Research Design				CO3
	3	Sampling, Types of Sampling.				CO3
	Unit 4	**Data in Research**				
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.				CO4
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.				CO4
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.				CO4
	Unit 5	**Research Writing & Ethics**				
	1	Analysis, Interpretation and Conclusion of the data.				CO5
	2	Preparation and writing a research report.				CO5
	3	Ethical perspectives of media & communication research, plagiarism.				CO6
	Mode of Examination		Theory			
	Weightage Distribution	CA	MTE	ETE		
		10	15	75		
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer				
	Other References	1.Media and communication research methods by Arthur Berger 2.Mass Communication Research Methods by Anders Hansen				

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	-	-	2	-	-	1	2	-	-
CO2	3	3	-	-	3	-	3	3	-	-
CO3	2	-	-	2	-	-	2	1	-	-
CO4	3	-	-	-	-	-	3	2	-	-
CO5	-	3	-	-	-	-	1	3	-	-
CO6	3	-	-	1	3	-	3	3	-	-
Average	**2**	**1**	**-**	**0.83**	**1**	**-**	**2.17**	**2.34**	**-**	**-**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film,TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**EVT1109**	
2	Course Name	**Environmental Management**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	Contact Hours (L-T-P)	
	Course Type	**VAC**	
5	Course Objective	1. Enable students to learn the concepts, principles and importance of environmental science 2. Provide students an insight of various causes of natural resource depletion and its conservation 3. Provide detailed knowledge of causes, effects and control of different types of environmental pollution and its effect on climate change, global warming and ozone layer depletion. 4. Provide knowledge of different methods of water conservation Provide and enrich the students about sustainable practices and environmental management	
6	Course Outcomes	CO1.Develop a better understanding of the principles and scope of environmental science CO2. Acquire to learn various pollution causes, effects and control and solid waste management. CO3. Interpret the effect of global warming and ozone layer depletion CO4. Comprehend about various types of natural resources and its conservation CO5. Develop a better understanding about sustainable practices and environmental management CO6. Function effectively on overall understanding of various environmental components, its protection and management.	
7	Course Description	Environmental Science emphasises on various factors as 1. Importance and scope of environmental science 2. Natural resource conservation 3. Pollution causes, effects and control methods Sustainable and Environmental environment	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Natural resource management**	
	1	Introduction to Natural Resources	CO1
	2	Management of Land and Forest Resources	CO1
	3	Water and Energy resource Management	CO1

	Unit 2	**Environmental Pollution Management**	
	1	Air pollution Control and Water Pollution treatment Methods	CO2
	2	Soil and Noise Pollution Management	CO2
	3	Solid waste management	CO2
	Unit 3	**Climate Change Mitigation**	
	1	Concept of Global Warming and greenhouse effect	CO3/CO6
	2	Ozone layer Depletion and its consequences	CO3/CO6
	3	Climate change, its effect on ecosystem and its mitigation. Kyoto protocol and IPCC concerns on changing climate.	CO3/CO6
	Unit 4	**Biodiversity Management**	
	1	Hot spots, Endangered and endemic species of India	CO4/CO6
	2	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions	CO4/CO6
	3	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.	CO4/CO6
	Unit 5	**Sustainable practices and environmental management**	
	1	Sustainable development and sustainable consumption	CO5/CO6
	2	Environmental Issues and Management in India	CO5/CO6
	3	Environmental Management System (EMS)	CO5/CO6

	Mode of Examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	CE(Viva)	ETE	
		25	25	50	
	Text book/s*	Mastering Audio: The Art and the Science by Bob Katz			
	Other References	●Master Handbook of Acoustics by F. Alton Everest & Ken Pohlmann ●The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox			

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	-	-	-	3	2	-	-
CO2	2	-	1	-	3	-	-	-	-	-
CO3	3	-	2	-	3	-	-	-	-	-
CO4	1	2	3	-	-	-	2	2	-	-
CO5	3	-	2	-	1	-	-	-	-	-
CO6	-	-	3	-	-	-	2	1	-	-
Average	**2**	**0.84**	**1.84**	**-**	**1.17**	**-**	**1.17**	**0.84**	**-**	**-**

School: SSMFE		**Batch:** 2026- 2030	
Program: Bachelor of Arts (Hons./Hons. with Research) Film, Television & OTT Production		**Current Academic Year:** 2027-2028	
Branch: NA		**Semester: II**	
1	Course Code	NEW	
2	Course Title	**Writing for Audio-Visual Media**	
3	Credits	4	
4	Contact Hours	3-0-2	
5	Course Type	**Core Course**	
6	Course Objective	1. To make the learner understand the basic structure of screenplay. 2. To impart the learner with basic skills for screenwriting 3. To develop the learner's ability to create engaging characters, dialogues, and narratives for screenplays. 4. To enable the learner to apply storytelling techniques and formatting standards in writing effective screenplays.	
7	Course Outcomes	The student will be able to : CO1: Recognize the visual language and write visual stories. CO2: Characterize various nuances of story-telling. CO3: Sketch characters and write for screen dialogues. CO4: Analyze the intricacies of screenwriting and the use of software. CO5: Critique a script and a screenplay. CO6: Develop fiction and non-fiction scripts	
8	Course Description	This course is designed to enhance the creative writing skills for Film and Television. The course will develop an understanding of writing for the audiovisuals media. This course aligns with **SDG 4: Quality Education** by enhancing creative and technical writing skills; **SDG 9: Industry, Innovation and Infrastructure** through audiovisual and digital storytelling practices; **SDG 8: Decent Work and Economic Growth** by preparing learners for media careers; and **SDG 10: Reduced Inequalities** by encouraging diverse and inclusive storytelling perspectives.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Introduction to Visual Storytelling**	
	A	Concept of visual language and storytelling	CO1
	B	Difference between print and audio-visual writing	CO1
	C	Elements of visual storytelling: image, sound, action	CO1
	Unit 2	**Storytelling Techniques and Narrative Forms (Writing for screen vs writing for stage)**	
	A	Story structure: beginning, middle, end	CO2
	B	Narrative techniques: linear and non-linear storytelling	CO2
	C	Genres in film, TV, and OTT	CO2
	Unit 3	**Characterisation and Dialogue Writing (Adaptation: from idea to screenplay)**	
	A	Character development and characterization	CO3
	B	Protagonist, antagonist, and supporting role	CO3
	C	Writing effective dialogues	CO3
	Unit 4	Screenwriting Process and Tools (**Scene construction and emotional depth**)	
	A	Screenplay format and structure	CO4

	B	Writing scenes and sequences			CO4
	C	Introduction to screenwriting software (Final Draft, Celtx)			CO4
	Unit 5	**Script Analysis and Script Development**			
	A	Script reading and analysis techniques			CO5
	B	Elements of a good screenplay			CO6
	C	Writing fiction and non-fiction scripts			CO6
10	Mode of examination		Jury		
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Textbook/s*	• How not to write a screenplay: 101 common mistakes most screenwriters make by Denny Martin Flinn • Screen Adaptation: A Scriptwriting Handbook by Kenneth Portnoy			
13	Other References	• The Screenwriter's Bible By David Trottier • The Bare Bones Book of Screenwriting: The Definitive Beginner's Guide to ... By J. T.Clark • Screenwriting for a Global Market: Selling Your Scripts from Hollywood to ... By Andrew Horton • Screenwriting For Dummies By Laura Schellhardt • Screenwriting: The Sequence Approach By Paul Joseph Gulino • The Tools of Screenwriting By David Howard, Edward Mabley • The Art of Screenwriting: An A to Z Guide to Writing a Successful Screenplay By William Packard • Writing the Character-Centered Screenplay By Andrew Horton			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	2	3
CO2	2	2	-	-	-	-	-	-	2	2
CO3	3	3	-	-	-	-	-	-	3	2
CO4	2	3	3	-	-	-	-	-	2	3
CO5	3	3	-	-	-	-	-	-	2	2
CO6	3	3	-	-	-	-	-	-	3	2
Average	2.66	2.33	0.5	-	-	-	-	-	2.33	2.33

1. **Slight (Low)**
2. **Moderate (Medium)**
3. **Substantial (High)**

School: SSMFE		**Batch:2026-2030**	
Programme: BA (FTP & OTTP)		**Current Academic Year: 2026-2027**	
Branch: NA		**Semester: II**	
1	Course Code		
2	Course Title	**Smartphone Film Making II- Intermediate**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**1-1-2**	
5	Course Type	Minor Degree	
6	Course Objective	This course aims to introduce • Advance students' skills in cinematic storytelling using smartphones • Develop proficiency in lighting, sound design, and camera movement • Introduce genre-based filmmaking and visual style development • Enable students to plan, shoot, edit, and deliver complete short films	
7	Course Outcomes	After completing the course, the student will be able to - CO1: Analyse advanced cinematic techniques and visual styles CO2: Develop structured scripts and production plans CO3: Apply advanced cinematography and lighting techniques CO4: Evaluate sound design and audio-visual integration CO5: Demonstrate advanced mobile editing and post-production skills CO6: Produce a complete short film project using smartphones	
8	Course Description	This course builds on foundational skills to develop advanced competencies in smartphone filmmaking, including cinematic language, lighting design, sound aesthetics, editing techniques, and the complete short-film production process. The course aligns with **SDG 4 (Quality Education)** by advancing creative and technical filmmaking competencies, **SDG 9 (Industry, Innovation and Infrastructure)** through sophisticated use of mobile production technologies, **SDG 8 (Decent Work and Economic Growth)** by enhancing professional content creation skills, and **SDG 12 (Responsible Consumption and Production)** by promoting efficient, low-resource filmmaking practices.	
9	Outline syllabus		CO Mapping
	Unit 1	**Advanced Visual Language**	
	A	Visual storytelling techniques and cinematic grammar	CO1, CO2
	B	Genre studies (fiction, documentary, ads, reels)	CO1
	C	Shot division and visual continuity	CO2, CO3
	Unit 2	**Advanced Audio & Sound Design**	
	9	Dialogue recording techniques and sync sound	CO3, CO4
	B	Sound design principles (ambience, foley, effects)	CO1, CO4
	C	Audio editing and mixing using mobile tools	CO4, CO5
	Unit 3	**Cinematography & Lighting Techniques**	
	A	Camera movement (handheld, gimbal, tracking shots)	CO3
	B	Basic lighting (three-point lighting, mood lighting)	CO3, CO4
	C	Colour aesthetics and visual tone	CO1, CO4
	Unit 4	**Film Analysis & Appreciation**	
	A	Critical analysis of films (narrative, visual style)	CO1, CO4

	B	Smartphone vs conventional filmmaking (aesthetic comparison)			CO1, CO2, CO4
	C	Study of award-winning smartphone films			CO1, CO4, CO6
	Unit 5	**Editing & Final Film**			
	A	Advanced editing (cuts, transitions, pacing, rhythm)			CO5
	B	Colour correction and grading (mobile apps)			CO4, CO5
	C	Minor project: Short film production & presentation			CO3,CO5, CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	CE(VIVA)	ETE	
		25%	25%.	50%	
12	Textbook/s*	The Digital Filmmaking Handbook. Mark Brindle			
13	Other References	Smartphone Movie Maker by Bryan Stoller			
		The Smartphone Filmmaking Handbook by Neil Philip Sheppard			

Course Articulation Matrix

POs / COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1 (Analyse cinematic techniques)	3	2	2	2	-	-	1	2	3	2
CO2 (Develop scripts & plans)	3	2	2	3	-	1	1	2	3	3
CO3 (Apply cinematography & lighting)	3	2	3	2	-	1	-	2	3	3
CO4 (Evaluate sound & AV integration)	3	2	2	3	1	1	1	2	3	3
CO5 (Editing & post-production)	3	2	3	2	1	1	-	2	3	3
CO6 (Produce short film)	3	3	3	3	2	2	2	3	3	3
Avg	3.0	2.2	2.5	2.5	0.7	1.0	0.8	2.2	3.0	2.8

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**SKP1020**	
2	Course Name	**Communicative English-II**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	Contact Hours (L-T-P)	
	Course Type	**AEC**	
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments using English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.	
6	Course Outcomes	**CO1:** At the end of the course a student will be able to interpret and apply correct sentence structure and punctuation as well as different parts of speech. **CO2:** At the end of the course a student will be able to analyze one's self and abilities through language learning and personality development. **CO3**: At the end of the course a student will be able to interpret and analyze self-strengths, evaluate weaknesses, utilize opportunities, and counter threats. **CO4:** At the end of the course a student will be able to evaluate people and situations and apply the knowledge to describe the same. **CO5:** At the end of the course a student will be able to examine and apply digital literacy platforms meaningfully for improving their social and professional lives **CO6:** At the end of the course a student will be able to relate the significance of Social and cultural etiquettes along with leadership, management and entrepreneurial skills	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Sentence Structure**	
	1	Subject Verb Agreement	CO1

	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
	Unit 2	**Vocabulary Building & Punctuation**	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO2
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO2
	3	Conjunctions/Compound Sentences	CO2
	Unit 3	**Writing Skills**	
	1	Picture Description – Student Group Activity	CO3
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie | SWOT Analysis – Know yourself	CO3
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO3
	4	Digital Literacy | Effective Use of Social Media	CO3
	Unit 4	**Speaking Skill**	
	1	Self-introduction/Greeting/Meeting people – Self branding	
	2	Describing people and situations - To Sir With Love (Watching a Full-length Feature Film)	CO4
	3	Dialogues/conversations (Situation based Role Plays)	CO4
	Unit 5	**Professional Skills | Career Skills**	
	1	Exploring Career Opportunities	CO5
	2	Brainstorming Techniques & Models	CO5
	3	Social and Cultural Etiquettes	CO5
	4	Internal Communication	CO5
	Unit 6	**Leadership and Management Skills**	
	1	Managerial Skills	CO5
	2	Entrepreneurial Skills	CO6

	Mode of Examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	CE(Viva)	ETE	
		25	25	50	
	Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication			

	Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	2	-	-	-	-	-	-
CO2	2	3	-	2	-	3	-	2	-	-
CO3	3	3	3	3	3	1	-	-	-	-
CO4	1	3	-	2		-	-	2	-	-
CO5	2	3	2	1	1	-	-	1	-	-
CO6	3	3	-	-	3	2	-	1	-	-
Average	**2.34**	**3**	**0.83**	**1.67**	**1.17**	**1**	**-**	**1**	**-**	**-**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**MOOC**	
2	Course Name	MOOC/NPTEL	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Type	**Core**/ AEC/ SEC/ Elective/ VAC/ RBL/ PBL	
5	Course Objective		
6	Course Outcomes		
7	Course Description		
8	**Outline Syllabus**		**CO Mapping**
	Unit 1-5	As per the course from MOOC NPTEL/Swayam	

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: II**
1	Course Code	**IKT1104**
2	Course Name	**Mulya Pravah**
3	Credits	**2**
4	Contact Hours (L-T-P)	**0-1-2**
	Course Type	**VAC**
5	Course Objective	1. To help the student see the need for developing a holistic perspective of life. 2. To sensitize the student about the scope of life, individual, family (inter-personal relationship), society and nature/existence with a corporeal understanding. 3. To strengthen self-reflection about life and human values. 4. To develop more confidence in virtues and commitment to learn and live with them.
6	Course Outcomes	**CO1:** Understand and articulate India's cultural legacy and human values, recognizing their role in preserving traditions **CO2**: Apply principles of professional ethics to distinguish ethical actions in diverse societal contexts. **CO3**: Analyze the relationship between constitutional, universal values, andholistic education to foster integrated citizenship. **CO4**: Demonstrate how skills and values together support a successful career. **CO5:** Develop guidelines to promote human values and ethical conduct among stakeholders in organisations. **CO6**: Embrace a global citizenship mindset, fostering inclusivity and the spirit of *Vasudhaiva Kutumbakam*.
7	Course Description	Human Values and Ethics are the bedrock for the formation of individuals, organisations, and societies. They orient people, organisations, and societies towards growth and development. These are developed through lifelong reflection, experience, and the environment in which one learns and grows. This curriculum can bring theoretical and experiential learning among the students so that they will really understand human values and their applications in everyday life. Bringing learning to reality through the outdoor experience encourages the evolution of values, such as teamwork, responsibility, and love for nature. These experiences support classroom teaching and help see the practical applicability of those ethical principles taught in class. Pedagogy includes class room and extra class room settings like library, nature walk, Yoga & Meditation Hall, Visit to Community organisation etc. for better delivery of content and optimal impressions of values in our future world citizens.

8	**Outline Syllabus**					**CO Mapping**
	Unit 1	**Introduction to Indian Culture and Civilisation**				CO1
	1	What is Bharatvarsha?				CO1
	2	Basics of Vedic Literature				CO1
	3	Role of Itihasa and Purana				
	Unit 2	**Human Values and Indian Ethics**				CO2
	1	Jainism: Five Mahavratas				CO2
	2	Buddhism: Panchsila				CO2
	3	Values (*Sanatan*), The Law of Karma & Nishkama Karma				
	Unit 3	**Constitutional Values and Global Citizenship**				CO3
	1	Values embedded in the Preamble of the Indian Constitution				CO3
	2	Sensibility and responsibility towards the global environment				CO3
	3	Understanding the Universal Human Values Loksangraha and Vasudhaiva Kutumbakam				
	Unit 4	**Values for Youth**				CO4
	1	Human Dignity, Rights, Duty & Responsibility				CO1
	2	Ethical Behaviour and Decision Making				CO4
	3	Value-led Virtuous Living				CO4
	Unit 5	**Integrated Personality and Well-being**				
	1	The four antah-karanas (inner instruments), and Panch kosha (five sheaths)				CO5
	2	Stress management: meditated personality and agitated personality (Manasa Vacha Karmana)				CO5; CO6
	3	Physical, mental, social, and spiritual well-being				CO5; CO6
	Mode of Examination		Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE		
		15	10	75		
	Text book/s* & Readings	· Gaur, R. R., Sangal, R., & Bagaria, G. P. (2010). *A foundation course in human values and professional ethics*. · Bilimoria, P., Prabhu, J., & Sharma, R. (Eds.). (2007). *Indian ethics: Classical traditions and contemporary challenges* (Vol. 1). Ashgate. · Sharma, C. (1996). *A critical survey of Indian philosophy* (9th ed.). Motilal Banarsidass · Easwaran, E. (Trans.). (2007). *The Bhagavad Gita* (2nd ed.). Nilgiri Press.				

		· Sharma, I. C. (1999). *Ethical philosophies of India* (2nd d.). HarperCollins Publishers India. · Keown, D. (2005). *Buddhist ethics: A very short introduction*. Oxford University Press. · Sharma, B. K**.** (2019). *Introduction to the Constitution of India* (8th ed.). Prentice-Hall of India.

Course Articulation Matrix

PO → **CO ↓**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	3	-	-	-	-	1	2	2	-	-
CO2	2	-	-	-	2	-	3	-	-	-
CO3	3	-	3	-	-	3	3	2	-	-
CO4	2	-	-	-	-	-	-	1	-	-
CO5	-	-	-	-	-	-	1	2	-	-
CO6	3	-	3	-	3	3	2	-	-	-
Average	**2.6**	**-**	**3**	**-**	**2.5**	**2.34**	**2.2**	**1.75**	**-**	**-**

Term 3

School: SSMFE		**Batch :** 2026 – 2030	
Program: BA (FT&OTTP)		**Current Academic Year:** 2026-2027	
Branch: NA		**Semester: III**	
1	Course Code		
2	Course Title	Audio-Visual Editing – I	
3	Credits	5	
4	Contact Hours	1-2-4 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	1. To understand aesthetics and techniques of editing 2. Introduction to different types of editing techniques 3. To understand non-linear video editing 4. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.	
7	Course Outcomes	The student will be able to: CO1: Identify the aesthetical element of editing CO2: Define the basic principle of sound editing CO3: Summarize different types of editing CO4: Use various editing styles and patterns CO5: Categorize special effects in editing CO6: Edit a basic video project	
8	Course Description	The course is designed to make the student conversant with aesthetic understanding, technical editing skills, and creative practices in video production. It aligns with Quality Education (SDG 4), Industry, Innovation and Infrastructure (SDG 9), Responsible Consumption and Production (SDG 12), and Peace, Justice and Strong Institutions (SDG 16), promoting ethical, innovative, and responsible media practices.	
9	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction to Editing**	
	A	The necessity of Editing and Manipulation of time	CO1
	B	Rhythm & Pace	CO1
	C	Dramatic Continuity	CO1
	Unit 2	**Principle of sound editing**	
	A	Clarity, Continuity and Synchronization in Sound	CO2
	B	Balance of Sound Elements	CO2
	C	Different stages of editing-Audio Transitions	CO2
	Unit 3	**Editing Aesthetics**	
	A	Language of Editing, Editing aesthetics	CO3
	B	Use of Sound & Sound Editing,	CO3 CO2
	C	Principles & Grammar of Editing	CO3 CO2
	Unit 4	**Editing Effects**	

	A	Various effects & editing techniques			CO4
	B	Concept of Online editing			CO4
	C	Editing of-Non-Fiction			CO4
	Unit 5	**Editing different types of programmes**			
	A	Editing of programmes of different genres			CO5
	B	Editing of short documentary			CO6
	C	Basic Video Project			CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	**The technique of film editing by KarelReisz and Gavin Millar, Publisher: Routledge; 2nd edition (29 September 2009)**			
13	Other References	**The Technique of Film and Video Editing: History, Theory and Practice by Ken Dancyger, Publisher: Routledge; 6th edition (21 November 2018)** **In the blink of an eye: Walter Murch, Publisher: Silman-James Press, U.S.; Revised edition**			

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1-	3	2	2	1	-	1	-	2	3	3
CO2-	2	3	3	2	-	1	1	2	2	3
CO3-	3	3	3	3	-	2	1	2	3	3
CO4-	2	3	3	3	-	1	2	2	3	2
CO5-	3	3	3	3	1	2	2	2	3	2
CO6-	3	3	3	3	1	2	2	3	3	2
Average	2.66	2.83	2.83	2.5	0.33	1.5	1.33	2.16	2.83	2.5

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSMFE		**Batch:2026-2030**	
Programme: BA (FT & OTTP)		**Current Academic Year: 2027-2028**	
Branch: NA		**Semester: III**	
1	Course Code		
2	Course Title	**Smartphone Film Making III- Advanced Techniques**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**0-2-2**	
5	Course Type	Minor Degree	
6	Course Objective	The objective of this course is to: 1. Develop an advanced understanding of cinematic language using smartphones 2. Enhance technical and creative control over audio-visual storytelling 3. Introduce experimentation with style, format, and visual grammar 4. Strengthen analytical and critical appreciation of smartphone cinema	
7	Course Outcomes	After completing the course, the student will be able to: CO1: Analyse advanced audio-visual storytelling techniques CO2: Explain enhanced smartphone filmmaking workflows and tools CO3: Apply advanced cinematography and sound recording techniques CO4: Evaluate creative and technical aspects of smartphone films CO5: Experiment with narrative forms, styles, and audio-visual interaction CO6: Produce short-form experimental or narrative content	
8	Course Description	This course builds advanced competencies in smartphone filmmaking by focusing on cinematic techniques, audio-visual experimentation, lighting control, and stylistic exploration, preparing students for independent creative projects. The course aligns with **SDG 4 (Quality Education)** by fostering advanced creative and technical skills, **SDG 9 (Industry, Innovation and Infrastructure)** through innovative smartphone filmmaking practices, **SDG 8 (Decent Work and Economic Growth)** by enabling independent content creation careers, and **SDG 10 (Reduced Inequalities)** by promoting accessible tools for diverse creative expression.	
9	Outline syllabus		CO Mapping
	Unit 1	**Direction**	
	A	Scriptwriting (structure, screenplay format)	CO1, CO2
	B	Storyboarding and shot listing	CO2, CO3
	C	Direction techniques (actors, blocking, performance)	CO3, CO5
	Unit 2	**Advanced Audio & Sound Design**	
	A	Recording in challenging environments (noise control)	CO2, CO3
	B	Sound perspective and creative sound usage	CO3, CO4
	C	Mobile-based audio editing, layering, and pre-mixing	CO2, CO5
	Unit 3	**Smartphone Cinematography**	
	A	Use of professional apps (manual controls, LOG, etc.)	CO2, CO3
	B	Depth of field and cinematic look	CO1, CO3
	C	Visual storytelling through framing and viewpoint	CO3, CO4, CO5
	Unit 4	**Advanced Image Capture & Lighting**	
	A	Time-lapse and slow-motion storytelling	CO3, CO5
	B	Indoor vs outdoor shooting (lighting challenges)	CO3, CO4

	C	Use of artificial and mixed lighting (colour temperatures)			CO2, CO3, CO4
	Unit 5	**Applied Exercises & Creative Work**			
	A	Visual exercise: Scene construction using shot design			CO3, CO5
	B	Screening, critique, and peer review			CO4, CO5
	C	Project: 3–5 minute experimental / actuality / narrative film (any one)			CO3,CO5, CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	CE(VIVA)	ETE	
		25%	25%.	50%	
12	Textbook/s*	The Digital Filmmaking Handbook. Mark Brindle			
13	Other References	Smartphone Movie Maker by Bryan Stoller			
		The Smartphone Filmmaking Handbook by Neil Philip Sheppard			

Course Articulation Matrix

POs / COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1 (Analyse AV techniques)	3	2	2	2	-	-	2	2	3	2
CO2 (Explain workflows & tools)	3	2	3	2	-	1	1	2	3	3
CO3 (Apply cinematography & sound)	3	2	3	3	-	2	1	2	3	3
CO4 (Evaluate creative & technical aspects)	3	2	2	3	1	1	2	2	3	3
CO5 (Experiment with styles & forms)	3	2	2	3	1	2	3	2	3	3
CO6 (Produce short-form content)	3	3	3	3	2	3	3	3	3	3
Avg	3.0	2.2	2.5	2.7	0.7	1.5	2.0	2.2	3.0	2.8

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSMFE		**Batch:** 2026- 2030	
Program: BA(FT&OTTP)		**Current Academic Year:** 2028-2029	
Branch: NA		**Semester: III**	
1	Course Code	NEW	
2	Course Title	**Introduction to screen acting**	
3	Credits	5	
4	Contact Hours	0-4-2 (L-T-P)	
5	Course Type	**Core (SEC)**	
6	Course Objective	1. Introduce the learner to the fundamentals of acting specifically tailored for the camera. 2. Develop the student's ability to analyze scripts and build characters for screen performance 3. Familiarize students with the technical aspects of acting on a film set (hitting marks, matching continuity). 4. Cultivate physical and vocal awareness suitable for various framing and shot sizes.	
7	Course Outcomes	The student will be able to: **CO1:** Differentiate between stage acting and screen acting techniques. **CO2:** Demonstrate the ability to hit marks, find the light, and maintain continuity during takes. **CO3:** Analyze a script scene to determine character objectives, beats, and emotional arcs. **CO4:** Apply physical and vocal adjustments required for different camera shot sizes (ECU, MCU, Wide). **CO5:** Perform an on-camera scene effectively interacting with co-actors and the camera. **CO6:** Create a short performance portfolio or show reel piece demonstrating screen acting fundamentals.	
8	Course Description	This course introduces students to fundamental acting techniques for stage and screen, focusing on voice, body language, improvisation, and character development. It enhances confidence, creativity, and teamwork. The course aligns with **SDG 4 (Quality Education)**, **SDG 8 (Decent Work and Economic Growth)**, and **SDG 17 (Partnerships for the Goals)** by promoting skill development and collaboration.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Foundations of Screen Acting.**	
	A	Differences between Theatre and Screen Acting.	CO1
	B	The Camera as an Observer: Intimacy, subtlety, and internal monologue.	CO1
	C	Basic terminology on a film set for actors (Action, Cut, Marks, Blocking).	CO2
	Unit 2	**Technical Acting for the Camera.**	
	A	Hitting Marks and Finding the Light.	CO3
	B	Matching Action and Continuity in multiple takes.	CO3
	C	Adjusting performance for Shot Sizes (Wide, Medium, Close-up, Extreme Close-up).	CO2, CO3
	Unit 3	**Script and Scene Analysis.**	

	A	Breaking down a scene: Objectives, Super-objectives, and Obstacles.			CO4
	B	Identifying beats, actions, and subtext in screenplays.			CO4
	C	Building the character's backstory and physical life.			CO1, CO2, CO4
	Unit 4	**The Actor's Instrument.**			
	A	Voice and breath control for boom mics and lavaliers.			CO1, CO2, CO5
	B	Eye lines and playing to the lens vs. playing to the co-actor.			CO3, CO4
	C	Relaxation techniques and overcoming camera shyness/tension.			CO3
	Unit 5	**Performance and Execution.**			
	A	Audition techniques and self-taping basics.			CO1, CO2, CO5
	B	Scene work: Rehearsal to final take.			CO2
	C	Project: Record a monologue or two-character scene from a provided script with shot breakdown.			CO1, CO2
10	Mode of examination		Jury		
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Textbook/s*	• *Acting for the Camera* by Tony Barr			
13	Other References	• *Secrets of Screen Acting* by Patrick Tucker • *Audition* by Michael Shurtleff • *The Actor's Art and Craft* by William Esper • *Respect for Acting* by Uta Hagen • *Sanford Meisner on Acting* by Sanford Meisner			

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1 (Stage vs Screen Acting)	3	2	2	1	-	-	-	2	3	2
CO2 (Marks, Light, Continuity)	3	2	3	2	-	-	-	2	3	2
CO3 (Script Scene Analysis)	3	3	3	2	-	1	-	2	3	3
CO4 (Shot Size Acting Adjustments)	3	2	3	3	-	2	1	2	3	3
CO5 (On-Camera Scene Performance)	3	2	2	3	1	2	1	2	3	3
CO6 (Showreel)	3	3	3	3	2	3	2	3	3	3
Average	3.0	2.3	2.7	2.3	0.5	1.3	0.7	2.2	3.0	2.7

4. Slight (Low) 2.Moderate (Medium) 3.Substantial (High)

School: SSMFE		**Batch: 2026-2030**	
Program: BA(FT&OTTP)		**Current Academic Year: 2026-2027**	
Branch: NA		**Semester: III**	
1	Course Code	**NEW**	
2	Course Title	**Introduction to Audiography & Sound Design**	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	**Core (CC)**	
6	Course Objective	1. To learn about the basic features of sound design 2. To understand the nature of sound and recording devices 3. To make students understand the essential elements of sound recording 4. To learn Sound perception and reproduction	
7	Course Outcomes	The student will be able to: CO1: Explain the basic concept of sound design CO2: Differentiate in Voice Modulation and the Quality of Sound CO3: Use appropriate microphones for recording different kinds of sound CO4: Illustrate inputs received for Audio Scripting CO5: Prioritise methods of audio (re)generation CO6: Design and Create an audio programme	
8	Course Description	The course is designed to make the student proficient in sound design, voice modulation, microphone usage, and audio production for film and television. It fosters technical expertise, creativity, and ethical practices, aligning with Quality Education (SDG 4), Industry, Innovation and Infrastructure (SDG 9), Responsible Consumption and Production (SDG 12), and Peace, Justice and Strong Institutions (SDG 16).	
9	Outline syllabus		CO Mapping
	Unit 1	**Sound Design**	
	A	Aesthetics of sound	CO1
	B	Nature of acoustical waves; concepts of amplitude and frequency -	CO1
	C	Concepts of pitch, loudness and timbre,	CO1
	Unit 2	**Recording Sound**	
	A	Recording sound in noisy locations	CO2
	B	Sound perspective	CO2
	C	Recording sound in indoor	CO2
	Unit 3	**Scripting for Audio**	
	A	Scripting for Audio Programme	CO3
	B	Structure of Audio Script	CO3
	C	Use of Sound Elements in Script	CO3
	Unit 4	**Sound Editing Software**	
	A	Understanding of sound editing software	CO4

	B	Voice quality & Modulation:	CO4
	C	Volume	CO4
	Unit 5	**Audio Programming**	
	A	Introduction to Audio Productions-.	CO5
	B	Talks/Interviews,	CO5
	C	Production of individual	CO6
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA: 25 / CE: 25 / ETE: 50	
12	Text book/s*	• Pro Tools 9: Music Production, Recording, Editing and Mixing By Mike Collins • Pro Tools All-in-One Desk Reference For Dummies By Jeff Strong Sound for Film and Television By Tomlinson Holman	
13	Other References	• Sound For Digital Video By Tomlinson Holman • Producing for TV And Video: A Real-world Approach By Cathrine Kellison • Sound for picture: an inside look at audio production for film and television By Jeff Forlenza, TerriStone • Audio in Media By Stanley R. Alten Alten; S. Audio in Media, (pp. 266-286). Belmont: Wadsworth, 1994.	

Course Articulation Matrix

Po/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1- Sound Design, Concepts	3	2	2	1	-	1	-	2	2	1
CO2- Voice Modulation, Sound Quality	3	2	2	2	-	1	1	2	3	1
CO3- Microphones, Recording	2	2	3	2	-	1	1	2	2	2
CO4- Audio Scripting, Inputs	3	3	2	1	-	1	1	2	3	2
CO5- Audio Regeneration, Methods	3	3	3	2	1	2	2	2	2	2
CO6- Audio Production, Creation	3	3	3	3	1	2	2	3	3	2
Average	2.83	2.5	2.5	1.83	0.33	1.33	1.16	2.16	2.5	1.66

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film,TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: III**	
1	Course Code	**MOOC**	
2	Course Name	MOOC/NPTEL	
3	Credits	3	
4	Contact Hours (L-T-P)	Contact Hours (L-T-P)	
	Course Type	**Core**/ AEC/ SEC/ Elective/ VAC/ RBL/ PBL	
5	Course Objective		
6	Course Outcomes		
7	Course Description		
8	**Outline Syllabus**		**CO Mapping**
	Unit 1-5	As per the course from MOOC NPTEL/Swayam	

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film,TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**SKP1020**	
2	Course Name	**Communicative English-II**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	Contact Hours (L-T-P)	
	Course Type	**AEC**	
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments using English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.	
6	Course Outcomes	**CO1:** At the end of the course a student will be able to interpret and apply correct sentence structure and punctuation as well as different parts of speech. **CO2:** At the end of the course a student will be able to analyze one's self and abilities through language learning and personality development. **CO3**: At the end of the course a student will be able to interpret and analyze self-strengths, evaluate weaknesses, utilize opportunities, and counter threats. **CO4:** At the end of the course a student will be able to evaluate people and situations and apply the knowledge to describe the same. **CO5:** At the end of the course a student will be able to examine and apply digital literacy platforms meaningfully for improving their social and professional lives **CO6:** At the end of the course a student will be able to relate the significance of Social and cultural etiquettes along with leadership, management and entrepreneurial skills	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Sentence Structure**	
	1	Subject Verb Agreement	CO1

	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
	Unit 2	**Vocabulary Building & Punctuation**	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO2
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO2
	3	Conjunctions/Compound Sentences	CO2
	Unit 3	**Writing Skills**	
	1	Picture Description – Student Group Activity	CO3
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie | SWOT Analysis – Know yourself	CO3
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO3
	4	Digital Literacy | Effective Use of Social Media	CO3
	Unit 4	**Speaking Skill**	
	1	Self-introduction/Greeting/Meeting people – Self branding	
	2	Describing people and situations - To Sir With Love (Watching a Full-length Feature Film)	CO4
	3	Dialogues/conversations (Situation based Role Plays)	CO4
	Unit 5	**Professional Skills | Career Skills**	
	1	Exploring Career Opportunities	CO5
	2	Brainstorming Techniques & Models	CO5
	3	Social and Cultural Etiquettes	CO5
	4	Internal Communication	CO5
	Unit 6	**Leadership and Management Skills**	
	1	Managerial Skills	CO5
	2	Entrepreneurial Skills	CO6

	Mode of Examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	CE(Viva)	ETE	
		25	25	50	
	Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication			

	Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press

Course Articulation Matrix

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	2	-	-	-	-	-	-
CO2	2	3	-	2	-	3	-	2	-	-
CO3	3	3	3	3	3	1	-	-	-	-
CO4	1	3	-	2		-	-	2	-	-
CO5	2	3	2	1	1	-	-	1	-	-
CO6	3	3	-	-	3	2	-	1	-	-
Average	**2.34**	**3**	**0.83**	**1.67**	**1.17**	**1**	**-**	**1**	**-**	**-**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film,TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**MOOC**	
2	Course Name	MOOC/NPTEL	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Type	**Core**/ AEC/ SEC/ Elective/ VAC/ RBL/ PBL	
5	Course Objective		
6	Course Outcomes		
7	Course Description		
8	**Outline Syllabus**		**CO Mapping**
	Unit 1-5	As per the course from MOOC NPTEL/Swayam	

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film,TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: III**	
1	Course Code	**RBL001**	
2	Course Title	**Research Based Learning – I**	
3	Credits	**0**	
4	Contact Hours (L-T-P)	**0-0-2**	
	Course Type	**AEC**	
5	Course Objective	The objective of this course is to: 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research topic/ project CO5. Evaluating the research topic/ project CO6. Write and present their research topic/ project with proper ethics of research.	
7	Course Description	The course focuses on developing foundational research competencies by encouraging students to identify, analyze, and address media-related issues through systematic inquiry. It enhances critical thinking, problem-solving, and academic writing skills while fostering curiosity about the relationship between media and society. Students learn to design, evaluate, and present research projects with ethical rigor. This aligns with SDG 4: Quality Education by strengthening research and analytical abilities, SDG 9: Industry, Innovation and Infrastructure through promoting innovation and inquiry, and SDG 16: Peace, Justice and Strong Institutions by encouraging ethical and responsible research practices in society.	
8	Outline syllabus		CO Mapping
	Unit 1	● Start of Project/ Dissertation	**CO1**
	Unit 2	● List of Project/ Dissertation proposal area shall be floated to the students	**CO2**
	Unit 3	● Mutual Agreement signed between Supervisor & Student	**CO3**
	Unit 4	● Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor	**CO4**

	Unit 5	• First Review of Topic • Second Review of Topic • Approval of Topic • Mapping of Dissertation/ Projects to PO-PSO	**CO5,C06**
	Mode of examination	Only An Audit course	
	Breakage Distribution	CA -100% MTE -0%	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	2	3
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	3	3	2	2	3	2	3	3	2	3
CO6	3	3	3	3	2	2	3	3	2	3
Average	**3**	**3**	**2.84**	**2.17**	**2.17**	**2.5**	**3**	**3**	**2**	**3**

TERM 4

School: SSMFE		**Batch:** 2026 – 2030	
Program: BA(FT&OTTP)		**Current Academic Year:** 2026-2027	
Branch: NA		**Semester: IV**	
1	Course Code	NEW	
2	Course Title	Production Methodology & Direction	
3	Credits	4	
4	Contact Hours	4-0-0 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	1. To understand the basics of film direction 2. To learn different pre-production technique involved in filmmaking 3. To understand the process of film production 4. To learn post-production skills of film production	
7	Course Outcomes	The student will be able to: CO1: Define the basic concept of film and television production CO2: Interpret script writing for film and television CO3: Use the cinematic language and production skills CO4: Articulate the sense of background music CO5: Plan different stages of production CO6: Collaborate for a directorial exercise	
8	Course Description	The course intends to train students in film making, both fiction and non-fiction, by developing skills in production, scripting, cinematic language, sound, and direction. It aligns with Quality Education (SDG 4), Industry, Innovation and Infrastructure (SDG 9), Responsible Consumption and Production (SDG 12), and Peace, Justice and Strong Institutions (SDG 16) (by United Nations), fostering creativity, collaboration, and ethical media practices.	
9	Outline syllabus		CO Mapping
	Unit 1	**How to read a film**	
	A	Film plot	CO1
	B	Narrative structure	CO1
	C	Sense of background music	CO1
	Unit 2	**Analysis of Script Writing for Film and Television**	
	A	Understanding Script Structure-Three-act structure, scenes, sequences, and narrative flow	CO2
	B	Elements of Script Writing-Character, plot, dialogue, setting	CO2
	C	Script Formatting and Conventions	CO2
	Unit 3	**Production**	
	A	Idea to screen	CO3
	B	sound, camera	CO3
	C	Handling of actors and non-actors	CO3
	Unit 4	**Post Production**	
	A	Aesthetics of Editing	CO4
	B	Dubbing and mixing	CO4
	C	Digital Intermediate	CO4

	Unit 5	**Making Crew and Budgeting**			
	A	Crew Selection & Team Formation			CO5
	B	Introduction to Budgeting			CO6
	C	Budget Components			CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
12	Text book/s*	• Film Direction by J.Thomson, • Film Directing Shot by Shot (Visualising from concept to Screen) by Steve D Katz • Screenplay: The Foundation of screenwriting by Syd Field • Directing: Film Techniques and Aesthetics by Michael Rabiger and Mick Hurbis - Cherrier • The Language of the lens by Gustavo Mercado • Documentary Storytelling by Sheila Curran Bernard			
13	Other References	Speaking of Films by Satyajit Ray Film: A World History by Daniel Borden and Florian Duysens			

Course Articulation Matrix

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1- Film Production, Basics	3	2	1	1	2	2	1	1	3	1
CO2- Script Writing, Interpretation	3	3	3	2	2	2	2	3	2	2
CO3- Cinematic Language, Skills	2	2	3	2	2	2	2	3	3	2
CO4- Background Music, Sound	3	2	3	2	2	2	2	3	2	2
CO5- Production Planning, Stages	2	3	3	3	2	2	2	3	3	2
CO6- Direction, Collaboration	3	3	3	3	2	3	2	3	3	3
Average	2.66	2.5	2.66	2.16	2	2.16	1.83	2.66	2.66	2

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High

School: SSMFE			**Batch : 2026-2030**
Program: Bachelor of Arts (Hons./Hons. with Research) Film, Television & OTT Production			**Current Academic Year: 2027-2028**
Branch: NA		**Semester: IV**	
1	Course Code		
2	Course Title	**Motion Picture Photography & Cine Lighting**	
3	Credits	5	
4	Contact Hours	2-2-2 (L-T-P)	
5	Course Type	**Core (CC)**	
6	Course Objective	1. Make the learner understand aesthetics and techniques of motion picture shooting 2. Provide the students with a thorough understanding and application of different parts of the motion picture camera 3. Introduce the learner to different types of shots and their uses 4. Introduce the students to basic lighting techniques used in motion picture photography	
7	Course Outcomes	The student will be able to : CO1: Identify how to blend different types of shots in motion CO2: Summarise different parts of video cameras and their uses CO3: Experiment to shoot the video under different lighting conditions CO4:Correlate the technique used in video shooting CO5: Film with different Camera angles and design dynamic shots CO6: Create a project displaying skills of Motion Picture Photography and Lighting	
8	Course Description	The course is designed to make students aware of the magic of moving images, visual language and lighting. The students also learn to use different types of motion picture cameras. The course aligns with **SDG 4 (Quality Education)** by developing visual storytelling and technical skills, **SDG 9 (Industry, Innovation and Infrastructure)** through the use of modern camera technologies, **SDG 8 (Decent Work and Economic Growth)** by preparing students for media careers, and **SDG 12 (Responsible Consumption and Production)** by encouraging efficient use of equipment and lighting resources.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Basics of Motion Picture Photography**	
	A	Overview of Cinematic Processes	CO1, CO4
	B	Depth of Field and the factors influencing DoF	CO1, CO2
	C	How to manipulate the background, Focus, Depth of field	CO2, CO3
	Unit 2	**Different video cameras and their uses**	
	A	White balance and Manual focus, Camera Filters and types.	CO2, CO3
	B	Aperture, Shutter and its uses in motion picture camera	CO2, CO3
	C	• ISO • Focus Pulling • AEshift	CO2, CO3 CO5
	Unit 3	**Lighting Technique for Cinematography**	
	A	Basic lighting technique used in Cinematography	CO3, CO4
	B	Different types of lights used in cinematography	CO2, CO4
	C	Lighting up different situations, locations and subjects in motion	CO3, CO4, CO5
	Unit 4	**Principles of Cinematography**	
	A	180 degree Axis/ imaginary line and importance of	CO4, CO5

		continuity in shooting			
	B	Calibration of monitors and colour bars			CO2, CO3
	C	Role of DoP and Hierarchy in Camera Dept.			CO4
	Unit 5	**Takes**			
	A	Eye Level, High Angle, Low Angle, Bird's Eye and Worm's Eye View – Image Dynamisation.			CO1, CO5
	B	Selection of a viewpoint to heighten the drama			CO4, CO5
	C	Project- Display aesthetics of camera operation and shoot a scene with shot breakdown from a Director's POV			CO3, CO5, CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	The Five C's of Cinematography: Motion Picture Filming Techniques by Joseph V. Mascelli			
13	Other References	• Fundamentals of Digital Cinematography- A.S.Kanal • Cinematography: Theory and Practice By Blain Brown (Publisher: Routledge; 3rd edition) • Cinematography Handbook for Professional Filmmakers: Step-by-Step Guide to Becoming a Master of Director of Photography (Publisher: King Life Publishing). • Digital Cinematography: Fundamentals, Tools, Techniques & Workflows by David Stump, ASC, PublisherM.M. Mukhi& Sons • Advanced Photography by MJ Langford • Ways of Seeing by John Berger • Camera Lucida by Roland Barthes			

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1 (Shot understanding & blending)	3	2	2	1	-	-	-	2	2	2
CO2 (Camera knowledge)	3	1	3	1	-	-	-	2	3	2
CO3 (Lighting application)	3	2	3	2	-	1	-	2	3	3
CO4 (Conceptual correlation)	3	2	3	3	-	1	1	2	3	3
CO5 (Dynamic shooting & design)	3	3	3	3	1	2	1	2	3	3
CO6 (Final project creation)	3	3	3	3	2	3	2	3	3	3
Avg	3.0	2.2	2.8	2.2	0.5	1.2	0.7	2.2	2.8	2.7

1- Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: SSMFE		**Batch:** 2026– 2030	
Program: BA(FT&OTTP)		**Current Academic Year:** 2026-2027	
Branch:		**Semester: IV**	
1	Course Code	**NEW**	
2	Course Title	Audio-Visual Editing - II	
3	Credits	5	
4	Contact Hours	2-2-2 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	1. To understand the aesthetics and techniques of advanced editing 2. To introduction student to different types of advanced editing techniques 3. To learn advanced features of editing software 4. To learn different genres of programmes	
7	Course Outcomes	The student will be able to: CO1: Define aesthetics of advanced editing CO2: Interpret the different types of editing CO3: Execute skills of advanced sound editing CO4: Examine various principle of editing technique CO5: Devise different ways of editing a fiction programme CO6: Edit programme of different genres	
8	Course Description	The course is designed to make the student conversant with advanced video editing techniques, tools, and creative applications across genres. It aligns with Quality Education (SDG 4), Industry, Innovation and Infrastructure (SDG 9), Responsible Consumption and Production (SDG 12), and Peace, Justice and Strong Institutions (SDG 16) (by United Nations), fostering technical expertise, innovation, ethical practices, and responsible media production	
9	**Outline syllabus**		**CO Mapping**
	Unit 1	**Aesthetics of Advanced Editing**	
	A	Concept of Editing Aesthetics	CO1
	B	Visual Grammar and Storytelling through Editing	CO1
	C	Role of Editor in Creative Decision Making	CO1
	Unit 2	**Principle of editing techniques**	
	A	Linear and Non-Linear Editing	CO2
	B	-Continuity Editing	CO2
	C	Three-Point Editing, Split Edit and Multi-layer Editing	CO2
	Unit 3	**-Advanced Sound Editing**	
	A	-Dialogue Editing and Level Adjustment	CO3
	B	Sound Layering	CO3
	C	Use of Audio Effects	CO3
	Unit 4	**Editing Effects -Principles of Editing Techniques**	
	A	Applying Transitions, Motion Tab. Render Setting, Various effects techniques-	CO4
	B	Use of Transitions	CO4
	C	Offline and Online Editing Workflow	CO4
	Unit 5	**Editing Fiction Programmes**	
	A	Editing fiction scene	CO5
	B	-Use of Editing Styles and Patterns in Fiction	CO6
	C	Editing of Promos	CO6

10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	• Editing Digital Video By Robert M.Goodman, Patrick J.McGrath • Video Editing and Post-Production: A Professional Guide By Gary H.Anderson • Digital Video For Dummies By KeithUnderdahl			
13	References	• The Technique of Film and Video Editing: History, Theory, and Practice By KenDancyger • Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E.Browne			

Course Articulation Matrix

PO/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1- Editing Aesthetics, Principles	3	2	3	2	-	1	1	2	3	2
CO2- Editing Types, Interpretation	3	2	3	2	-	1	1	2	3	2
CO3- Sound Editing, Execution	2	3	3	3	1	2	1	2	2	3
CO4- Editing Techniques, Analysis	3	3	3	3	1	2	2	2	3	3
CO5- Fiction Editing, Creativity	2	3	3	3	1	2	2	2	3	2
CO6- Genre Editing, Application	3	3	3	3	1	2	2	3	3	2
Average	2.66	2.66	3	2.66	0.66	1.66	1.5	2.16	2.83	2.33

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSMFE		**Batch:2026-2030**	
Programme: BA (FTP & OTTP)		**Current Academic Year: 2027-2028**	
Branch: NA		**Semester: IV**	
1	Course Code		
2	Course Title	**Smartphone Film Making IV- Capstone Project**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**0-1-4**	
5	Course Type	Minor Degree	
6	Course Objective	The objective of this course is to: 1. Enable students to conceptualise, plan, and execute a complete film project 2. Develop professional-level production workflows using smartphones 3. Integrate storytelling, cinematography, sound, and editing into a cohesive film 4. Prepare students for industry-oriented and festival-ready content creation	
7	Course Outcomes	After completing the course, the student will be able to: CO1: Conceptualise and develop a complete film project CO2: Design detailed pre-production plans (script, storyboard, schedule) CO3: Execute professional-level shooting using smartphone tools CO4: Evaluate and refine audio-visual aesthetics and narrative coherence CO5: Apply advanced post-production (editing, grading, sound design) CO6: Produce and present a complete short film for exhibition/festival	
8	Course Description	This capstone course focuses on end-to-end smartphone film production, guiding students through ideation, scripting, shooting, editing, and final presentation of a professional-quality short film. The course aligns with **SDG 4 (Quality Education)** by integrating comprehensive filmmaking skills, **SDG 8 (Decent Work and Economic Growth)** through industry-ready project development, **SDG 9 (Industry, Innovation and Infrastructure)** via end-to-end digital production practices, and **SDG 17 (Partnerships for the Goals)** by encouraging collaboration in professional film production and presentation.	
9	Outline syllabus		CO Mapping
	Unit 1	**Concept Development & Pre-Production**	
	A	Idea development, theme, and genre selection	CO1
	B	Scriptwriting and screenplay formatting	CO1, CO2
	C	Storyboarding, shot division, and scheduling	CO2
	Unit 2	**Production Planning & Direction**	
	A	Casting, rehearsals, and direction of actors	CO2, CO3
	B	Location scouting and production design	CO2, CO3
	C	Production management (crew roles, logistics)	CO2,
	Unit 3	**Cinematography & Sound in Production**	
	A	Execution of visual style and camera techniques	CO3
	B	Lighting design and continuity management	CO3, CO4
	C	Sync sound, dialogue, and ambience recording	CO3, CO4
	Unit 4	**Post-Production Workflow**	
	A	Editing structure and narrative pacing	CO5
	B	Sound design, dubbing, and mixing	CO5
	C	Colour correction and grading	CO5

	Unit 5	**Final Film & Exhibition**			
	A	Final film production (5–10 minutes)			CO6
	B	Screening, critique, and Refinement			CO4, CO6
	C	Distribution: festivals, OTT, and digital platforms			CO1, CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	CE(VIVA)	ETE	
		25%	25%.	50%	
12	Textbook/s*	The Digital Filmmaking Handbook. Mark Brindle			
13	Other References	www.filmfreeway.com Smartphone Movie Maker by Bryan Stoller			
		The Smartphone Filmmaking Handbook by Neil Philip Sheppard			

Course Articulation Matrix

POs / COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1 (Conceptualise project)	3	3	2	2	1	1	2	2	3	3
CO2 (Pre-production planning)	3	2	3	3	1	2	2	2	3	3
CO3 (Production execution)	3	2	3	3	1	3	2	2	3	3
CO4 (Evaluation & refinement)	3	3	2	3	2	2	2	2	3	3
CO5 (Post-production mastery)	3	2	3	3	2	2	1	2	3	3
CO6 (Final film production & exhibition)	3	3	3	3	2	3	3	3	3	3
Avg	3.0	2.5	2.7	2.8	1.5	2.2	2.0	2.2	3.0	3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SMF0115**
Programme Name		**Bachelor of Arts (Film TV & OTT production)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: IV**
1	Course Code	**CCP104**
2	Course Title	**Community Connect**
3	Credits	**2**
4	Contact Hours (L-T-P)	**0-2-0**
	Course Type	**AEC**
5	Course Objective	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real- world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.
6	Course Outcomes	On completion of the course, the student will be able to CO1: Apply the knowledge and skills acquired during classroom teaching. CO2: Contribute to the society by bringing out the issues and the necessary solutions. CO3: Identify the issues in the community/society CO4: Develop sense of belonging, sympathy and responsibility towards society. CO5: Evaluate the importance of community engagement in higher education. CO6: Create research plans for the betterment of the society.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7.1	**T**heme	**Major Sub-themes for research:** ● Major developmental issue (Socio-Economic, gender, environmental etc.) ● Media habits/ Media usage/Audience profiling ● Media perceptions
8.1	Guidelines for Faculty Members	● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time).

		● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). ● The topic of the research should be related to social, economical or environmental issues concerning the common man. The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs. ● The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame. The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.
8.2	Role of CCC-Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members.
8.3	Layout of the Report	Abstract(250 words) a. Front Page (sample design will be provided by Community Connect Coordinator/Mentor) b. Certificate of originality duly signed by the faculty supervisor c. Acknowledgement d. Content Page e. Abstract f. Introduction g. Objective of the report h. Methodology i. Results, finding, conclusion j. Recommendation/plan of action k. References l. Appendices Note: Research report should base on primary data.
8.4	Guideline for Report Writing	**Title Page: The following elements must be included:** Title of the article; Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s); Name of the faculty guide and Co-guide Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper. **Text: Manuscripts should be submitted in Word.** ● Use a normal, plain font (e.g., 12-point Times Roman) for text. ● Use italics for emphasis. ● Use the automatic page numbering function to number the pages. Save your file in docx format (Word 2007 or higher) or doc format (older Word versions) **Reference list:**

		● The list of references should only include works that are cited in the text and that have been published or accepted for publication. ● The entries in the list should be in alphabetical order. Journal article ● Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995) ● Article by DOI ● Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z ● Book ● Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992) ● Book chapter ● Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002) ● Online document ● Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007 ● Always use the standard abbreviation of a journal's name according to the ISSN List of Title Word Abbreviations, see ● www.issn.org/2-22661-LTWA-online.php ● For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list. ● End Note style (zip, 2 kB)
8.5	Format:	**The report should be Spiral/ hardbound** ● The Design of the Cover page to report will be given by the Coordinator- CCC ● Cover page ● Acknowledgement ● Content ● Project report ● Appendices Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.

8.6	**I**mportant Dates:	1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020. 2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.
8.7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s) AUDIT COURSE

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	1	1	3	2	2	1	3	1	2
CO2	2	2	2	2	3	1	2	3	2	2
CO3	2	3	2	3	3	3	3	2	2	1
CO4	3	2	3	3	3	2	3	2	2	3
CO5	3	3	3	2	3	3	3	2	3	2
CO6	2	3	2	1	1	2	3	3	3	3
Average	**2.17**	**2.34**	**2.17**	**2.34**	**2.5**	**2.17**	**2.5**	**2.5**	**2.17**	**2.17**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film TV & OTT production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: IV**	
1	Course Code	**RBL002**	
2	Course Title	**Research Based Learning – II**	
3	Credits	**1**	
4	Contact Hours (L-T-P)	**0-0-2**	
	Course Type	**AEC**	
5	Course Objective	The objective of this course is to: 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research. CO2. Demonstrate understanding of research and apply it. CO3. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts society. CO4. Analyzing and appraising research topic/ project CO5. Evaluating the research topic/ project CO6. Write and present their research topic/ project with proper ethics of research.	
7	Course Description	The course advances students' research competencies by emphasizing independent inquiry, critical analysis, and application of research methodologies in media and communication studies. It enables learners to identify relevant research problems, evaluate and refine their projects, and present findings with academic rigor and ethical responsibility. The course fosters deeper engagement with societal issues and encourages evidence-based problem-solving. This aligns with SDG 4: Quality Education by strengthening advanced research skills, SDG 9: Industry, Innovation and Infrastructure through promoting innovation and inquiry, and SDG 16: Peace, Justice and Strong Institutions by encouraging ethical, transparent, and responsible research practices.	
8	Outline syllabus		CO Mapping
	Unit 1	● Dissertation/ Project Monitoring Stage	**CO1**
	Unit 2	● Progress of Project/ Dissertation after topic approval	**CO2**
	Unit 3	● Evaluation of progress of Project/ Dissertation after topic approval	**CO3**
	Unit 4	● First Review of the project by internal committee (R1)	**CO4**

	Unit 5	• Second Review of the project by internal committee (R2)			**CO5, CO6**
	Mode of examination	Audit course			
	Weightage Distribution	CA - 25	CE Viva) – 25	ETE – 50	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	1	2	3	3	3	2	2
CO2	3	2	3	2	2	3	3	3	2	3
CO3	2	2	3	2	2	3	3	3	2	3
CO4	1	2	3	3	2	2	3	2	2	1
CO5	3	3	2	2	3	2	2	2	3	2
CO6	3	2	3	3	2	2	3	2	2	3
Average	**2.5**	**2.17**	**2.84**	**2.17**	**2.17**	**2.5**	**2.84**	**2.5**	**2.17**	**2.34**

Term 5

School: SSMFE		**Batch:** 2026- 2030	
Program: BA(FT&OTTP)		**Current Academic Year:** 2028-2029	
Branch: NA		**Semester: V**	
1	Course Code		
2	Course Title	**Multi-Camera Set-up & Live Streaming**	
3	Credits	3	
4	Contact Hours	1-1-2 (L-T-P)	
5	Course Type	**Core (CC)**	
6	Course Objective	1. Make the learner understand the aesthetics and techniques of multi-camera shooting 2. Provide the students with a thorough understanding and application of different types of professional industry-standard video cameras used in multi-camera setups 3. Introduce the learner to the coordination between floor management and the Production Control Room (PCR) 4. Introduce the students to the lighting technique used in Multi-Camera Setup, switching and streaming live	
7	Course Outcomes	The student will be able to : CO1: Identify and blend different types of shots in a multi-cam setup CO2: Summarise the camera and light equipment used in Multi-Cam shooting CO3: Sketch the techniques used in the multi-cam shooting CO4: Categorise various job responsibilities, online switching and live streaming CO5: Plan set-up for the multi-cam shoot CO6: Film the exercise for submission to the jury and viva voce	
8	Course Description	The course is designed to make students conversant with the industry standard professional practices of the multi-cam shoot, online switching and live streaming. The course aligns with **SDG 4 (Quality Education)** by imparting industry-relevant multi-cam production skills, **SDG 9 (Industry, Innovation and Infrastructure)** through training in live streaming and switching technologies, **SDG 8 (Decent Work and Economic Growth)** by preparing students for professional broadcast roles, and **SDG 17 (Partnerships for the Goals)** by fostering teamwork essential in multi-camera production environments.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Multi-cam Set up**	
	A	Assessing the sensitivity of different cameras and calibration	CO2, CO3
	B	Cables, Connectors, Patch Bays and Gen Lock	CO2
	C	Introduction to Industry-standard Lighting and Grip Gear. Safety procedures while handling those.	CO2, CO5
	Unit 2	**Multi-cam Essentials**	
	A	Video cameras and CCUs	CO2, CO3
	B	Waveform monitor and vector scope	CO2, CO3
	C	Floor plans and Lighting for Multi-cam setup	CO3, CO5
	Unit 3	**Floor coordination and PCR**	
	A	Job responsibilities of those on the studio floor	CO4

	B	Job responsibilities of those in PCR			CO4
	C	Coordination between Studio Floor and PCR, cues & commands			CO4, CO5
	Unit 4	**Multi-cam setup – on location**			
	A	Logistics of Multi-Cam set up on location			CO5
	B	Operation and coordination for Switching			CO3, CO4
	C	Broadcast technology and live transmission			CO3, CO4, CO5
	Unit 5	**Final Production**			
	A	Assist in events coverage in the University			CO5, CO6
	B	Final group exercises: 1. Simulating Chat shows or 2 Panel discussion with multi-camera shoot			CO6
	C	On-location multi-camera Setup and live streaming			CO6
10	Mode of examination		Jury		
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Textbook/s*	• Directing and Producing for Television: A Format Approach – Ivan Cury • Live-Streaming Handbook: How to Create Live Video for Social Media on Your Phone and Desktop – Peter Stewart			
13	Other References	• Video Production, Oxford Press, Vasuki Belavadi • Producing for TV and New Media: A Real-World Approach for Producers – Cathrine Kellison			

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1 (Shot blending in multi-cam)	3	2	2	1	-	-	-	2	3	2
CO2 (Equipment knowledge)	3	1	3	1	-	-	-	2	3	2
CO3 (Multi-cam techniques)	3	2	3	2	-	1	-	2	3	3
CO4 (Roles, switching, streaming)	3	2	2	3	-	2	1	2	3	3
CO5 (Planning multi-cam setup)	3	2	2	3	1	2	1	2	3	3
CO6 (Final production execution)	3	3	3	3	2	3	2	3	3	3
Avg	3.0	2.0	2.5	2.2	0.5	1.3	0.7	2.2	3.0	2.7

5. **Slight (Low)**
6. **Moderate (Medium)**
7. **Substantial (High)**

School: SSMFE		**Batch:** 2026 – 2030	
Program: BA(FT&OTTP)		**Current Academic Year:** 2026-2027	
Branch: NA		**Semester: V**	
1	Course Code	**NEW**	
2	Course Title	**Visual design and motion graphics**	
3	Credits	**4**	
4	Contact Hours	1-2-2 (L-T-P)	
5	Course Type	**Core Courses**	
6	Course Objective	1. Introduce the fundamental elements of Animation. 2. Introduce Software for AV Editing. 3. Introduce the Fundamental Elements of Multimedia. 4. Emphasis on learning the representations, perceptions and applications of animation and multimedia.	
7	Course Outcomes	The student will be able to: **CO1:** Define the Key Fundamentals of Audio-Video & Graphic Art. **CO2:** Describe the Current multimedia technology to create quality multimedia. Apply basics of Typography, Multimedia &Infographic concepts. **CO3:** Relate Design Theory with Multimedia Technology to create Visual Graphics. **CO4:** Use the Traditional Art skills of Creating and editing 2D/3D Animation. **CO5:** - Illustrate the art of creating 2D/3D FX. **CO6:**-Create Sound Design & Post Production Compositing	
8	Course Description	The course intends to train students in multimedia, graphics, and animation by developing skills in audio-video production, design, and visual storytelling. It aligns with Quality Education (SDG 4), Industry, Innovation and Infrastructure (SDG 9), Responsible Consumption and Production (SDG 12), and Peace, Justice and Strong Institutions (SDG 16) (by United Nations), fostering creativity, technical expertise, and ethical digital content creation.	
9	Outline syllabus		CO Mapping
	Unit 1	**Audio Visual fundamentals and representations**	
	A	Concept of Graphic Art. Subtractive Color Concept. Color Science, Color, Color Models, Color palettes, Dithering, 2D Graphics.	CO1 CO1 CO1
	B	Image Compression and File Formats: GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF, Introduction to Image editing software & Tools	CO1, CO2
	C	Adding sound to your multimedia project, Audio software and hardware.	CO1, CO2 CO 6
	Unit 2	**Multimedia Skills**	
	A	Introduction to Multimedia: What is multimedia, Components of multimedia, Web and Internet multimedia applications, The transition from conventional media to digital media?	CO2 CO2 CO2
	B	Computer Fonts and Hypertext: Usage of text in Multimedia, Families and faces of fonts, outline fonts, bitmap fonts. International character sets and hypertext, Digital font's techniques.	CO2 CO2

	C	Multimedia Authoring Basics, Some Authoring Tools,	CO2
	Unit 3	**Basics of Animation and Graphics**	
	A	● **Drawing Foundation** (Shapes, Forms & Volume, Ratio-Proportion & Measurement, Values, Tones & Contrast) ● **Design Basics** (Gestalt Theory, Visual Composition) ● **Computer Graphics** (Raster v/s Vector, Image Manipulation, Web graphics)	CO3, CO4 CO3, CO4 CO2
	B	● Animation: origin and growth. ● The basic principle of animation. ● Storyboard.	CO4 CO4 CO4
	C	● Layout and Designing. ● Role of computers in animation.	CO4 CO4
	Unit 4	**Basics of 2D Animation**	
	A	● Understanding the concept of 2 D Animation, ● Tweening& Motion Graph. ● 2d animation using symbols & Rigging ● Edit and working with Animation Timeline. ● Incorporating sound into 2D animation,	CO4 CO4 CO4 CO4 CO6
	B	Introduction of 2D FX creation Tweening& Key Framing.	CO5 CO4
	C	Material Behavior.	CO4, CO5
	Unit 5	**Basics of 3D Animation**	
	A	Understanding tools of 3 D Animation	CO4
	B	● Modeling & Texturing ● Rigging & Animation	CO4 CO4
	C	● Lighting & Rendering ● Dynamics. ● Adding Sound. ● Final Output	CO4 CO5 CO6 CO6
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA: 25% / Internal Viva Voce: 25%. / ETE: 50%	
12	Textbook/s*	● The Complete Animation course by Chris Patmore, By – Barons Educational Series NewYork ● Parekh Ranjan, "Principles of Multimedia", Tata McGraw-Hill, 2007 ● Cartoon Animation by Preston Blair. ● Getting Started in 3D with Maya: Create a Project from Start to Finish-Model, Texture, Rig, Animate, and Render in Maya by	

		Adam Watkins (Author)	
13	Other References	• Autodesk 3Ds Max 2014 by Randi L. Derakhshani and DariushDerakhshaniSybex • Flash CS4 Professional Bible Published by Wiley Publishing (Robert R and SnowD.) • Li and Drew, "Fundamentals of Multimedia", Pearson Education, 2009.	

Course Articulation Matrix

Pos / Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	1	3	2	2	3	3	3
CO2	3	2	3	1	3	2	2	3	3	3
CO3	3	2	3	1	3	2	2	3	3	3
CO4	3	_	3	_	2	_	_	3	3	3
CO5	3	_	3	2	2	_	2	3	3	3
CO6	3	_	3	2	2	_	2	3	3	3
Average	2.66	1.16	2.83	1.16	2.5	1.16	1.83	2.83	2.66	-

1-Slight (Low) 2-Moderate (Medium) 3 Substantial (High)

School: SSMFE		**Batch:** 2026 - 2030	
Program: BA(FT&OTTP)		**Current Academic Year:** 2028-2029	
Branch: NA		**Semester: V**	
1	Course Code		
2	Course Title	**Advanced Studio & Location Lighting**	
3	Credits	4	
4	Contact Hours	1-2-2 (L-T-P)	
5	Course Type	**Core (CC)**	
6	Course Objective	1. The students will be able to learn about the aesthetics of studio and location lighting 2. The students will be able to differentiate between different types of lights and their usage 3. The students will learn the use of light in different types of shooting situations and locations. 4. The students will be able to use different types of lighting and backgrounds for special effects.	
7	Course Outcomes	The student will be able to: CO1: Recognise different kinds of motion picture cameras CO2: Classify different types of cine lighting equipment CO3: Application of different types of lights in the studio CO4: Devise a location lighting plan CO5: Plan outdoor lighting with emphasis on lighting continuity. CO6: Design a project to demonstrate advanced studio and location lighting skills	
8	Course Description	The course introduces students to lighting techniques used in film and television production. Apart from this, the students also get to learn how to use different lighting equipment in shooting film and television programmes. The course aligns with **SDG 4 (Quality Education)** by developing technical and creative skills in lighting, **SDG 9 (Industry, Innovation and Infrastructure)** through exposure to modern production tools, **SDG 12 (Responsible Consumption and Production)** by encouraging efficient use of lighting resources, and **SDG 8 (Decent Work and Economic Growth)** by preparing students for professional roles in film and television industries.	
9	Outline syllabus		CO Mapping
	Unit 1	**Understanding the Motion Picture Camera**	
	A	Digital Camera (I) Lowlight, auto/manual Iris, auto/manual Focus	CO1
	B	Zebra, ISO setting	CO1
	C	Digital Camera (II) Gain, Shutter, Pedestal, Details, Gamma, BlackStretch, DCC, etc	CO1
	Unit 2	**Lighting Essentials**	
	A	Lighting exercises for different situations with professional lighting equipment, e.g., Babies, Multies (open face), Soft Boxes, Porta Lights, ARRIs, LEDs, Dedos, KINO FLOs, etc	CO2, CO3
	B	Source Lighting- Motivational Lights, Continuity of Lighting	CO2, CO5
	C	High-key and Low-key Lighting	CO3
	Unit 3	**Lighting Different Situations in the Studio**	
	A	Lighting in a Controlled Environment, Glamour and Mood Lighting for dramatic situations	CO3, CO4

	B	Lighting Characters in complex movements			CO3, CO4
	C	Chroma key Lighting			CO3
	Unit 4	**Location Lighting**			
	A	Supplementary Lighting in a lit location with Ambient Light.			CO3, CO4
	B	Mixing of different kinds of Lights and Colour Temperatures			CO2, CO4, CO5
	C	To balance Indoor & Outdoor Light			CO4, CO5
	Unit 5	**Outdoor lighting**			
	A	Outdoor lighting with Reflectors, Jokers, HMIs & Schimmer			CO3, CO4
	B	Maintain Lighting Continuity outdoors			CO5
	C	Project to demonstrate advance studion and location lighting skills			CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	• Light: Science & Magic, Focal Press • Lighting for Television & Film By Gerald Milerson, Focal Press			
13	Other References	• Bresson, R. Notes on the cinematographer, London: Quarter, 1986 • Light for the Artist by Ted Seth Jacobs • Painting with Light by John Alton • Pictorial Composition: An introduction by Henry Rankin Poore • NOTAN: The Dark-Light Principle of Design by Dorr Bothwell & Marlys Mayfield			

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1 (Recognition – Camera basics)	3	1	2	-	-	-	-	2	2	2
CO2 (Classification – Lighting equipment)	3	1	3	-	-	-	-	2	3	2
CO3 (Application – Studio lighting)	3	2	3	2	-	1	-	2	3	3
CO4 (Planning – Location lighting)	3	2	3	3	-	2	1	2	3	3
CO5 (Continuity – Outdoor lighting)	3	2	3	3	1	2	1	2	3	3
CO6 (Creation – Final project)	3	3	3	3	2	3	2	3	3	3
Avg	3.0	1.8	2.8	2.2	0.5	1.3	0.7	2.2	2.8	2.7

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		**Batch:** 2026- 2030	
Program: BA(FT&OTTP)		**Current Academic Year:** 2028-2029	
Branch: NA		**Semester: V**	
1	Course Code	NEW	
2	Course Title	Film Appreciation.	
3	Credits	3	
4	Contact Hours	1-1-2 (L-T-P)	
5	Course Type	**Core (CC)**	
6	Course Objective	1. To introduce students to the fundamentals of film appreciation and cinematic language. 2. To familiarize students with the historical evolution and cultural significance of Indian cinema and regional film industries. 3. To develop students' analytical skills in understanding film narratives, visual storytelling, and cinematic techniques 4. To enable students to critically examine major movements and filmmakers in world cinema.	
7	Course Outcomes	**CO1:** Understand the basic language of cinema including visual storytelling, editing, sound, and mise-en-scène. **CO2:** Identify and explain the historical development and cultural context of **Indian cinema**. **CO3:** Analyze the diversity and aesthetic characteristics of **Indian regional cinema**. **CO4:** Evaluate major movements, styles, and influential filmmakers in **world cinema**. **CO5:** Develop critical viewing and discussion skills through structured **film analysis and interpretation**. **CO6:** Produce a written or presentation-based **critical analysis of a selected Indian, regional, or world film**.	
8	Course Description	This course introduces students to the art and language of cinema through critical viewing, discussion, and analytical engagement. It explores the historical evolution of Indian cinema, the richness of regional film traditions, and the major movements that have shaped world cinema. Students will examine cinematic techniques such as visual composition, editing, sound, and narrative structure, while also analyzing themes, characters, and storytelling styles across cultures. The course encourages learners to understand the socio-cultural, political, and historical contexts reflected in films. Through guided screenings and discussions, students develop critical thinking and visual literacy skills. It also promotes awareness of representation, identity, and cultural diversity in cinema. The course aligns with SDG 4 (Quality Education), SDG 10 (Reduced Inequalities), and SDG 16 (Peace, Justice and Strong Institutions) by encouraging socially responsible and culturally informed film analysis.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Introduction to Film Appreciation.**	
	A	Understanding the Language of Cinema: Shot Frame, Mise-en-scène, Editing and Sound.	CO1
	B	Elements of Film Narrative: Story, Character, Genre and Themes.	CO1
	C	Cinema as Art, Culture and Mass Communication Medium.	CO1
	Unit 2	**Indian Cinema**.	
	A	Historical Development of Indian Cinema: Silent Era to Contemporary Cinema.	CO2
	B	Influence of social, political and cultural contexts in Indian	CO2

		films.			
	C	Landmark films and influential filmmakers in Indian cinema.			CO2
	Unit 3	**Indian Regional Cinema.**			
	A	Overview of Regional Film Industries: Bengali, Tamil, Malayalam, Marathi and others.			CO3
	B	Parallel Cinema and New Indian Cinema movements.			CO3
	C	Representation of regional identity, language and culture in cinema.			CO3
	Unit 4	**World Cinema Movements.**			
	A	Italian Neorealism and Post-war cinema.			CO4
	B	French New Wave and cinematic experimentation.			CO4
	C	Influential world filmmakers and global storytelling styles.			CO4
	Unit 5	**Film Analysis and Interpretation.**			
	A	Techniques of Critical Film Viewing.			CO5
	B	Writing Film Reviews and Academic Film Analysis.			CO6
	C	Project: Critical analysis of an **Indian, regional or world cinema film**.			CO5
10	Mode of examination		Jury		
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Textbook/s*	Film Art: An Introduction – David Bordwell & Kristin Thompson			
13	Other References	● **How to Read a Film** – James Monaco ● **Understanding Movies** – Louis Giannetti ● **What Is Cinema?** – André Bazin ● **Our Films, Their Films** – Satyajit Ray ● **The Oxford History of World Cinema** – Geoffrey Nowell-Smith			

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1 (Cinematic Language)	3	2	2	1	-	1	-	2	3	2
CO2 (Indian Cinema)	3	2	3	2	-	1	-	2	3	2
CO3 (Regional Cinema)	3	3	3	2	-	2	-	2	3	3
CO4 (World Cinema)	3	2	3	3	-	2	1	2	3	3
CO5 (Film Analysis)	3	2	2	3	1	2	1	2	3	3
CO6 (Film Review Project)	3	3	3	3	2	3	2	3	3	3
Average	3.0	2.3	2.7	2.3	0.5	1.8	0.7	2.2	3.0	2.7

1. **Slight (Low)**
2. **2.Moderate (Medium)**
3. **3.Substantial (High)**

School: SSMFE			**Batch : 2026-2030**
Program: Bachelor of Arts (Hons./Hons.with Research) Film, Television & OTT Production			**Current Academic Year: 2028-2029**
Branch:			**Semester: V**
1	Course Code		**BTP305**
2	Course Title		**Project: Mise-en-scene**
3	Credits		4
4	Contact Hours	1-2-2 (L-T-P)	
5	Course Type	**Core (CC)**	
6	Course Objective	1. Provide students with the opportunity to experience hands-on on different genres. 2. To provide students with an opportunity to implement their classroom knowledge in the field. 3. Development of Media and Communication skills in students, in the context of real shooting situations. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcomes.	
7	Course Outcomes	The student will be able to: CO1: Recognise the importance of a mise-en-scene. CO2: Relate theoretical knowledge to solve practical problems in real-time. CO3: Complete the task under pressure and adhere to strict deadlines. CO4: Test equipment for the shoot and correlate with the recce. CO5: Evaluate the concept and importance of a mise-en-scene in cinema. CO6: Collaborate on the final project for submission to jury with viva voce	
8	Course Description	This course will help students apply their theoretical knowledge in real-life filming situations. The course aligns with **SDG 4 (Quality Education)** by applying theoretical learning in real-life filmmaking, **SDG 8 (Decent Work and Economic Growth)** through development of professional discipline and teamwork, **SDG 9 (Industry, Innovation and Infrastructure)** via practical production workflows, and **SDG 17 (Partnerships for the Goals)** by encouraging collaboration in project execution.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Mise-en-scene Essentials**	
	A	Concept and importance of mise-en-scène in cinema	CO1, CO5
	B	Difference between Mise-en-scene in theatre and films	CO1, CO5
	C	Relationship between audio-visual tools and Mise-en-scène	CO2, CO5
	Unit 2	**Mise-en-scene**	
	A	Study of classic mise-en-scenes executed by the masters of cinema	CO1, CO5
	B	How to conceive a mise-en-scène	CO2, CO5
	C	How to Enhance the Narrative with a Mise-en-scène	CO2, CO4, CO5
	Unit 3	**The Project**	
	A	Submission of Idea of final project	CO2, CO3
	B	Production meet and finalizing workability of the project	CO3, CO6
	C	Shooting recce and testing of equipment	CO4
	Unit 4	**The Project**	
	A	Finalizing logistics of the project and crew development	CO4, CO6
	B	Production of a Mise-en-scène	CO3, CO5

	C	Production of a Mise-en-scène			CO6
	Unit 5	**The Project**			
	A	Post-production of the shot mise-en-scène			CO3, CO4
	B	Post-production of the shot mise-en-scène			CO4, CO5
	C	Post-production and submission of the final Mise-en-scène			CO5, CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	IA	CE Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	• Editing Digital Video By Robert M.Goodman, Patrick J.McGrath • Video Editing and Post-Production: A Professional Guide By Gary H.Anderson • Digital Video For Dummies By KeithUnderdahl			
13	References	• The Technique of Film and Video Editing: History, Theory, and Practice By KenDancyger • Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E.Browne • Film Art by David and Thompson Bordwell (Publisher: McGraw-Hill Education; 10th edition)			

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1 (Recognise mise-en-scène)	3	2	2	1	1	-	-	2	3	2
CO2 (Apply theory to practice)	3	2	3	3	1	1	1	2	3	3
CO3 (Execution under constraints)	3	2	3	3	1	2	1	2	3	3
CO4 (Technical planning & recce)	3	1	3	3	1	2	2	2	3	3
CO5 (Evaluate mise-en-scène)	3	3	2	3	2	2	1	2	3	3
CO6 (Collaborative project)	3	3	3	3	2	3	2	3	3	3
Avg	3.0	2.2	2.7	2.7	1.3	1.7	1.2	2.2	3.0	2.8

1. **Slight (Low)**
2. **Moderate (Medium)**
3. **Substantial (High)**

School		**Sharda School of Media, Film& Entertainment**			
Department		**Mass Communication**			
Programme Code		**SMF0115**			
Programme Name		**Bachelor of Arts (Film TV & OTT production)**			
Specialisation / Minor		**NA**			
Batch: 2026-2030		**Semester: V**			
1	Course Code	**RBL007**			
2	Course Title	**Research Based Learning III**			
3	Credits	**0**			
4	Contact Hours (L-T-P)	**0-0-2**			
	Course Type	**AEC**			
5	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality 3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.			
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research work CO5. Evaluating the research project CO6. Write and present their research work with proper ethics of research.			
7	Course Description	The course is designed to inculcate the research value and skills among the students.			
8	Outline syllabus				CO Mapping
	Unit 1	● Dissertation/ Project Implementation Stage			**CO1**
	Unit 2	● First Review (R1)			**CO2**
	Unit 3	● Second Review (R2)			**CO3, CO4**
	Unit 4	● Review (R3) by internal committee			**CO5, CO6**
	Mode of examination	Jury/Viva/Practical			
	Weightage Distribution	CA	CA (RBL1+ RBL 2)	ETE	
		70%	30%	00	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	3	3
CO3	3	3	3	2	2	3	3	3	3	3
CO4	3	2	3	3	2	2	3	3	3	2
CO5	2	2	2	2	3	2	2	3	3	2
CO6	3	2	3	3	2	2	3	3	3	2
Average	**2.84**	**2.5**	**2.84**	**2.17**	**2.17**	**2.5**	**2.84**	**3**	**2.84**	**2.5**

Term 6

School: SSMFE		**Batch:** 2026 – 2030	
Program: BA(FTP&OTTP)		**Current Academic Year:** 2026-2027	
Branch: NA		**Semester: VI**	
1	Course Code		
2	Course Title	Final Project	
3	Credits	20	
4	Contact Hours (L-T-P)	0-0-40	
5	Course Type	Co-requisite	
6	Course Objective	1. Enable students to conceptualize, plan, and execute a complete film project 2. Develop professional-level production workflows using Mobile camera/DSLR 3. Integrate storytelling, cinematography, sound, and editing into a cohesive film 4. Prepare students for industry-oriented and festival-ready content creation	
7	Course Outcomes	The student will be able to: CO1- Conceptualize and develop a complete film project CO2-Design detailed pre-production plans (script, storyboard, schedule) CO3-Execute professional-level shooting using smartphone tools CO-4-Evaluate and refine audio-visual aesthetics and narrative coherence CO5-Apply advanced post-production techniques (editing, grading, sound CO6-Produce and present a complete short film for exhibition/festival	
8	Course Description	This course focuses on end-to-end film production, guiding students through ideation, planning, execution, and presentation of a professional-quality short film. It aligns with Quality Education (SDG 4), Industry, Innovation and Infrastructure (SDG 9), Responsible Consumption and Production (SDG 12), and Peace, Justice and Strong Institutions (SDG 16) (as defined by the United Nations), promoting creativity, innovation, teamwork, and ethical storytelling.	
9	**Outline syllabus**		**CO Mapping**
	Unit 1	**Concept Development & Pre-Production**	
	A	Idea development, theme, and genre selection	CO1
	B	Scriptwriting and screenplay formatting	CO1
	C	Story boarding, shot division and scheduling	CO1
	Unit 2	**Production Planning & Direction**	
	A	Casting, rehearsals, and direction of actors	CO2
	B	Location scouting and production design	CO2
	C	Production management (crew roles, logistics)	CO2
	Unit 3	**Cinematography & Sound in Production**	
	A	Execution of visual style and camera techniques	CO3
	B	Lighting design and continuity management	CO3
	C	Sync sound, dialogue, and ambience recording	CO3
	Unit 4	**Post-Production Workflow.**	

	A	Editing structure and narrative pacing			CO4
	B	Sound design, dubbing, and mixing			CO4
	C	Color correction and grading			CO4
	Unit 5	**Final Film & Exhibition**			
	A	Final film production (10-15 minutes)			CO5
	B	Screening, critique, and Refinement			CO6
	C	Distribution, festivals, OTT, and digital platforms			CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	The Digital Filmmaking Handbook. Mark Brindle Digital Video for Dummies by KeithUnderdahl			
13	References	The Technique of Film and Video Editing: History, Theory, and Practice by KenDancyger			

Course Articulation Matrix

POs \ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1: Concept Development, Film Project	3	2	1	3	2	2	3	2	2	2
CO2: Pre-production, Planning	3	2	2	3	2	3	2	2	3	2
CO3: Smartphone Shooting, Execution	3	2	3	2	1	3	2	2	3	3
CO4: Aesthetics, Evaluation	3	2	3	3	1	2	3	2	3	3
CO5: Post-production, Editing	3	3	3	2	2	3	2	2	3	3
CO6: Short Film, Presentation	3	3	2	2	2	3	2	3	3	3
Average	3	2.333333	2.333333	2.5	1.666667	2.666667	2.333333	2.166667	2.833333	2.666667

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SMF0115**
Programme Name		**Bachelor of Arts (Film TV & OTT production)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: VI**
1	Course Code	**JMP3102**
2	Course Title	**Apprenticeship**
3	Credits	**20**
4	Contact Hours (L-T-P)	**0-0-40**
5	Course Type	**Core Elective**
6	Course Objective	1. The students will take an Internship of two months in a recognized media organization in the area of specialization/interest or may go for on job training. 2. On completion of the internship, the student will have to produce an internship report as prescribed by the faculty and they may start their professional career in media organisation.
7	Course Outcomes	The student will be able to : CO1: Get hand on working experience in the media industry. CO2: Understand and overcome the issues and problems encountered during the summer training or summer project. CO3: Get proper experience and will be able to lay ground for a better career. CO4 : Graduates will be well-prepared to embark on their professional careers in media organizations, having acquired the necessary skills, knowledge, and practical experience to contribute effectively to the industry. CO5: Students will produce a comprehensive internship report as per the faculty's guidelines, showcasing their ability to communicate effectively and professionally document their experiences and insights gained during the internship. CO6: Through the internship, students will have the opportunity to build professional networks within the media industry, establishing valuable connections that may contribute to their future career development and opportunities.
8	Course Description	The syllabus is a combination of concepts and practices. Some of the modules are conceptual in nature and are aimed at to equip the students with political, economic, social and cultural contexts that are relevant at conceptual level of the profession of journalism. Some of the modules are focused on craft component of the profession to impart skills that are vital to practice the profession of journalism.

Course Articulation Matrix

POs **COs**	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	2	2	3	2	3	3
CO2	3	2	2	2	2	2	2	2	3	3
CO3	3	2	2	3	2	2	3	2	3	3
CO4	3	3	2	3	2	2	3	2	3	3
CO5	3	2	2	2	2	2	2	2	3	3
CO6	3	2	2	3	2	2	3	2	3	3
Average	**3**	**2.3**	**2**	**2.67**	**2**	**2**	**2.67**	**2**	**3**	**3**

Term 7

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: VII**	
1	Course Code	**JMT4001**	
2	Course Title	**Communication Research Methods & Techniques**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**4-0-0**	
5	Course Type	**Core**	
6	Course Objective	● To impart in-depth knowledge of nature of research methods used in communication research. ● To provide theoretical knowledge of Communication Research Methods and Tools. ● To develop critical and analytical thinking on of Communication Research Methods and Tools.	
7	Course Outcomes	After completing the course students will be able to - CO1: Describe various research methods employed in communication research. CO2: Outline opportunities and challenges in descriptive research methods. CO3: Illustrate and construct various descriptive research tools CO4: Apply the measurement scales CO5: Analyze various sampling techniques CO6: Evaluate the sampling problems, bias and errors	
8	Course Description	The course is designed primarily for the students to get an in-depth knowledge of communication research methods and tools.	
9	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction to Research Methods**	
	A	Research Method: Nature and Concept	CO1
	B	Communication Research Approaches	CO1
	C	Research Tools: Nature and Concept	CO1
	Unit 2	**Descriptive Research Methods**	
	A	Longitudinal, Cross Sectional	CO2
	B	Census and Survey	CO2
	C	Panel Studies, Trend Studies, Time series Studies	CO2
	Unit 3	**Descriptive Research Tools**	
	A	Schedule, Questionnaire	CO3
	B	Interview and Observation	CO3
	C	Pre-testing of Questionnaire, Pilot Study	CO3
	Unit 4	**Measurement Scales and Distributions**	
	A	Levels of Measurement NOIR	CO4

	B	Likert Scale: Nature and Background			CO4
	C	Attitude Scales, Thurston Scales, Guttmann Scale, Ranking Scales			CO4
	Unit 5	**Sampling Techniques**			
	A	Population, Sample, Sampling Frame			CO5
	B	Types of Sampling, Sampling Matrix			CO5
	C	Sampling Problems, Bias and Errors			CO6
10	Mode of examination		Jury		
11	Weightage Distribution	CA	CE (Viva)	ETE	
		25	25	50	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	1. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	2	3	1	3
CO2	2	2	2	3	2	2	3	2	2	2
CO3	3	2	2	2	3	1	1	2	2	2
CO4	1	1	3	3	2	2	3	1	3	1
CO5	3	2	2	2	3	3	3	2	2	2
CO6	3	2	2	3	2	3	3	2	2	2
Average	**2.5**	**2**	**2**	**2.5**	**2.5**	**2.17**	**2.5**	**2**	**2**	**2**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: VII**	
1	Course Code	**JMT4003**	
2	Course Title	**Statistics for Research**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**4-0-0**	
5	Course Type	**Core**	
6	Course Objective	● To impart basic knowledge of statistics for social science research. ● To develop critical and analytical thinking on statistics required for social sciences research.	
7	Course Outcomes	After completing the course students will be able to - CO1: Develop an understanding of the concept of Statistics. CO2: Define descriptive statistics. CO3: Acquaint with SPSS. CO4: Apply the basic data analysis through SPSS. CO5: Analyze various descriptive stats through SPSS. CO6: Explain the ethical consideration in using statistics in media & communication research.	
8	Course Description	The course is designed primarily for the students to develop an understanding of the concept of statistics in media and communication research.	
9	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction**	
	A	An Overview of Statistics: Meaning, Definition and Characteristics	CO1
	B	Types of Variables (Continuous and Discrete) and Levels of Measurement (NOIR)	CO1
	C	Importance of Statistics in Media Research (With reference to Content analysis, Code Book Preparation and Coding)	CO1
	Unit 2	**Descriptive Statistics**	
	A	Statistical Series: Importance and Limitations	CO2
	B	Measures of Central Tendency: Arithmetic Mean, Median, Mode	CO2
	C	Measures of Variability	CO2
	Unit 3	**Introduction to SPSS**	
	A	An Overview and Major features of SPSS	CO3
	B	Basic Features of SPSS: Menu and Options	CO3
	C	Data Entry, Data Editing and Data Deletion in SPSS	CO3
	Unit 4	**Descriptive Statistics through SPSS**	
	A	Calculation of Frequency analysis	CO4
	B	Graphical Representation of Data	CO4

	C	Calculation of Mean, Median and Mode	CO4
	Unit 5	**Quantitative Analysis**	
	A	Reliability and Consistency Analysis: Uses and Interpretation	CO5
	B	Normality Analysis: Uses and Interpretation, T-Test: Uses and Interpretation	CO5
	C	Ethical consideration for using statistics in media and communication research	CO6

10	Mode of examination	Jury		
11	Weightage Distribution	CA	CE(Viva)	ETE
		25	25	50
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
13	Other References	1. Media and communication research methods by Arthur Berger 2. Mass Communication Research Methods by Anders Hansen		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	1	3	3	3	3
CO2	3	3	3	3	1	3	1	3	1	3
CO3	2	2	2	3	3	3	2	1	2	3
CO4	2	3	3	2	2	3	3	2	3	2
CO5	3	1	1	3	3	3	3	3	3	2
CO6	3	3	3	1	3	2	2	3	3	2
Average	**2.67**	**2.5**	**2.5**	**2.5**	**2.5**	**2.5**	**2.34**	**2.5**	**2.5**	**2.5**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SMF0115**	
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: VII**	
1	Course Code	**JMT4005**	
2	Course Title	**Ethical Perspective of Media & Communication Research**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**4-0-0**	
5	Course Type	**Core**	
6	Course Objective	● Guide and mentor students in developing, completing, writing, and presenting a valid and ethical research report. ● Provide students with the fundamental knowledge of basics of philosophy of science and ethics, research integrity, publication ethics. ● Hands-on sessions are designed to identify research misconduct and predatory publications.	
7	Course Outcomes	After completing the course students will be able to CO1: Define various philosophies related to research ethics. CO2: Demonstrate scientific ethical conduct CO3: Build of the publication ethics CO4: Examine the open access publication CO5: Apply the publication ethics CO6: Evaluate the publication misconduct	
8	Course Description	The course is designed to inculcate the ethical perspective of media and communication research among students.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Philosophy and Research**	
	A	Introduction to philosophy	CO1
	B	Ethics: definition, moral philosophy	CO1
	C	Nature of moral judgement and reaction	CO1
	Unit 2	**Scientific Conduct**	
	A	Ethics with respect to science and research	CO2
	B	Misconduct: Falsification, Fabrication & Plagiarism (FFP)	CO2
	C	Selective reporting and misrepresentation of data	CO2
	Unit 3	**Publication Ethics**	
	A	Introduction, definition and importance of publication ethics	CO3
	B	Conflicts of interest	CO3
	C	Predatory Journals	CO3
	Unit 4	**Open Access Publication**	
	A	Open access publication & initiatives	CO4
	B	Software tools to identify predatory journals	CO4
	C	Online resources to check publisher copyright & Self-	CO4

		archiving policies				
	Unit 5	**Publication Misconducts**				
	A	Subject specific ethical issues				CO6
	B	Case studies				CO5
	C	Complaints and appeals				CO5
10	Mode of examination	Jury				
11	Weightage Distribution	CA	CE (Viva)	ETE		
		25	25	50		
12	Text book/s*	Bird, A. (2006). Philosophy of Science. Routledge				
13	Other References	Indian National Science Academy (INSA), Ethics in Science Education, Research & Governance (2019)				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	2	2	3	3	1	3	3
CO2	3	2	1	3	3	3	3	3	3	3
CO3	3	3	3	3	3	2	3	3	2	3
CO4	2	3	2	2	2	3	3	2	3	2
CO5	2	2	3	3	3	2	3	1	3	2
CO6	2	3	3	3	3	3	3	3	3	3
Average	**2.5**	**2.67**	**2.34**	**2.67**	**2.67**	**2.67**	**3**	**2.17**	**2.84**	**2.67**

School		**Sharda School of Media, Film& Entertainment**			
Department		**Mass Communication**			
Programme Code		**SMF0115**			
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**			
Specialisation / Minor		**NA**			
Batch: 2026-2030		**Semester: VII**			
1	Course Code	**JMP4001**			
2	Course Title	**Media & Communication Research Project**			
3	Credits	**4**			
4	Contact Hours (L-T-P)	**4-0-0**			
5	Course Type	**Core**			
6	Course Objective	● To develop research skills ● To develop various tools for different research methods.			
7	Course Outcomes	After completing the course, students will be able to – CO1: Define problem on basis of brief received. CO2: Build research tools. CO3: Develop a thesis based on first-hand study and research. CO4: Organize the thesis in order. CO5: Justify and present thesis. CO6: Construct a project report for the problem and the solution thesis.			
8	Course Description	The course is aimed to enhance the practical skills of the students and will help the students to understand how to construct tools for various types of research.			
9	**Outline syllabus**				
	Unit 1-5	**Research Project**			CO1, CO2, CO3, CO4, CO5, CO6
10	Mode of examination			Jury	Jury
11	Weightage Distribution	CA	CE (Viva)	ETE	
		25	25	50	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

POs Cos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	2	3	1	3	3
CO2	2	2	2	2	3	3	3	3	3	2
CO3	3	3	2	2	2	3	3	2	2	3
CO4	1	3	3	3	3	3	3	3	3	1
CO5	3	3	3	3	3	2	3	2	3	3
CO6	3	3	2	3	3	3	3	3	3	3
Average	**2.5**	**2.84**	**2.5**	**2.67**	**2.84**	**2.67**	**3**	**2.34**	**2.84**	**2.5**

School		**Sharda School of Media, Film& Entertainment**			
Department		**Mass Communication**			
Programme Code		**SMF0115**			
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**			
Specialisation / Minor		**NA**			
Batch: 2026-2030		**Semester: VII**			
1	Course Code	**JMP4003**			
2	Course Title	**Project Digital Media Marketing II**			
3	Credits	**4**			
4	Contact Hours (L-T-P)	**0-0-8**			
5	Course Type	**Core Minor**			
6	Course Objective	● To develop skills in Digital Media Marketing ● To develop various tools for marketing techniques.			
7	Course Outcomes	After completing the course, students will be able to – CO1: Define problem on basis of digital media marketing. CO2: Build marketing tools. CO3: Develop a project based on first-hand study in marketing. CO4: Organize the project in order. CO5: Justify and present project. CO6: Construct a project report on digital media marketing.			
8	Course Description	The course is aimed to enhance the practical skills of the students and will help the students to understand how to make project on digital media marketing.			
9	**Outline syllabus**				
	Unit 1-5	**Research Project**		CO1, CO2, CO3, CO4, CO5, CO6	
10	Mode of examination		Jury		Jury
11	Weightage Distribution	CA	CE (Viva)	ETE	
		25	25	50	
12	Text book/s*	2. Damian Ryan& Calvin Jones. Understanding DIGITAL Marketing, 2009, ISBN 9780749453893			
13	Other References	**3.** Dave Evans., Susan Bratton, Social Media Marketing: The Next Generation of Business Engagement. Wiley , 2010, ISBN: 978-0-470-63403-5 2. George Pain(2019).			

Course Articulation Matrix

POs Cos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	2	3	1	3	3
CO2	2	2	2	2	3	3	3	3	3	2
CO3	3	3	2	2	2	3	3	2	2	3
CO4	1	3	3	3	3	3	3	3	3	1
CO5	3	3	3	3	3	2	3	2	3	3
CO6	3	3	2	3	3	3	3	3	3	3
Average	**2.5**	**2.84**	**2.5**	**2.67**	**2.84**	**2.67**	**3**	**2.34**	**2.84**	**2.5**

Term 8

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Film TV & OTT Production)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: VIII**
1	Course Code	**JMP4002**
2	Course Title	**Apprenticeship**
3	Credits	**20**
4	Contact Hours (L-T-P)	**0-0-40**
5	Course Type	**Core Elective**
6	Course Objective	1. The students will take an Internship of two months in a recognized media organization in the area of specialization/interest or may go for on job training. 2. On completion of the internship, the student will have to produce an internship report as prescribed by the faculty and they may start their professional career in media organisation.
7	Course Outcomes	The student will be able to : CO1: Get hand on working experience in the media industry. CO2: Understand and overcome the issues and problems encountered during the summer training or summer project. CO3: Get proper experience and will be able to lay ground for a better career. CO4 : Graduates will be well-prepared to embark on their professional careers in media organizations, having acquired the necessary skills, knowledge, and practical experience to contribute effectively to the industry. CO5: Students will produce a comprehensive internship report as per the faculty's guidelines, showcasing their ability to communicate effectively and professionally document their experiences and insights gained during the internship. CO6: Through the internship, students will have the opportunity to build professional networks within the media industry, establishing valuable connections that may contribute to their future career development and opportunities.
8	Course Description	The syllabus is a combination of concepts and practices. Some of the modules are conceptual in nature and are aimed at to equip the students with political, economic, social and cultural contexts that are relevant at conceptual level of the profession of journalism. Some of the modules are focused on craft component of the profession to impart skills that are vital to practice the profession of journalism.

Course Articulation

POs **COs**	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	2	2	3	2	3	3
CO2	3	2	2	2	2	2	2	2	3	3
CO3	3	2	2	3	2	2	3	2	3	3
CO4	3	3	2	3	2	2	3	2	3	3
CO5	3	2	2	2	2	2	2	2	3	3
CO6	3	2	2	3	2	2	3	2	3	3
Average	**3**	**2.3**	**2**	**2.67**	**2**	**2**	**2.67**	**2**	**3**	**3**