B.SC.,
ELECTRONIC MEDIA

MODEL SYLLABUS

JUNE: 2023

TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI – 600 005

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B.Sc.
ELECTRONIC MEDIA

Choice Based Credit System (CBCS) Model
Effective from 2023

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Program Overview

Introducing the BSc. Electronic Media program, a comprehensive undergraduate degree designed to equip students with the knowledge and skills required for a successful career in the production of Film, Television, Podcasts, OTT, Web Series, and TV. This diverse program covers an extensive range of core subjects, including Sound and Acoustics, Audio Editing and Sound Design, 3D Sound Design, Radio and Podcast Production, Screen Production, Cinematography, Light and Lighting, Professional Photography and Image Editing, Multimedia Technologies and Standards, Film and Video Editing, Video Editing, Color Management, Storyboard Development, Compositing and Visual Effects, Green Screen Production, Postproduction, Film Direction, Film Industry and Business, Animation Filmmaking, Digital Filmmaking, 2D and 3D Animation, Media Entrepreneurship, OTT and Platform Television, Animation Filmmaking, and a Capstone Project.

Upon completion of this multifaceted program, students will be able to present their core postgraduate discipline clearly and precisely, formulate abstract ideas in the specific language of their discipline, and describe related concepts from multiple perspectives. They will also be able to explain the fundamental principles that underpin their chosen field.

The BSc. Electronic Media program aims to enhance the employability of its graduates by preparing them for a wide variety of professional opportunities. Graduates will be well-equipped to join the teaching profession, secure government jobs, and pursue careers in numerous public and private enterprises across diverse industries.
By providing a holistic learning experience that combines theoretical knowledge with practical applications, the BSc. Electronic Media program empowers students to become innovative and adaptive professionals in the dynamic world of media production. With the skills and expertise gained through this program, graduates will be prepared to excel in their chosen careers and contribute to the advancement of electronic media production across various platforms and formats.

Learning Outcomes-Based Curriculum Framework (LOCF)

Program educational objectives

PEO1: Demonstrate a strong conceptual foundation in their programme domain.

PEO2: Adapt to self-directed learning and build on the ability to become lifelong learners.

PEO3: Imbibe industry specific skills to remain competent in the dynamic global environment.

PEO4: Identify and utilize a business opportunity and create jobs in the eco system.

PEO5: Reflect on the individual's role in the local community and global society to become socially responsible and culturally conscious.

PEO6: Emerge as empowered students and thought leaders who contribute to nation building.

Program outcome

PO1: Articulate the fundamental elements and principles of communication in the effective transference of ideas.

PO2: Exhibit thoughtful application of domain knowledge in print, broadcast, and new media.

PO3: Integrate theoretical knowledge and hands on training across various media platforms to a diverse audience.

PO4: Apply critical thinking and problem-solving skills as socially responsible producers of media content.

PO5: Emerge as competent, competitive, self-reliant women who aspire for higher studies and research in premier institutions.

PO6: Practice professional values as women entrepreneurs in the media industry.

PO7: Instil globally accepted ethical standards in the media profession with due consideration to socio cultural contexts, and local and global needs.

PO8: Nurture unique style of thinking and expression as media practitioners and Formulate communication strategies for development at the local, regional and national levels.

Mapping of Programme Educational Objectives with Programme Outcomes

A broad relation between the programme educational objective and the programme outcome is given in the following table.

Program Educational Objectives (PEO)	Program Objectives (PO)					
	PO1	PO2	PO3	PO4	PO5	PO6
PEO1	YES	YES	YES	YES	YES	YES
PEO2	YES	YES	YES	YES	YES	YES
PEO3	YES	YES	YES	YES	YES	YES
PEO4	YES	YES	YES	YES	YES	YES
PEO5	YES	YES	YES	YES	YES	YES
PEO6	YES	YES	YES	YES	YES	YES
PEO7	YES	YES	YES	YES	YES	YES
PEO8	--	--	--	--	YES	YES
YES=Match Between PEO and PO						

Programme Specific Outcomes (PSOS) For B.Sc. Electronic Media

PSO1 Apply production skills in preparation, creation and distribution of content for media platforms.

PSO2 Integrate theoretical and methodological proficiency to evaluate the role of media from social, cultural, economic and political perspectives and to incorporate the ideals of empowering women to be better content producers for the media and society at large

PSO3 Design and create graphical and animated content for interactive and digital media platforms with industry standards

PSO4 Plan, devise and implement communication strategies for development projects which elevate and empower women at local, regional, national and global levels.

PSO5 Explore opportunities in digital media, broadcast programming, photography and film production.

1. **Highlights of the Revamped Curriculum:**

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application-oriented content wherever required.

- The Core subjects include latest developments in the education and scientific front, practical training for providing solutions to industry / real-life situations. The curriculum also facilitates peer learning with advanced topics in the final semester, catering to the needs of stakeholders with research aptitude.

- The General Studies and discipline-based problem-solving skills are included as mandatory components in the 'Training for Competitive Examinations' course in the final semester, a first of its kind.

- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.

- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real-world experience focussing on the career path.

- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. Iindustrial training, project and internships will give students an edge over counterparts in the job market.

- State-of.art techniques in multi-disciplinary, cross-disciplinary and inter-disciplinary nature are incorporated as Elective courses, ranging from conventional topics to the latest Artificial Intelligence.

2. Value Additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	**Foundation Course** To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning at the tertiary level	• Instil confidence among students • Create interest for the subject
I, II, III, IV	**Skill Enhancement papers** (Discipline centric / Generic / Entrepreneurial)	• Industry ready graduates • Skilled human resource • Students are equipped with essential skills to make them employable
		• Digital skills will improve the knowhow of solving real-life problems using ICT tools
		• Entrepreneurial skill training will provide opportunity for independent livelihood • Generates self – employment • Create small scale entrepreneurs • Training girls leads to women empowerment
III, IV, V & VI	Elective papers- An open choice of topics categorized under Generic and Discipline Centric	1. Strengthening domain knowledge 2. Introducing state-of-art techniques in multi-disciplinary, cross-disciplinary and inter-disciplinary nature 3. Emerging topics in higher education / industry / communication network / health sector etc., are introduced with hands-on-training
IV	Industrial Statistics	4. Exposure to industry moulds students into solution providers 5. Generates Industry ready graduates 6. Employment opportunities enhanced
II year Vacation activity	Internship / Industrial Training	1. Practical training at the Industry/ Banking Sector / Private/ Public sector organizations / Educational institutions, enable the students gain professional experience and also become responsible citizens.
V Semester	Project with Viva – voce	2. Self-learning is enhanced 3. Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Introduction of Professional Competency component	• Curriculum design accommodates all category of learners; For example, "Physics, Tamil, Mathematics for Advancement" component will comprise advanced topics in Physics, Tamil, Mathematics and allied fields, for those in the peer group / aspiring researchers; • "Training for Competitive Examinations" caters to the needs of the aspirants towards most sought-after services of the nation viz, UPSC, CDS, NDA, Banking Services, CAT, TNPSC group services, etc.
Extra Credits: **For Advanced Learners / Honours degree**		• To cater to the needs of peer learners / research aspirants

Skills acquired from the Courses	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Curriculum Structure for BSc Electronic Media

FIRST SEMESTER

PART	Course Components	Subjects	Credits	Instr .hrs.	Max. Marks		
					Ext.	Int.	Total
I	Language	Tamil and Other Language Paper-I	3	6	75	25	100
II	English	100L1Z: English Paper-I	3	6	75	25	100
III	CC-I	128C1A: Introduction to Human Communication (Theory) (Common)	5	5	75	25	100
	CC-II	128C1B: Sound and Acoustics (Theory)	5	5	75	25	100
	DSE-I	128E11: Audio Editing and Sound Design (Practical)	3	4	60	40	100
IV	SEC-1	128S1A: Digital Storytelling and Scriptwriting (Practical) (Common)	2	2	60	40	100
		100S1A: Basic Tamil-I (Other Language Students) *			75	25	100
		100S1B: Advanced Tamil-I (Other Language Students) *					
	SEFC	128B1A: Discipline Specific: Radio and Podcast Production (Practical)	2	2	60	40	100
		Total	23	30			

* PART-IV: SEC-1 / Basic Tamil / Advanced Tamil (Any one)

1. Students who have studied Tamil upto XII STD and also have taken Tamil in Part I shall take SEC-I.
2. Students who have **not** studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Basic Tamil** comprising of Two Courses (level will be at 6th Std.).
3. Students who have studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Advanced Tamil** comprising of Two Courses.

%Students/College can Alternatively Adopt Conventional Hand Drawing Techniques for Practical Exercises

SECOND SEMESTER

PART	Course Components	Subjects	Credits	Instr .hrs.	Max. Marks		
					Ext.	Int.	Total
I	Language	Tamil and Other Language Paper-II	3	6	75	25	100
II	English	100L2Z: English Paper-II	3	6	75	25	100
III	CC-III	128C2A: Screen Production (Theory)	5	5	75	25	100
	CC-IV	128C21: Light and Lighting (Practical)	5	5	60	40	100
	DSE-II	128E21: Professional Photography and Image Editing (Practical)	3	4	60	40	100
IV	SEC-II (NME-II) or BT or AT	128S2A: Language Skills for Employability: Essential English (Common) OR Course from Naan Mudalvan Scheme OR 100S2A: Basic Tamil-II (Other Language Students)* 100S2B: Advanced Tamil-II (Other Language Students) *	2	2	75	25	100
	SEC-III (Discipline Specific)	128S21: Working with Hyperlocal and Community Media (Practical) College Specific OR Course from Naan Mudalvan Scheme	2	2	60	40	100
		Total	23	30			

* NME Choose any one paper from the other department

THIRD SEMESTER

PART	Course Components	Subjects	Credits	Instr .hrs.	Max. Marks		
					Ext.	Int.	Total
I	Language	Tamil and Other Language Paper-III	3	6	75	25	100
II	English	200L3Z: English Paper-III	3	6	75	25	100
III	CC-V	228C3A: Multimedia Technologies and Standards (Theory) (Common)	5	5	75	25	100
	CC-VI	228C3B: Film and Video Editing (Theory)	5	5	75	25	100
	DSE--III	228E31: Video Editing (Practical)	3	4	60	40	100
IV	SEC-IV	228S31: Color Management (Practical)	1	1	60	40	100
	SEC-V	228S32: Discipline Specific: Script Writing and Storyboard Development (Practical)	2	2	60	40	100
	(EVS)	Environmental Studies (EVS) (Examination will be held in IV semester)	--	1	--	--	--
		Total	22	30			

FOURTH SEMESTER

PART	Course Components	Subjects	Credits	Instr .hrs.	Max. Marks		
					Ext.	Int.	Total
I	Language	Tamil and Other Language Paper-IV	3	6	75	25	100
II	English	200L4Z: English Paper-IV	3	6	75	25	100
III	CC-VII	228C4A: Film Appreciation and Analysis (Theory) (Common)	5	5	75	25	100
	CC-VIII	228C41: Compositing and Visual Effects (Practical) (Common)	5	5	60	40	100
	DSE-IV	228E41: Green Screen Production (Practical)	3	3	60	40	100
IV	SEC-VI (Discipline Specific)	228S41: Postproduction (Practical)	2	2	60	40	100
	SEC-VII (Discipline Specific)	228S42: Digital Skills for Employability: Learning Pathway – Microsoft Office Fundamentals and LinkedIn Career Essentials (Common)(College Specific OR Course from Naan Mudalvan Scheme) (Practical)	2	2	60	40	100
	EVS	Environmental Studies	2	1	50	50	100
		Total	25	30			

FIFTH SEMESTER

PART	Course Components	Subjects	Credits	Instr .hrs.	Max. Marks Ext.	Max. Marks Int.	Max. Marks Total
III	CC-IX	328C5A: Media Culture in Tamil Nadu (Theory) (Common)	4	5	75	25	100
	CC-X-	328C5B: Film Direction (Theory)	4	5	75	25	100
	CC-XI	328C5C: Film Industry and Business (Theory)	4	5	75	25	100
	CC-XII	328C5D: Animation Filmmaking (Theory)	4	5	75	25	100
	DSE-V	328E51: Digital Filmmaking (Practical)	3	4	60	40	100
	DSE-VI	328E52: 2D and 3D Animation (Practical)	3	4	60	40	100
IV	Internship	Summer Internship/Industrial Training	2	-	-	-	-
		Value Education	2	2	-	-	-
		Total	26	30			

SIXTH SEMESTER

PART	Course Components	Subjects	Credits	Instr .hrs.	Max. Marks Ext.	Max. Marks Int.	Max. Marks Total
III	CC-XIII-	328C6A: Media Entrepreneurship (Theory) (Common)	4	6	75	25	100
	CC-XIV	328C6B: OTT and Platform -Television (Theory)	4	6	75	25	100
	CC-XV	328C61: Animation Filmmaking (Practical)	4	6	60	40	100
	DSE-VII	328E61: Capstone Project (Practical)	3	5	60	40	100
	Elective VIII	328E6A: Virtual Production (Theory) (Common)	3	5	75	25	100
IV	Professional Competency Skill-PCS:	328S6A: Cyber Security Training for Media Professionals (Theory)	2	2	75	25	100
V	Extension Activities	Extension Activities/Fieldwork (College Specific OR Course from Naan Mudalvan Scheme) (Practical)	1	0	60	40	100
		Total	21	30			
		Total Credits	140				

Total Credits: 140

Semester	Credits
I	23
II	23
III	22
IV	25
V	26
VI	21
Total UG Credits	**140**

Note: Each college will follow the rules and regulations of their respective affiliating University regarding admissions, eligibility, allocation of marks for theory/practical and criteria and procedure for conduct of examination.