



ST. THOMAS COLLEGE OF ARTS AND SCIENCE

Affiliated to the University of Madras | An ISO 9001:2015 Certified Institution

Koyambedu, Chennai- 107



DEPARTMENT OF ELECTRONIC MEDIA

PROGRAMME NAME | **BACHELOR OF ELECTRONIC MEDIA**

PROGRAMME OUTCOMES

PO1: The learner should be dynamic and prepared for employment in complex, ever-changing environments in the electronic media industry.

PO2: The learner should have the ability to express thoughts and ideas effectively in written and oral communication and in technical communication.

PO3: The learner should have the capability to apply analytic thought in the media communication skills.

PO4: The learner should have the ability to work with team members in the corporate media houses.

SEMESTER – I

SUBJECT CODE: SY21A
ELECTRONIC MEDIA

SUBJECT NAME: HISTROY OF

CO1	Students are taught about the importance of radio and television, its history and uses in our daily lives
CO2	Knowledge of Electronic media and its scope and its importance in various media Such as radio, television, cinema and social media
CO3	Knowledge of Information about various media organizations in India and their functions
CO4	Knowledge of Broadcasting regulations in India and its governance in media

SUBJECT CODE: SY21B
AUDIOGRAPHY

SUBJECT NAME: PRINCIPLES OF

CO1	Students know about sound production, the uses of sound, the structure of microphone and its uses. They also study about the basics of sound editing, and dubbing.
CO2	Knowledge of principles of sound, acoustics, sound equipment, sound aesthetics and sound production.
CO3	Knowledge of Strategies in designing sound, digital recording, Synchronization and functions of sound in relation to picture



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SUBJECT CODE: SY211

SUBJECT NAME: AUDIOGRAPHY LAB

CO1	Will have experience in sound production.
CO2	Knowledge of types of microphones, sound recording formats, mixers and consoles, sound editing and special effects
CO3	Knowledge of technical expertise in handling appropriate software in sound editing

SEMESTER – II

SUBJECT CODE: SY22A

SUBJECT NAME: COMMUNICATION SKILLS

CO1	Knowledge of communication and its nature, scope and types. Verbal and non-verbal communication
CO2	Knowledge of communication for social change, alternative media for social change and case studies in communication skills

SUBJECT CODE: SY22B

SUBJECT NAME: RADIO PRODUCTION

CO1	Will know about radio production. Radio programs, scripts, radio drama and about radio jockey
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SUBJECT CODE: SY221

SUBJECT NAME: RADIO PRODUCTION LAB

CO1	Would have had practical experience in radio production and will be able to produce their own radio programs.
CO2	Knowledge of Radio announcing, radio commercial, drama, interviews, news, documentary and live shows

SEMESTER – III

SUBJECT CODE: SY23A

SUBJECT NAME: VIDEOGRAPHY

CO1	Theoretical knowledge on camera working, lighting. Frame composition and camera angles are also taught.
CO2	Knowledge of human eye and camera, video camera design and functions, nature of light and its resources
CO3	Information about lighting procedure in indoor and outdoor, aesthetics of videography and framing techniques and different lighting formats.
CO4	Knowledge of works of eminent cinematographers in the industry



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SUBJECT CODE: SY23B PRINCIPLES & PRACTICE

SUBJECT NAME: VIDEO EDITING –

CO1	Theoretical knowledge on the basics of film editing. Students will know about the history of editing, types of editing.
CO2	Knowledge of fundamentals of editing, editing equipment's and functions, linear and non-linear editing functions
CO3	Information of Standards in sound editing, editing accessories, aesthetics of editing, mixing of sound and visuals
CO4	Knowledge of Latest Editing Software's and their Applications.

SUBJECT CODE: SY231

SUBJECT NAME: VIDEOGRAPHY LAB

CO1	Practical knowledge on the use of different camera shots and angle. An AD film can be produced at the end of the semester individually.
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SEMESTER – IV

SUBJECT CODE: SY24A

SUBJECT NAME: FILM STUDIES

CO1	Students come to know about the history of cinema in India and around the world. They learn about the different film forms and film techniques.
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SUBJECT CODE: SY24B

SUBJECT NAME: ACTING & DIRECTION

CO1	Theoretical knowledge on basics of script writing and direction. An understanding of the different types of script
CO2	Knowledge of acting, scriptwriting basics and its formats, storyboard
CO3	Knowledge of direction basics and its techniques
CO4	Knowledge of TV direction and its techniques
CO5	Knowledge of Logistics management, production management and film certification process
CO6	Knowledge of OTT Platforms and digital release and digital cinema projection packages.

SUBJECT CODE: SY241 DIRECTION LAB

SUBJECT NAME: SCRIPT WRITING &

CO1	Will be able to write scripts and direct short films. Students learn different types of script (TV SCRIPTS, AD FILMSCRIPTS AND FILM SCRIPTS)
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SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To demonstrate critical thinking skills in relation to environmental affairs.
CO2	To demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
CO3	To demonstrate the ability to integrate various disciplines and fields that intersects with environmental concerns.
CO4	To demonstrate awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
CO5	To understand and evaluate the global scale of environmental problems

SEMESTER – V

SUBJECT CODE: SY25A MANAGEMENT

SUBJECT NAME: TELEVISION PRODUCTION

CO1	From production process to Multicam TV production. The students will know the process from scripting a television program to shooting it to finally taking an out of the program. Also includes sound production.
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SUBJECT CODE: SY25B

SUBJECT NAME: COMMUNICATION ASTHETICS

CO1	Aesthetics itself reveals about this paper. The students will know the various parameters needed for making an accomplished audio – visual product. How to produce anaesthetically charming product.
CO2	Knowledge on Communication aesthetics, 2D and 3D field and its applications in visual media
CO3	Knowledge of light and shade and color and its terminologies and lighting equipment's and accessories in depth
CO4	Knowledge of fourth dimensional field time, objective time and subjective time and editing principles in relation to time, screen time and real time
CO5	Knowledge of fifth dimensional field, sound structures and sound picture combinations

SUBJECT CODE: SY25C

SUBJECT NAME: GRAPHICS AND ANIMATION

CO1	Practical and theoretical knowledge about the basics of graphics and animation.
CO2	Knowledge of graphics and animation, basics of digital technologies, aesthetics and design of computer graphics
CO3	Knowledge of CG application areas and equipment, CG standards and formats
CO4	Knowledge of 2D images and graphics, 3 – D modeling, rendering color and rendering model
CO5	Knowledge of animation, dynamics, multimedia systems, products and platforms, recent developments in software and hardware systems



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SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more of Engineer as Responsible Experimenter.
CO4	To learn more of Risk and Safety assessment with case studies.
CO5	To understand the importance of value -based living

SEMESTER – VI

SUBJECT CODE: SY26B AND SOCIETY

SUBJECT NAME: COMMUNICATION CULTURE

CO1	The students will know about the different aspects of culture and society around India and the world. How media is related to society and culture.
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SUBJECT CODE: SY26A

SUBJECT NAME: MEDIA ORGANIZATION

CO1	Will have knowledge about the structure and flowcharts of different media organization. Media organization range from public to private. Will know how management is done in different media organizations in India.
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SUBJECT CODE: SY451

SUBJECT NAME: VIDEO EDITING PRACTICAL

CO1	Practical knowledge is given for students in video editing. Types of editing. Finally, they will be able to produce their own song where in their editing skills are tested.
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SUBJECT CODE: SY46Q

SUBJECT NAME: PROJECT

CO1	Students are made to produce a short film own. Students will have an understanding on the different stages of film and documentary production- From writing a story to scripting it, and finally producing it. They will also specialize in graphics or in sound production also. Internship is also compulsory.
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SUBJECT CODE: SY261

SUBJECT NAME: INTERNSHIP

CO1	Knowledge from media industry practical training and hands on exposure to media practice from the leading organizations in television, radio, social media, film making, animation industry, special effects lab, video and audio editing studios
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SUBJECT CODE: SY461
PRACTICAL

SUBJECT NAME: 3 D ANIMATION IN

CO1	Knowledge and technical expertise in advanced animation softwares and its applications in the industry
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