

Name of the Program	B.A. / B.Sc. (LIBERAL EDUCATION)			Year/ Semester:	2nd / 4th
Course Name	Visual Language and Film Making	Course Code	VFM 101	Type	Workshop mode
Credits	02			Total Sessions Hours	45classhour (prorated for 15 theory & 30 workshop hours)
Evaluation Spread	Internal Continuous Assessment:	100 Marks		End Term Exam:	NA
Type of Course	<input type="radio"/> Compulsory	<input type="radio"/> Core	<input checked="" type="radio"/> Creative	<input type="radio"/> Life Skill	
Course Objectives	<p>The course leads students towards the world of visualization and film making:</p> <ul style="list-style-type: none"> • Understanding elements of visual language, and its relation with human thinking through innovative and exploratory exercises • The socio-economic and political understanding of life and its connection with the process of visualization and picture creation • The values, sensorial skills and aesthetic sensitivity necessary for understanding the essence of visual language of the milieu • Understanding of the holistic nature of visual language and its relationship with environment, culture, human senses and emotions through textual content taught in the classes • Demonstrate the fundamentals of visual language and film making as a way to visually express and communicate ideas 				
Course Outcomes(CO):					
<i>After the successful course completion, learners will develop following attributes:</i>					
Course Outcome (CO)	Attributes				
CO1	Students will be able to understand the changing environment due to socio-economic and political changes via media and visual communication				
CO2	Students will be able to feel, visualize, interpret and express individual and societal expressions				
CO3	Students will be able to cognitive and analytical skills to decode societal structures via visual language				
CO4	Students will be able to foster creativity in workplace and life				
Pedagogy					
Internal Evaluation Mode	Participation in class discussion (ongoing)- 20% Assignments and Projects- 40% Presentations and Demonstration- 20%				

Exhibition- 20%			
Session Details	Topic	Hours	Mapped CO
Unit 1	Introduction to Visual language Visual Language: When, Why & What? Principles of Visual Language Elements of Visual Language Semiotics, Symbolic Interactionism Activity: Visualizing the university Campus (situations, scenes, events)	10	CO1, CO2
Unit 2	Processes of Visualization Knowledge of Visualization Cognitive and morphological inheritance in image creation Idea Generation, Process of creativity Thinking in audio and visual frame - analysis of poems, short stories, sounds, creating visual imagery Activity: Capturing stills and shorts: Programs organized in and out of the university campus. Shooting and rendering videos Visit: Visit to photo studios and lab	10	CO3
Unit 3	Film Making (Activity Based) Creativity & Thinking Out of the Box Thinking & Design in Film - Writing, shooting, editing, cinematography, sound design exercises Software Visit 1: Lucknow College of Arts Visit 2: To audio visual department of Era University Activity: Storyboarding, shooting and rendering video on digital platform	15	CO4
Unit 4	Visual language and Film making projects: Project 1: Live Documentary Project 2: Theme based Short Film	10	CO4

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
CO1	2	2	1	1	2	1	3	3	3	2	3	1	3	3
CO2	3	2	2	3	3	3	1	2	2	2	2	2	3	2
CO3	3	1	3	2	1	2	3	1	3	2	3	1	3	3
CO4	2	1	1	2	2	1	2	2	1	2	2	2	3	2

Strong contribution-3, Average contribution-2, Low contribution-1,

Suggested Readings:

Para Text	Suggested Articles/ Movies/Short Film/ Videos

Books: Sanders John, The film genre book, Auteur, 2009.
 Leo Eubank & Marshall Cohen, Film Theory and Criticism: Introductory Readings, Oxford University Press, 2004.
 Matilda Mroz, Temporality and Film Analysis, Edinburgh University Press, 2012.
 Ian Garwood, The Sense of Film Narration, Edinburgh University Press, 2013.
 Nicholas Proferes, Film Directing Fundamentals: See Your Film Before Shooting, Focal press, 2012
 A. Goswami, Thin Film Fundamentals, New age international publishers, 1996
 Amy Villarejo, Film Studies: The Basics, Routledge, 2013

Article: <https://www.thehindu.com/features/metroplus/exploring-the-mysteries-of-bara-imambara-in-lucknow/article7309728.ece>

Movie: Olympus has fallen (2013)

Recapitulation & Examination Pattern

Internal Continuous Assessment:

Component	Marks	Pattern
Participation in class discussion (ongoing)	20	As per the policy
Assignments and Projects	40	Assignment to be made on topics and instruction given by subject teacher
Presentations and Demonstration	20	Demonstration to be made on topics and instruction given by subject teacher
Exhibition	20	All the art works prepared in group or individual will be exhibited
Total Marks	100	

Course created by: Ms. Hershika Verma

Hershika
Feb 9, 24

Approved by:

Signature:

