



Maharashtra Education Society
Abasaheb Garware College
(Autonomous)

(Affiliated to Savitribai phule Pune University)

Three Years Degree (B.Voc) Program in
Beauty and Wellness
(Faculty of Interdisciplinary Studies)

Syllabi under Autonomy
F.Y.B.Voc. (Beauty Wellness)

Choice Based Credit System Syllabus
To be implemented from Academic Year 2022-2023

Bachelor of Vocation (B.Voc) in Beauty and Wellness

B.Voc Beauty and Wellness

Preamble- A Beauty Therapist needs to be aware of the basics of beauty therapy, health and hygiene, safety and needs to be knowledgeable about various beauty products. Beauty Therapist is expected to perform basic depilation, manicure, pedicure and basic face care services, mehendi application, make-up artist, nail technician and also assist the Beauty Therapist in providing advanced services. A Beauty Therapist should also have detailed knowledge about nutrition and help clients with basic nutritional guidance. Yoga and cosmetic making are very importance side business related to Beauty Industry.

Objectives

- Develop professional attitude and knowledge of hair & skin care, manicure, pedicure, Beauty treatments comprising of casual makeup, party makeup, bridal makeup, making of eye brows, eye lashes, facial & skin treatments, hina applications, massage & hair styling techniques and methods.
- Produce a capable & skilful workforce as required by the prevailing market demands.
- Equip the trainees with skills and knowledge to ensure adherence to safety measures in parlours
- Emphasize on fitness & diet for a healthy look, with proper knowledge of nutrition diet, and Yoga
- Making of new herbal cosmetics with knowledge of cosmetic chemistry

Bachelor of Vocation (B.Voc) in Beauty and Wellness

Eligibility:-

- Type A - Students who have already acquired NSQF certification level 4 in a particular trade
- Type B - Students who have passed 10+2 or equivalent in any stream from any recognized board or university without any background of vocational training.
- Type C – Students passed 10+2 examination with conventional schooling without any background of vocational training.

Structure of the Course: Title of the Course

Year	Semester	Course Type	Course Code	Course Title	Remark	Credit	No. of Lectures /Practical to be conducted
1	I	Theory	UABW-111	Communication Skills		4	60
		Theory	UABW-112	Human Physiology - I		4	60
		Theory	UABW-113	Basic Beauty Care		4	60
	I	Practical	UABWP-114	Communication Skills		6	90
		Practical	UABWP-115	Human Physiology - I		6	90
		Practical	UABWP-116	Basic Beauty Care		6	90

Year	Semester	Course Type	Course Code	Course Title	Remark	Credit	No. of Lectures /Practical to be conducted
1	II	Theory	UABW-121	Personality Development		4	60
		Theory	UABW-122	Human Physiology - II		4	60
		Theory	UABW-123	Hair care		4	60
	II	Practical	UABWP-124	Personality Development		6	90
		Practical	UABWP-125	Human Physiology - II		6	90
		Practical	UABWP-126	Hair care		6	90

Bachelor of Vocation (B.Voc) in Beauty and Wellness

Year	Semester	Course Type	Course Code	Course Title	Remark	Credit	No. of Lectures /Practical to be conducted
2	III	Theory	UABW-231	Cosmetology		4	60
		Theory	UABW-232	Human Nutrition - I		4	60
		Theory	UABW-233	Advance Beauty Care		4	60
	III	Practical	UABWP-234	Cosmetology		6	90
		Practical	UABWP-235	Human Nutrition - I		6	90
		Practical	UABWP-236	Advance Beauty Care		6	90

Year	Semester	Course Type	Course Code	Course Title	Remark	Credit	No. of Lectures /Practical to be conducted
2	IV	Theory	UABW-241	Human Nutrition – II		4	60
		Theory	UABW-242	Advance makeup ,		4	60
		Theory	UABW-243	Advance Hair treatment		4	60
	IV	Practical	UABWP-244	Human Nutrition – II		6	90
		Practical	UABWP-245	Advance makeup ,		6	90
		Practical	UABWP-246	Advance Hair treatment		6	90

Year	Semester	Course Type	Course Code	Course Title	Remark	Credit	No. of Lectures /Practical to be conducted
3	V	Theory	UABW-351	Business Organization & Entrepreneurship		4	60
		Theory	UABW-352	Spa Therapy & Management		4	60
		Theory	UABW-353	Introduction to Fitness withYoga and Naturopathy		4	60
	V	Practical	UABWP-354	Business Organization & Entrepreneurship		6	90
		Practical	UABWP-355	Spa Therapy & Management		6	90
		Practical	UABWP-356	Introduction to Fitness withYoga and		6	90

Bachelor of Vocation (B.Voc) in Beauty and Wellness

				Naturopathy			
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Year	Semester	Course Type	Course Code	Course Title	Remark	Credit	No. of Lectures /Practical to be conducted
3	VI	Theory	UABW-361	Wellness Spa		4	60
		Theory	UABW-362	Digital Marketing		4	60
		Theory	UABW-363	Skin Professional Treatment plan		4	60
	VI	Practical	UABWP-364	Wellness Spa		6	90
		Practical	UABWP-365	Digital Marketing		6	90
		Practical	UABWP-366	Skin Professional Treatment plan		6	90

Bachelor of Vocation (B.Voc) in Beauty and Wellness

B.Voc Beauty Wellness semester- I UABW-111 Communication Skills

**No. of lecture-60 Hours
No. of Credits-04**

Unit-I

Listening Skills –

Types of Listening (theory /definition), Process of Listening, Tips for Effective Listening, Benefits of Effective Listening, Academic Listening- (lecturing), Listening to Talks and Presentations, Listening to Announcements- (railway/bus stations/airport/stadium announcement etc.), Listening to Radio and Television, Barriers to Listening

UNIT-II

Telephone Skills –

Basics of Telephone communication, How to handle calls- telephone manners, Leaving a message, Making requests, Greeting and Leave Talking over phone (etiquette), Asking for and giving information, Giving Instructions, Listening for Tone/Mood and Attitude at the other end, Handling the situations especially trouble shooting, Teleconference handling, Handling Tele interviews for Call Centre of Big salon chains, Maintain Speech tone, control over mood.

UNIT-III

Writing Skills –

Elements of Effective Writing, Main Forms of Written Communication: Notices, Writing of CV, Drafting an E-mail, Press Release, Reports, Essay writing, Letter Writing , Expansion of idea etc.

UNIT-IV

Reading Skills –

Importance of Reading, Definition of Reading, Levels of Reading, Requirements of Reading, Types of Reading, Techniques of Reading, Academic Reading Tips. Research for relevant subject

References:

- Sethi, J & P.V.Dhamija. A Course in Phonetics and Spoken English, New Delhi, Prenticehallof India, 1989.
- Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
- Prasad. V. Advanced Communication Skills. New Delhi. Atma Ram Publications, 2002.
- Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language. Second Edition, Madras:Orient Longman, 1972.
- Roach Peter. English Phonetics and Phonology. Cambridge University Press, 2001.
- A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 9th Edition, 2015.ISBN 0-19- 479900-X.
- Prasad, P. The Functional Aspects of Communication Skills, New Delhi, SK Kataria & Sons,2008.
- McCarthy, Michael. English Vocabulary in Use, Advanced, Cambridge: Cambridge University Press, 2003.

Bachelor of Vocation (B.Voc) in Beauty and Wellness

UABW-112 Human Physiology-I

No of lectures - 60 Hours

No. of Credits-04

Unit-I

Structure and functions of cell with special reference to Plasma membrane (Fluid Mosaic Model), Mitochondria, Ribosome, Endoplasmic reticulum. Nucleus (nuclear membrane, nuclear chromatin and nucleolus).

UNIT-II

Musculoskeletal System:

Formation and functions of muscles, bones, Mechanism of muscle contraction, isometric and isotonic muscle contraction, Muscle tone and its importance, Bones and Muscles of face, Skull, hands and Legs

UNIT-III

Structure of skin & appendages Skin:

Structure of skin and their function, distributions, growth, lifespan, color texture ,type of skin, commons kind is orders Example: Dermatitis, Insect bite, Skin Lesion, Bacterial Fungal disorder, Allergic disorder, Endocrine disorder Nails: Structure of nails and their forms, types of nails, nail disorders.

UNIT-IV

Structure of Hair & Scalp:

Cuticle, Cortex, Medulla function, Growth. Types of common hair disorders as -Premature greying Alopecia, Seborrhoea, scabies, impetigo dandruff etc.

References:

- Beashel, Paul & Taylor, John : Advance Studies in Physical Education and Sports, Thomas Nelson & Sons Ltd., U.K., 1996.
- Brown M.C. & Sommer B.K. – Movement Education- Its Evaluation and Modern Approach ,Adchison, wesely publication, London, 1978.
- Crouch James E. – Essential Human Anatomy A Text – Lea & Febriger , Philladelphia,1980.
- Desai V., Sequeira, T. – Aids Prevention Education Programme : Workbook For Teachers inSecondary Schools of Mumbai, B.M.C. Public Health Dept., Mumbai, 2001.
- Dr. Uppal A.K. & Dr. Gautam G.P. : Physical Education and Health, India, 2000

Bachelor of Vocation (B.Voc) in Beauty and Wellness

UABW-113 BASIC BEAUTY CARE

No. of lectures – 60 hours

No. of Credits- 4

Unit-I

Introduction and importance of Beauty care. Importance of personal hygiene, Personal grooming, Sterilization and sanitation-Purpose, methods, Professional ethics

Eye brow Shaping-

Materials required Tweezing and threading, Different types of threading, different types of eyebrows keeping in mind the face structure. Threading techniques.

Measurement of eyebrows, understanding the face structure and shape the eyebrows accordingly.

Unit-II

Basic Epilation

Introduction- preparation of wax and its testing and precautions, types of wax, sterilization of tools, methods of applying wax. Waxing - Removing of superfluous hair from the face and body, purpose, Methods of Epilation and Depilation

Unit-III

Definition, purpose, Introduction, tools and equipment, application of creams and lotion, methods/types of pedicure and manicure. Hand and leg massages step by step procedure.

Unit-IV Bleaching –

Introduction, Indications & Contraindications, Types of bleaches, procedure and application on face, neck, hands and other parts, precautions its advantages and disadvantages. Homemade bleach and types.

Unit-V

Facial massage.

Importance & benefits of facial massage, Importance of massage in improving muscle tone, Importance of Exfoliation, Effects of facial, Dos and don'ts, contraindications and precautions, various facial products correct use, Facial according to skin type, Different Face packs and mask.

Reference

- Hair, Skin and Beauty Care 9The complete body Book-Blossom Kochar (2000) VBSPD/VBS
- Publishers distributors Ltd.New delhi.
- Complete Beautician course-Dr.Renu Gupta (2001) Diamond pocket books Pvt Ltd , New Delhi.
- Practical Guide to Beautician Training- Madhumita Paudwal (2002) Asian publishers, New Delhi.
- Classic makeup and beauty book Maureen Barry more Dave king (1996).
- Dorling Kindersley,London.3.388 Great Hair style Margit rudiger and rene Von Samson (2002) Sterling Publishing Co., Inc, Newyork.

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UABWP-114 Beauty Communication Skills

No of Lectures – 90 Hours

No. of Credits-6

Unit-I

Computer skills- Computer basics, Text & Documents Editing & Presentation Microsoft Word Creating, Saving documents Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index) Language Tools (spelling, grammar thesaurus) Inserting images, cut, copy, paste Creating Tables Mail merge, Use of keyboard shortcuts Microsoft Excel, Power Point, Introduction to Internet.

Unit-II

Letter Writing (Employment related correspondence, Notice writing, Pamphlet Making, Advertising beauty products.

Unit-III

Correspondence with Govt. /Authorities, Office Orders, Enquiries and Replies); Business Letters, Non Official letters, university letters

Unit-IV

Preparing Agenda for Meetings, Meeting minutes recording, Essay Writing all types, Expansion of idea

Unit-V

Report Writing – while working in a franchise. Press Release about Instruction of a new treatment / machine. Preform small skits & mock conversation.

References:

- Sethi, J & P.V.Dhamija. A Course in Phonetics and Spoken English, New Delhi, Prenticehall of India, 1989.
- Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
- Prasad. V. Advanced Communication Skills. New Delhi. Atma Ram Publications, 2002.
- Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.Second Edition,
- Fundamentals of Computers Paperback by Reema Thuja
- Basic Computer Knowledge John Monyjok Maluth

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UABWP-115 HUMAN PHYSIOLOGY

No. of Credits-6

Unit-I

Cells Diagram & observes under microscope Difference between Plant cell and animal Cell
Study various organelle in the cells and distinguish their functions.

Unit-II

Muscular system, Position of muscles, Position of face & body muscles, Bones of skull hands and leg.

Unit-III

Skeleton system, Position of Bones of Body & Face

Unit-IV

Skin different layers; Make a diagram, understanding skin types, skin appendages, their functions and various layers of skin details.

Unit V

Hair structure, Hair growth cycle, hair diagram, Hair types and identification of hair colour, Hair analysis.

Unit-VI

Nail Structure and details of disorders and diseases found on Nail. Study of Different nails shape.

References:

- Beashel, Paul & Taylor, John : Advance Studies in Physical Education and Sports, Thomas Nelson & Sons Ltd., U.K., 1996.
- Brown M.C. & Sommer B.K. – Movement Education- Its Evaluation and Modern Approach, Adchison, wesely publication, London, 1978.
- Crouch James E. – Essential Human Anatomy A Text – Lea & Febriger , Philladelphia,1980.
- Desai V., Sequeira, T. – Aids Prevention Education Programme : Workbook For Teachers in Secondary Schools of Mumbai, B.M.C. Public Health Dept., Mumbai, 2001.
- Dr. Uppal A.K. & Dr. Gautam G.P. : Physical Education and Health, India, 2000.
- Hay, James G & Reid J.G. – Anatomical and Mechanical Basis of Human Motion, Prentice hall, New Jersy, 1985.
- Horne, John, Tomlinson D : Understanding Sports: An Introduction to the Sociological & Cultural Analysis of Sports, E & FN spon, London, 1999

Bachelor of Vocation (B.Voc) in Beauty and Wellness

UABWP-116 BASIC BEAUTY CARE

No. of Credits-6

Unit-1

Sterilization and sanitation methods and procedures. Importance of hygiene and sterilization in beauty Industry. Making preparations for beauty services. Trolley preparation, waste disposal.

Unit-II

Threading, tweezing of eye brow, upper lip, forehead and chin. Measurement of eyebrows

Unit-III

Waxing - Hands, legs, underarm, Types of Wax, Precautions Contraindication. Maximum use of products, precautions to be followed.

Unit-IV

Bleach – Various types and Contraindications, Herbal bleach, Precautions to be observed, sensitive skin Bleach, Bleach with home Remedies.

Unit-V

Procedure, Precautions, Practices of manicure and pedicure, Beautification of nail Gel Nails and Nail art

Unit-VI

Procedure, Precautions, Practices of facial strokes, Facial procedure, limitations, precautions, contraindications, Facial for various skin types, explaining the steps in details face and Neck massage.

References:

- Hair, Skin and Beauty Care 9The complete body Book-Blossom Kochar (2000) VBSPD/VBS Publishers distributors Ltd.New delhi.
- Complete Beautician course-Dr.Renu Gupta (2001) Diamond pocket books Pvt Ltd , New Delhi.
- Complete beauty care by Maya Paranjpe
- Professional Beauty therapist By Veena Pite
- Midlady book of Cosmetology

Bachelor of Vocation (B.Voc) in Beauty and Wellness

B.Voc Beauty Wellness semester- II **UABW-121 PERSONALITY DEVELOPMENT**

No. of Credits- 4

UNIT-I

Leadership - Introduction to Leadership, Leadership Power, Leadership Styles, Leadership in Administration. Interpersonal Relations - Introduction to Interpersonal Relations, Analysis Relations of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position. Group Dynamics - Importance of groups in organization, and Team Interactions in group, Group Building, Decision Taking, Team Building, Interaction with the Team, How to build a good team.

Unit-II

Stress Management - Introduction to Stress, Causes of Stress, Nature and Dimensions of Stress, Impact of Stress, Managing Stress. Means of managing stress e.g. Yoga, Meditation, and Hobbies.

Unit-III

Time Management Time as a Resource, Identify Important Time Wasters, Individual Time Management Styles, and Techniques for better Time Management. Optimum utilization of time.

Unit-IV

Soft Skills Significance of Effective Communication at Workplace, Spoken or Oral Communication, Body Language (Non-verbal Communication), Telephonic Handling Skills, Listening Skills, Questioning Skills, Selling Skills, Personal Qualities & Attitude for Positive Personality, Goal Planning + Self - motivation to achieve Your Goal, Time management, Team Spirit - Working with others, Creating good impressions at Workplace Attire for Effective Self Presentation, Interview Preparation.

References:

- Cohen, R. J. & M.E. Swerdlik (2002). Psychological Testing and Assessment. McGraw Hill, USA.
- Jackson, A.W., J.R. Morrow, D.W. Hill and R.K. Dishman (2004). Physical Activity for Health & Fitness. Human Kinetics, USA.
- Kansal, D.K (2011). Holistic Personality Development. Sports & Spiritual Science Publication, New Delhi (2 Press).
- Peeke, P. (2006). The National Body Challenge. Hay House, Inc., USA.
- Robbins, G., D. Powers and S. Burgers (2008). A Wellness Way of Life. McGraw HillUSA

Bachelor of Vocation (B.Voc) in Beauty and Wellness

UGBW-122 HUMAN PHYSIOLOGY II

No. of Credits- 4

UNIT-I

Circulatory system and Lymphatic System

Brief anatomy and function of Circulatory system and Lymphatic System

Unit-II

Nervous System:

Brief anatomy and functions of cerebrum, cerebellum, hypothalamus and neuron, Concept on synapse and synaptic transmission. Reflexes, Special senses.

Endocrine system:

Structure and functions of pituitary, thyroid, parathyroid and adrenal gland, Structure and functions of pancreas.

Unit-III

Digestive System and Respiratory system.

Brief anatomy and function Digestive System and Respiratory system.

Unit IV

Reproductive System and Excretory system

Brief anatomy and function Reproductive System and Excretory system

References:

- Jenson C.R. & Schultzer G.W. – Applied Kinesiology and Biomechanics, Mc Grow hill bookCo. New York, 1984,
- Lock Hurt and others – Anatomy of the human body, Feber & Feber Oxford University, 1975
- Murgesh N. – Anatomy, Physiology and Health Education, Sathya, Chinnalapatti, 1990.
- Pearce Evelyn – Anatomy and Physiology for Nurses, Oxford University, 1975.
- Rasch & Bruke – Kinesiology and applied Anatomy, Lea Febriger, Philladelphia, 1978

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UABW-123 HAIR CARE

No. of Credits- 4

Unit-I

Structure of Hair & Scalp, Cuticle, Cortex, Medulla function, Hair Growth cycle, Colour of hair Classification and Types of hair, Hair analysis and its detail, Types of common hair disorders as -Premature greying, Alopecia, Seborrhoea, Pediculosis, scabies, impetigo, dandruff

Unit-II

Scalp healthy and disease control, Fungal and lice problems found in scalp. Shampoo and conditioning of hair and scalp Cleaning Principles and Procedure

Unit-III

Scalp massage –benefits and methods, materials required and procedure. Shampooing and rinsing-its importance, purpose and function, types of shampoo – their uses and effects, precautions, purpose of rinsing, types of rinses, benefits of rinsing and precautions, Hair conditioning – Types of Hair conditioner – natural, chemical. Henna application. Hair dye & hair colour application. Head and shoulder massage

Unit-IV

Hair Styling and Cutting Principles Principles of hair designing Influence of hair type on hair style

Creating harmony between Hair style and Hair type Hair styling for men

Basic Hair Cut

- Hair cuts
- Straight cut
- U cut
- Deep u cut
- Boy cut
- Step cut / short / medium / long
- Understanding degrees in haircuts of all a have cuts.
- Hair styling

Introduction to different styling tools as

- Curling tong
- Iron machine
- Crimpling machine

References:

- Blossom Kochar, Hair, Skin and Beauty care, The complete Body Book, VBS publisher New Delhi, 2002.
- Dr. Renugupta, Complete Beautician Course, Diamond Pocket books, Pvt. Ltd. New Delhi, 2001.
- Madhumita Pauwal, Practical Guide to Beautician Training, Asian Publishers, New Delhi, 2002.

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UABWP-124 PERSONALITY DEVELOPMENT

No. of Credits- 6

Unit-I

Activities of Personality development

Writing skills, oral skills, Stress management and time management practicals

Unit-II

Public speaking, Group discussion, extempore, Goal setting, Presentation with Power point on topic Related to beauty Industry.

Unit-III

Basic make –up skills- Base correction of face, sider Make-up, Self-make-up and sari draping skills.

Unit-IV

Basic Yoga and exercise - Breathing exercise, asans Pranayam, Suryanamaskar , Tadasana, Utkatasana, Uttana shishosana, Adho Mukha Svanasana, Virabhadrasana II, Trikonasana, Vrksasana, Baddha Konasan, Paschimottanasana, Savasana

Unit-V

Mehindi and Designing- basic Mehindi art its types and use as a bridal artist.

Reference

- Cohen, R. J. & M.E. Swerdlik (2002). Psychological Testing and Assessment. McGraw Hill, USA.
- Jackson, A.W., J.R. Morrow, D.W. Hill and R.K. Dishman (2004). Physical Activity for Health & Fitness. Human Kinetics, USA.
- Kansal, D.K (2011). Holistic Personality Development. Sports & Spiritual Science Publication, New Delhi (2 Press).
- Peeke, P. (2006). The National Body Challenge. Hay House, Inc., USA.
- Robbins, G., D. Powers and S. Burgers (2008). A Wellness Way of Life. McGraw Hill, USA.
- Vivekananda, S. (2007). Personality Development. Advaita Ashrama Publications, Kolkata, India.

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UABWP-125 HUMAN PHYSIOLOGY II

No. of Credits- 6

Unit-I

Circulatory system and Lymphatic System

Brief anatomy and function of Circulatory system and Lymphatic System

Unit-II

Nervous System:

Brief anatomy and functions of cerebrum, cerebellum, hypothalamus and neuron, Concept on synapse and synaptic transmission. Reflexes, Special senses.

Endocrine system:

Structure and functions of pituitary, thyroid, parathyroid and adrenal gland, Structure and functions of pancreas.

Unit-III

Digestive System and Respiratory system.

Brief anatomy and function Digestive System and Respiratory system.

Unit IV

Reproductive System and Excretory system

Brief anatomy and function Reproductive System and Excretory system

References

- Jenson C.R. & Schultzer G.W. – Applied Kinesiology and Biomechanics, Mc Grow hill bookCo. New York, 1984,
- Lock Hurt and others – Anatomy of the human body, Feber & Feber Oxford University, 1975
- Murgesh N. – Anatomy, Physiology and Health Education, Sathya, Chinnalapatti, 1990.
- Pearce Evelyn – Anatomy and Physiology for Nurses, Oxford University, 1975.
- Rasch & Bruke – Kinesiology and applied Anatomy, Lea Febriger, Philladelphia, 1978.

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UABWP-126 HAIR CARE

No of credit- 6

Unit-1

Head & Shoulder Massage- Oil Application, basic massage, manipulation and practice.

Unit-II

Shampooing: - preparing the client, draping procedure, material used, setting of trolley, application of shampoo, rinsing correct way of blow drying

Unit-III

Hair Colour / Dye / Henna Dye - Learn to apply Henna neatly Understand the importance of patch test in hair colour.

Learn to recognize the right colour for particular clients considering their choice. Learn to apply hair colour as a root touch up.

Learn to apply global hair colour Learn to mix and apply powder hair dyes.

Unit-IV

Basic haircuts- Hair cutting – correct way of holding the implements, preparing the client for- Straight Cut, U- Cut, deep U- cut, Boy Cut, Blunt Cut, Baby Cut.

Unit-V

Hair setting & Hair Styling:-handling of implements used combs, brush, rollers and putting them, setting roller on long and short hair.

Practice in finger weaving: - practice in standard pin curls, sculpture curls or “c” based curls falls in curls. Handling of the different driers, drying of hair, comb practice in back combing, smoothing, back brushing, Wave stretching and lacing.

Unit-VI

Basic hair styles

Hair styling: - Get the knowledge of various hair styling tools and machines. Learn to handle different types of hair brushes Practice inward and outward blow drying Practice curling with tong and hot roller set Practice

Doing ironing and crimping with various attractive styles.

References

- Blossom Kochar, Hair, Skin and Beauty care, the complete Body Book, VBS publisher New Delhi, 2002.
- Dr. Renugupta, Complete Beautician Course, Diamond Pocket books, Pvt. Ltd. New Delhi, 2001.
- Madhumita Pauwal, Practical Guide to Beautician Training, Asian Publishers, New Delhi, 2002.
- Complete Beauty Parlour guide Maya Paranjpe
- Midlay book of Cosmetology
- Veena Pitre book of Cosmetology

Bachelor of Vocation (B.Voc) in Beauty and Wellness



Maharashtra Education Society
Abasaheb Garware College
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Three Year Degree (B.Voc) Program in
Mass Communication
Media Convergences
(Faculty of Interdisciplinary studies)

Syllabi under Autonomy
F.Y.B.Voc. (Mass Communication)
F.Y.B.Voc. (Media Convergences)

Choice Based Credit System Syllabus
To be implemented from Academic Year 2022-2023

B.Voc Mass Communication And B.Voc Media Convergences

B.Voc Mass Communication B.Voc Media Convergences

Preamble

The Mass communication and Media convergences course is designed to provide understanding of various aspects of Mass Media including political and sociological approaches with technical knowhow. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts. This course intends to introduce Students to practical experience and knowledge across the mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

Objectives

- The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different forms of media.
- Provide comprehensive knowledge and skills so that student can work in the field of media as well as in to academics.
- To introduce basic concepts of communication and its role in society
- To introduce students to various processes and theories of communication
- To introduce the students to basics of journalism and its role in society
- To introduce different types of media their characteristics, merits and demerits
- The students can understand various types of journalism and their importance
- The syllabus provides students an understanding of the importance of public opinion and role of journalism in framing it.

B.Voc Mass Communication And B.Voc Media Convergences

Eligibility:-

- Students who have passed 10+2 or equivalent in any stream from any recognized board or university without any background of vocational training.
- Students who have passed Diploma(3years) after 10th std examination.

Structure of the Course: Title of the Course

Year	Semester	Course Type	Course Code Mass Communication	Course Title	Course Code Media Convergences	Credit	No. of Lectures /Practical to be conducted
1	I	Theory	UAMC-111	LANGUAGE SKILLS ENGLISH/MARATHI	UAMD-111	4	60
		Theory	UAMC-112	INTRODUCTION TO JOURNALISM	UAMD-112	4	60
		Theory	UAMC-113	INTRODUCTION TO MASS	UAMD-113	4	60
	I	Practical	UAMCP-114	TRANSLATION	UAMDP-114	6	90
		Practical	UAMCP-115	PAGE DESIGNING	UAMDP-115	6	90
		Practical	UAMCP-116	COMPUTER SKILLS FORMEDIA	UAMDP-116	6	90

Year	Semester	Course Type	Course Code Mass Communication	Course Title	Course Code Media Convergences	Credit	No. of Lectures /Practical to be conducted
1	II	Theory	UAMC-121	INTRODUCTION TO RADIO	UAMD-121	4	60
		Theory	UAMC-122	INTRODUCTION TO TELEVISION	UAMD-122	4	60
		Theory	UAMC-123	BASICS OF PHOTOGRAPHY	UAMD-123	4	60
	II	Practical	UAMCP-124	AUDIO VISUAL NEWSGATHERING	UAMDP-124	6	90
		Practical	UAMCP-125	BASICS OF CAMERA (PRACTICALS)	UAMDP-125	6	90
		Practical	UAMCP-126	PROJECT/ ON JOB TRAINING	UAMDP-126	6	90

B.Voc Mass Communication And B.Voc Media Convergences

Year	Semester	Course Type	Course Code Mass Communication	Course Title	Course Code Media Convergences	Credit	No. of Lectures /Practical to be conducted
2	III	Theory	UAMC-231	NATIONAL AND INTERNATIONAL AFFAIRS - I	UAMD-231	4	60
		Theory	UAMC-232	ADVERTISING	UAMD-232	4	60
		Theory	UAMC-233	PUBLIC RELATION	UAMD-233	4	60
	III	Practical	UAMCP-234	AUDIO VIDEO EDITING	UAMDP-234	6	90
		Practical	UAMCP-235	COPY WRITING & DESIGN IN ADVERTISING	UAMDP-235	6	90
		Practical	UAMCP-236	SOFT SKILLS & BASICS OF EVENT MANAGEMENT	UAMDP-236	6	90

Year	Semester	Course Type	Course Code Mass Communication	Course Title	Course Code Media Convergences	Credit	No. of Lectures /Practical to be conducted
2	IV	Theory	UAMC-241	NATIONAL AND INTERNATIONAL AFFAIRS - II	UAMD-241	4	60
		Theory	UAMC-242	INTRODUCTION TO PRINTING & PUBLICATION	UAMD-242	4	60
		Theory	UAMC-243	MEDIA ETHICS & LAWS	UAMD-243	4	60
	IV	Practical	UAMCP-244	TV / R J ANCHORING SKILLS	UAMDP-244	6	90
		Practical	UAMCP-245	BASICS OF PRINT TECHNOLOGY & DIGITAL PLATFORMS	UAMDP-245	6	90
		Practical	UAMCP-246	Project/ ON JOB TRAINING	UAMDP-246	6	90

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Year	Semester	Course Type	Course Code Mass Communication	Course Title	Course Code Media Convergences	Credit	No. of Lectures /Practical to be conducted
3	V	Theory	UAMC-351	INTRODUCTION TO FILMS	UAMD-351	4	60
		Theory	UAMC-352	SHORT FILM AND DOCUMENTARY MAKING	UAMD-352	4	60
		Theory	UAMC-353	INTRODUCTION TO THEATRE & CRAFT	UAMD-353	4	60
	V	Practical	UAMCP-354	INTRODUCTION TO	UAMDP-354	6	90
		Practical	UAMCP-355	CINEMATOGRAPHY	UAMDP-355	6	90
		Practical	UAMCP-356	TRENDS IN SOCIAL MEDIA	UAMDP-356	6	90

Year	Semester	Course Type	Course Code Mass Communication	Course Title	Course Code Media Convergences	Credit	No. of Lectures /Practical to be conducted
3	VI	Theory	UAMC-361	INTRODUCTION TO TECHNICAL WRITING & INSTRUCTIONAL DESIGN	UAMD-361	4	60
		Theory	UAMC-362	CREATIVE WRITING	UAMD-362	4	60
		Theory	UAMC-363	MEDIA MANAGEMENT	UAMD-363	4	60
	VI	Practical	UAMCP-364	TEAM PROJECT (SHORT FILM)	UAMDP-364	6	90
		Practical	UAMCP-365	INDIVIDUAL PROJECT	UAMDP-365	6	90
		Practical	UAMCP-366	INTERNSHIP/ ON JOB TRAINING	UAMDP-366	6	90

B.Voc Mass Communication And B.Voc Media Convergences

UAMC-111/UAMD-111: LANGUAGE SKILLS FOR MEDIA

No of credit-4

Unit 1: Vocabulary

Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.

Unit 2: Sentence

Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences : Active & Passive, Simple, Complex, Compound and punctuation. Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.

Unit 3: Types of writing

Essay, Feature, Business Letter, Editorial comment and translations.

Unit 4: Reading/Writing (English, Marathi)

Types of reading (skimming and scanning) ,Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi), Letter Writing, Application Letter, Resume, Personnel Correspondence, Informal.

PRACTICAL ASSESSMENT:

At least 5 home assignments, 5 class tests of 10 marks each, covering different aspects of the subject.

Reference books:

- A.S.Hornby Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press.
- Prof. V.S.Sreedharan How to write correct English, Goodwill Publications, and New Delhi.
- Wren & Martin High School English Grammar & Composition, S.Chand
- Thomas S. Kane Oxford Essentials Guide To Writing
- Collins Collins Grammar Punctuation
- George.A.Hough News Writing , Kanishka
- Robert Mc. Lesh Radio Production , Focal Press

UAMC-112/UAMD-112: INTRODUCTION TO JOURNALISM

No of Credit-4

UNIT 1: Introduction to Journalism

Defining Journalism: Scope and Significance, Brief History of Journalism: Important Milestones, Journalism in India: Brief History, Overview of Indian Journalism in Pre Independence Era

UNIT-II Evolution of Indian Journalism

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Evolution of Indian Journalism Important Newspapers in Pre-Independence Era, Journalists- Thinkers in Indian National Movement, Development of Indian Journalism in Post-Independence Era Important Newspapers, Milestones in Indian Journalism Post-Independence, Success Stories

Unit-III BASICS OF PRINT MEDIA

Newspaper structure and working of a newspaper office, functioning of editorial department, content of newspapers. Role of Sub-editor, need for editing, proof- reading, editing different copies, gatekeeping, skills of editing, Copy writing, style, writing lead, headline, deadlines. News reporting and writing: inverted pyramid, focus, lead, quoting sources, style.

UNIT 4: Understanding Newspaper Organization

Structure of Newspaper Organization: Organization Hierarchy, Editorial Department: Role and Significance, Reporting Department: Role and Significance, Coordination between Editorial/Reporting Departments: Role played by News Editor, Chief-Sub Editor, Chief Reporter, Other Important Departments in the Newspaper Organization, Pagination, Photography, Proof- reading: Functions and Responsibilities, Advertising, Circulation, Marketing: Functions and Responsibilities, Printing, Distribution, Administrative: Functions and Responsibilities.

PRACTICAL ASSESSMENT:

Comparative study of various magazines. Planning different issues of various magazines, writing articles for magazines etc. EXPERIMENTAL JOURNAL: Each student must be involved in the production of at least two issues of the experimental journal wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer.

Suggested reading:

- Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
- Rich, Carol. Writing and Reporting News A Coaching Method. Wadsworth CengageLearning. 2010
- The Handbook of Journalism Studies. Edited by Karin Wahl-Jorgensen and Thomas Hanitzsch. Routledge. 2009

UAMC-113/UAMD-113: INTRODUCTION TO MASS COMMUNICATION

No of credit-4

Unit 1: Key concepts in communication

Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc, Elements and process of communication, Functions of Mass Communication, Barriers of Mass Communication, concept of mass, characteristics of mass communication, effects of mass communication: short term, long term. Meaning and need for Mass Communication

Unit 2 : Evolution of mass media

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Technological, economic, political development; role of mass media in democracy, public opinion, social change and development, culture.

Unit 3 : Media content processes

Media content formats (genre), news as a genre, Gatekeeping, effects of organizational structure on journalistic content; mass communication as an academic discipline

Unit 4: Media Convergence:

Convergence: Conceptual framework, Technological dimension, Economic dimension, Socio-cultural dimensions, Implications to 'Mass Communication' .Developments in the Economy, Society, and Culture and its impact on current communication media. Impact of social media on Mass Communication.

Unit 5: Impact of Mass Media

Content and Nature of Mass Media, Impact & Influence of Mass Media

– The Indian Context: reach, access and nature of audience, Differentiate between Mass Communication & Mass Media, Means & Tools of Mass Communication: Traditional & Folk Media: Types, importance of traditional media: Print: Books, Newspapers, Magazines, Broadcast: Television, Radio, Films, Internet, Advertising, Public Relations, Other outdoor media

PRACTICAL ASSESSMENT:

Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

Reference books:

- Dan Laughey Key Themes in Media Theories, Rawat Publication.
- Taylor, Rosegrant, Meyrs Communicating, Prentice Hall
- Allan and Barbara Pease The Definitive Book of Body Language, Munjal Publishing House
- D.M. Silviera Personal Growth Companion, Classic Publishig

UAMCP-114/UAMDP-114: TRANSLATION

No of Credit-6

Unit-1

Grammar and vocabulary of source language and target language, lexicography, Exercises essential grammar, use of dictionary, using online dictionary, Letter Writing (Employment related correspondence, Notice writing, Phamlet Making, Correspondence with Govt./Authorities, Office Orders, Enquiries and Replies); Business Letters, Non Official letters, university letters, Essay Writing all types, Expansion of idea. Report Writing – while working in a franchise. Press Release. About Instruction of a new treatment / machine.

Unit II

Theories of translation, principles and techniques of translation, translating complex, lengthy sentences precisely. Interaction with professional translators. Study of some famous translational works-Ignited Minds by Dr. A. P. J. AbdulKalam, Ek Hota Carver by

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Veena Gavankar . Practice sessions for translation of simple, complex as well as peculiar sentences.

Unit III

Registers in language: e.g. register of law. Translation of literature from print media, legal documents, government circulars Practice sessions on translation of newspaper articles, legal documents

Unit IV

Study of popular commercials from source language, attractive captions, maximum information in minimum words Translating popular commercials, writing attractive captions

PRACTICAL ASSESSMENT:

Translation of small articles from newspaper, translation skills for dual language, letter, essay, notice, pamphlet making.

References-

- Translation Studies: Theories and Applications by Sunil Sawant
- Fundamentals of Translation by Sonia Colina
- Translation: Theory And Practice (English, Hardcover, Rekha Sharma)
- A Handbook of Translation Studies by Bijay Kumar Das
- ATR1 Translation (Ignou help book ATR-1 in Hindi Medium) by Gullybaba.com

Panel

- Hindi-English Expert Translator Hindi se English Translation Mai Step- By-Step PurnDakshita Ke Liye S.C. Gupta (Author)

UAMCP-115/UAMDP-115: PAGE DESIGNING

No of Credit-6

Unit I PageMaker –

Tool bar, Settings, Opening, saving and closing publications Inserting and removing pages , Flowing text, resizing the object, Adjusting graphics or text objects, Select multiple elements, Selecting elements behind the others, Mask and group, unmask and ungroup. Constrain move vertically/horizontally, Paste items, editing objects, rotating text, box Layout window, viewing pages, changing, previous and next pages, zooming and hyperlinks Font style, size, case, Subscript and superscript, Inserting Special characters, bullets, page numbering Spacing of character, line, word and paragraph Breaking and non-breaking, Text editing – selecting word, paragraph and a range of text Indenting/Tabs Find and change dialogue box , Text re-composition Compress paint, JPG and GIF files, Using Pallets control, colour pallets, styles pallet and master pages pallet, Removing master page objects from pages, control pallets, Making tables, editing data in tables. Filing, stroking, frames, arranging, text wrapping, grouping and ungrouping, locking and unlocking, mask/unmask image, polygon setting, rounded corners, introduction to various versions, concepts and applications of PageMaker.

UNIT-II

Indesign Tool use and practice

Introduction to various versions, concepts and applications of Indesign.

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UNIT-III

Corel Draw

Use of various tools such as Pick tools, Zoom tools, Free hand tool, square tool, rectangle tool, Text tool, Fill tool etc. and all fonts used in designing of monograms, logos, posters, stickers, greeting cards, visiting cards making.

UNIT-IV

Photoshop Photo editing /inserting starting with Setting Up, The Interface, Managing Palettes, Working with Photoshop Tools, Working with Layers.

Practical Assessment - Designing of Newspaper, Pamphlet, Notice, visiting card, logos, Greetingcards, Posters.

References:-

- De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books. Ciignel, Hugh. Key Concepts in Radio studies. Sage.
- Hyde, Stuart. Television and Radio Announcing. Kanishka.
- Masani, Mehra. Broadcasting and the People. National Book Trust. Awasthi, G. C. Broadcasting in India. Allied Publications.
- Fiske, John. Television Culture. Routledge Mehta, Nalin. India on Television. Harper Collins Yorke,

UAMCP-116/UAMDP-116: COMPUTER SKILLS FOR MEDIA

No of credit-6

UNIT I

Computer basics -Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker.-Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer-Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts -File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc - Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.

UNIT II

Networking Basics

-Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture.

-Importance of networks in a media organization, networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans. Typography (fonts & typefaces, type of fonts), Observation & visualization, perspective Unicode, installing and using Unicode.

Unit-III

Introduction to Internet Domain names, web servers, URL and parts of a URL. Types of websites Static and Dynamic websites, Portals (Horizontal and vertical portals). Services

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(email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges copyright issues, technology issues, political issues, social issues; economic issues - ethical issues

Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet: advantages, limitations.

Unit-IV

Text & Documents Editing & Presentation Microsoft Word Creating, Saving documents Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index) Language Tools (spelling, grammar thesaurus) Inserting images, cut, copy, paste
Creating Tables Mail merge, Use of keyboard shortcuts, Microsoft Excel Introduction to spread sheet, rows, columns, cell address, Workbook, worksheet, Entering data, Formulae, functions, Editing sheets, Formatting. Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts.

Unit-V

Power Point : Introduction to presentations, create, save Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, organization charts, charts, etc. Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds, Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts.

References-

- Fundamentals of Computers Paperback by Reema Thuja
- Basic Computer Knowledge John Monyjok Maluth

Semester-II

UAMC-121/UAMD-121: INTRODUCTION TO RADIO

No of Credit-4

UNIT 1: UNDERSTANDING THE MEDIUM

Invention and development, strengths and weaknesses of the medium, production and transmission technology. Audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting.

UNIT 2: ALL INDIA RADIO/AKASHWANI

Establishment, mission, expansion, role in development etc. National network, external services, state networks, local radio stations News Services Division: functioning, network, Regional News Units Critical evaluation of contemporary programming strategy, reach and impact.

UNIT 3: RADIO NEWS REPORTING AND WRITING

Skills of a radio news reporter, interview skills, sound recording and editing, anchoring and news reading skills, rights and responsibilities of a reporter. Characteristics of radio

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writing style. Radio Advertising: advantages, disadvantages; types, appeal Programmed promos, Public Service Announcements.

UNIT 4 : PRIVATE RADIO STATIONS AND COMMUNITY RADIO

Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station Community Radio: need for it in India, success stories, rules and regulations, educational radio, university radio channels.

PRACTICAL ASSESSMENT:

Visits to FM channels; production of radio programs; critical analysis of radio programs. Basic sound recording and editing software, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

Reference books

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press

UAMC-122/UAMD-122: INTRODUCTION TO TELEVISION

No of Credit-4

UNIT 1: UNDERSTANDING THE MEDIUM

Television Broadcasting: Characteristics as a medium of communication, History of TV in India, Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends, Color TV, Cable and Satellite, Channel Distribution, TV on Mobile 3G & Notebook, Prospects of 4G

Unit 2: TV NEWS CHANNELS

Organizational structure of TV news channels Modern, TV newsroom: Input/output and Assignment Desks TV news production desk and its functions, Visual sources: servers, graphics, archives, MSR and OB.

UNIT 3: TV GENERS/FORMATS

To study TV genres like- documentary, soap, holiday/travel, cartoon, drama, news, cookery, adventure, spiritual etc. Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production

UNIT 4: WRITING SKILLS FOR TV PROGRAMS

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TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, Script writing and editing for various TV Formats. Types of interviews: doorstep, vox-pop, eye- witness, during a news bulletin; TV interview was a separate programme format: indoor/outdoor; personality, opinion, informative interviews; single camera, multi camera etc., Talk shows, discussions, debates etc.; Role and responsibility of the interviewer.

PRACTICAL ASSESSMENT:

Basic function of camera, news reading and anchoring exercises, analysis and discussion of news bulletins etc. TV interview exercise, watching and analysing documentaries; critical analysis of TV programs; small research projects to understand impact of TV etc.

Reference books

1. Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press
2. R.Parthasarathy Journalism in India , Sterling Publishers
3. H.R.Luthra Indian Broadcasting
4. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
5. An Introduction to Television Studies by Jonathan Bignell

UAMC-123/UAMD-123: BASICS OF PHOTOGRAPHY

No of Credit-4

Unit I

What is photojournalism, History of photojournalism -Elements of Visual news story Telling, History of photojournalism Organization of a newspaper. Structure of newsroom. Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing. Types of news stories, Coordination among photojournalists, editorial and page design Colleagues, opportunities for young photojournalists outside newspaper, Principles and Ethics of photojournalism.

Unit II:

Basic Concepts of Photography and photojournalism, what is camera, its functions, and

Introduction to different types of camera, Mechanics of photography: apertures, shutter Speeds, focus, and focal length, Introduction to different types of lenses, Lighting, composition

Unit III-

Photo-editing, Need for Editing, Ways to Edit, Reading the mistakes in photos (noise in Photographs, over exposure etc.), Advantages and pitfalls of crowd sourcing, preparing stories. received from citizen journalists. Caption Writing, Management of photographs and Digital Archives. Introduction to photo-editing software such as Adobe Photoshop Elements, and ACD seePhoto editor. Use and misuse of technology. Understanding of printing Requirement: CMYK, and RGB pattern, ink used for printing multiple publishing platforms etc.

Unit IV-

Fields of Photojournalism, Spot News, general news, Street Photography, off- beat Photography, and documentary photography, war, terror, and crime, Photographs for

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photo Features, photo stories and photo essays, developing specializations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, Developing flair for news photos

PRACTICAL ASSESSMENT- Outdoor portrait with reflector, Effects of aperture (DOF), Effects of shutter speed: Fast shutter, Slow shutter, Panning, Group photo: Formal, Informal, Silhouette, Architectural photography Perspective: Linear, Aerial, Pattern: Natural, Artificial, Photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewellery etc. Lighting for Rough & Smooth Texture, Lighting for form & shape, Silhouette, Portrait, High key, Low key

Reference:

1. Art as Witness by Parthiv Shah
2. The Art of Color Photography by Mitchell Beazley
3. Digital Photography by Steve Bavister
4. Coming of Photography in India by Christopher Penny
5. Basics of Photography by John Hedgecoe

UAMCP-124/UAMDP-124: AUDIO VISUAL NEWS GATHERING

No of credit-6

Unit-I:

Reporting & presenting electronic news

TV News reporting skills, understanding audio-visual newsworthiness, exploring the visual angle, understanding deadlines, gathering information, cultivating sources.

Unit - II

Presentation skills: screen presence, body language, voice modulation, presence of mind, diction, working with the cameraman, interview skills. News presentation: structure of a news bulletin, writing headlines, anchor leads, appropriate usage of visuals, anchor's responsibility, live broadcasts.

Unit III

Content in electronic news: Various formats of TV news content, Bulletins, panel discussions, special features, documentaries, interviews etc. Writing for the visual medium: words should match the copy, broadcast styles and techniques of writing.

Unit IV

Procuring newsworthy material, bytes, visuals and packaging into a TV story.

Considerations, laws and ethics to be followed for the news content News reading and anchoring practices. Anchoring exercises for television program formats.

Unit-V

Make-up skill for Camera and Photo basic make-up required during shooting of video and commercial.

References

1. Ivan Cury, Directing and Producing for Television. A Formal Approach, Oxford University

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2. Ralph Donald & Thomas Spann. 2004. Television Production, Surjeet Publications, New Delhi.
3. Thomas A. 1998. Editing Film and Video on the Desktop. Focal Press Publications.
4. Steven Bernstein. 1994. Film Production Focal Press Publications.
5. Barnard Wilkie. 1996. Creating Special Effects for TV and Video. Focal Press Publications.

UAMCP-125/UAMDP-125: BASICS OF CAMERA (PRACTICALS)

No of credit-6

Unit I

Camera functions & operations of camera Exposure, Mechanics of photography: apertures, shutter speeds, focus, and focal lengths

Unit II

Depth of Field, Factors affecting Depth of field

Unit III

Camera lens types, special lens, camera format, Lighting, composition Caption Writing, Digital archive and management of photographs.

Unit IV

Introduction to photo-editing software such as Adobe Photoshop Elements, and ACD See Photo editor, Use and misuse of technology, Understanding of printing pattern requirement, CMYK, and RGB pattern, ink used for printing multiple Publishing platforms.

Unit V

New Trends , Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime, Photographs for photo features, photo stories and photo essays.

PRACTICAL ASSESSMENT- Outdoor portrait with reflector, Effects of aperture (DOF), Effects of shutter speed: Fast shutter, Slow shutter, Panning, Group photo: Formal, Informal, Silhouette, Architectural photography Perspective: Linear, Aerial, Pattern: Natural, Artificial, Photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewellery etc. Lighting for Rough & Smooth Texture, Lighting for form & shape, Silhouette, Portrait, High key, Low key

Reference Books:

- Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press
- Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/PrenticeHall
- Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson
- The Art of Color Photography by Mitchell Beazley
- Digital Photography by Steve Bavister
- Coming of Photography in India by Christopher Penny
- Basics of Photography by John Hedgecoe

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UAMCP-126/UAMDP-126: PROJECT /ON JOB TRAINING

No of credit-6

At the end of the semester students' needs to work on following projects

1. Experimental Newspaper designing and production: News Gathering and Reporting, News editing, Scribble and Dummy, Page layout and designing.
2. Experimental Magazine design and production
3. Photography for various themes and subjects, photo editing and exhibiting the exceptionally good photographs.
4. Interview skills – Taking interview of any one eminent public figure relevant to Mass Media Field.
5. News Reading and anchoring skills – practice on reading news or anchoring for any one event.