



**MARIAN COLLEGE
KUTTIKANAM**
AUTONOMOUS
MAKING COMPLETE

DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

Scheme and Syllabus of

CERTIFICATE COURSES

2023 Admissions



Affiliated to Mahatma Gandhi University Kottayam

MARIAN COLLEGE KUTTIKANAM AUTONOMOUS

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MEMBERS OF BOARD OF STUDIES IN COMMUNICATION AND MEDIA STUDIES

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9.	Meritorious Alumnus	Sruthy Sathyanath (Story director, Bigg Boss)	Address: Sreyas House, Attappallom PO, Kumily, Idukki, 685509 Mobile: 8921195488 Email Id: sruthyhere18@gmail.com
10.	Representative from Industry/corporate sector or allied field nominated by Principal	P V Sunil Kumar (Former Head - Photography & Videography, Vikram Sarabhai Space Centre, ISRO)	Address: 'Sivapriya', CRA 184, Chadiyara, Poojappura, Thiruvananthapuram 695 012 Mobile: 9447470022 Email Id: sunilkumarisro@gmail.com

MARIAN COLLEGE KUTTIKKANAM AUTONOMOUS
REGULATIONS OF CERTIFICATE COURSES

1. SHORT TITLE

These Regulations shall be called Marian College Kuttikkanam Autonomous Regulations of Certificate Course under the Credit System 2023

2. SCOPE

The regulation provided herein shall apply to Certificate Courses conducted by the department of Communication and Media Studies, Marian College Kuttikkanam Autonomous with effect from 2023 admission.

3. TITLE OF THE PROGRAMME

The title of the programme shall be Certificate Course in

1. Certificate course in Professional and Smartphone Photography
2. Certificate course in Electronic Cinematography
3. Certificate course in Non- linear Video Editing
4. Certificate course in Healthcare Communication
5. Certificate course in Mobile Journalism

4. DEFINITIONS

4.1 Academic Bank Account means an individual account with the Academic Bank of Credits opened and operated by a student, to which all academic credits earned by the student from course(s) of study are deposited, recognised, maintained, accumulated, transferred, validated, or redeemed for the purposes of the award of degree/diploma/certificates, etc. by an awarding institution.

4.2 Academic Bank of Credits means an academic service mechanism as a digital or virtual or online entity established by UGC with the approval of the Central Government, to facilitate students to become its academic account holders, thereby paving the way for seamless student mobility between or within degree-granting Higher Educational Institutions through a formal system of credit recognition, credit accumulation, credit transfers, and credit redemption to promote distributed and flexible teaching-learning.

4.3 Assessment is the process of collecting, recording, scoring, describing, and

interpreting information about the outcome of learning which is an ongoing process.(Ref. UGC Report in November 2019 on 'Evaluation Reforms in Higher Educational Institutions', page 8).

- 4.4 **College** means Marian College Kuttikkanam Autonomous, Kerala.
- 4.5 **Continuous Assessment (CA)** is a continuous feedback to the scholar through examinations, assignments etc., which assess the academic progress of the scholar during the semester
- 4.6 **Certificate Course** is a short-term academic or vocational program that focuses on a specific subject or skill. These courses are usually designed to enhance a student's knowledge and expertise in a particular field and are typically shorter in duration compared to degree programs.
- 4.7 **Course Code** means a unique alphanumeric code assigned to each course of a programme.
- 4.8 **Course Outcomes (CO)** are statements that describe what students should be able to do at the end of a course.
- 4.9 **Credit** means the standard methodology of calculating one hour of theory or one hour of tutorial or two hours of laboratory work, per week for a duration of a semester (13-15 weeks) resulting in the award of one credit; which is awarded by a higher educational institution on which these regulations apply; and, Credits for internship shall be one credit per one week of internship, subject to a maximum of six credits.
- 4.10 **Credit-accumulation** means the facility created by Academic Bank of Credits in the Academic Bank Account opened by students in order to transfer and consolidate the credits earned by them by undergoing Courses.
- 4.11 **Credit Point (CP)** of a course is the value obtained by multiplying the grade point (GP) by the Credit (Cr) of the course ($CP=GP \times Cr$).
- 4.12 **Credits-recognition** means the credits earned through a registered Higher Educational Institution and transferred directly to the Academic Bank of Credits by such Higher Educational Institution.
- 4.13 **Credit-redemption** means the process of commuting the accrued credits in the Academic Bank Account of the students maintained in ABC for the purpose of fulfilling the credits requirements for the award of Degrees or Diplomas or

Certificates or Course work for Ph.D. programme, etc., by the registered degree-awarding Higher Educational Institutions.

- 4.14 **Credit-transfer** means the mechanism by which the Registered Higher Educational Institutions are able to receive or provide prescribed credits to individual Academic Bank Accounts in adherence to the University Grants Commission credit norms for the 'course/s' undertaken by students enrolled in any Registered Higher Education Institution within India.
- 4.15 **Department** means the Post Graduate Department of Communication and MediaStudies, Marian College Kuttikkanam Autonomous offering a programme of study approved by the College as per the rules.
- 4.16 **Department Council** means the body of all regular faculty members of a Department in the College. Regular faculty members from another department taking a course in the said department can be special invitees.
- 4.17 **Duration of the course** The Duration of the Certificate Course is 90 hours.
- 4.18 **Evaluation** is the process of making judgments based on evidences and interpretations gathered through examination, assessment and viva voce on the basis of agreed upon criteria. (Ref. UGC Report in November 2019 on 'Evaluation Reforms in Higher Educational Institutions', page 8).
- 4.19 **Examination** is a quantitative measure of learner's performance and is held at the end of the course period . (Ref. UGC Report in November 2019 on 'Evaluation Reforms in Higher Educational Institutions', page
- 4.20 **Grade Point (GP)** means the numeric weightage attached to each letter grade (Ref. UGC Report in November 2019 on 'Evaluation Reforms in Higher Educational Institutions' page 8).
- 4.21 **Letter Grade or 'Grade'** for a course is a letter symbol which indicates the broad level of performance of a student in a course.
- 4.22 **Parent Department** means the Department in which a student has joined for a diploma or a certificate programme.
- 4.23 **Plagiarism** is the unreferenced use of other authors' material in projects/dissertations/assignments etc. and is a serious academic offence.
- 4.24 **Project** means a regular study undertaken in the college / appropriate institute/ organization under the supervision of a faculty member in the parent department.

- 4.25 **Seminar** means a discourse by a student, expected to train them in self-study, through original contributions and discussions by availing materials including e-resources.
- 4.26 **Taught Course** is a course supported by class room seminars and lectures.
- 4.27 **Tutorial** means a class to provide an opportunity to interact with students at their individual level to improve their performance.
- 4.28 **Weight** is a numeric measure assigned to the assessment units of various components of a course of study.
- 4.29 **Weighted Grade Point Average (WGPA)** is an index of the performance of a student in a course. It is obtained by dividing the sum of the weighted grade points by the sum of weights. WGPA shall be obtained for CA and SEE separately and then the combined WGPA shall be obtained for each course.
- 4.30 **Workshop** means a smaller session of dedicated learning, conducted with or without the help of an external resource person(s) intended to impart specific skills to participants.
- 4.31 Words and expressions used but not defined in these regulations shall have the meaning assigned to them in the examination manual of the college or other competent statutory bodies.
- 4.32 **They:** The singular they is used as an inclusive and unbiased third person pronoun in order to include all genders.

5. PROGRAMME STRUCTURE

- 5.1 Students shall be admitted to any Certificate Courses under the faculty of Communication and Media Studies.

Name of the certificate course	Certificate Course in <Title>
The medium of instruction and examination	English
Minimum attendance required for writing the exam	75%

- 5.2 The medium of instruction and examination shall be English.

6. REGISTRATION

- 6.1 A student shall be permitted to register for the certificate course at the time of

admission

- 6.2 A student who has registered for the Course shall complete the programme within a maximum of three months periods from the date of commencement of the certificate course.

7. ELIGIBILITY FOR ADMISSION

- 7.1 The admission to the Certificate Courses shall be as per the rules and regulations of the College.
- 7.2 The eligibility criteria for admission shall be as announced by the College from time to time and published in the Prospectus / Website of the college
- 7.3 The admission for the allotted seats will be based on “first come, first serve basis” for the certificate course.
- 7.4 A candidate seeking admission to the Certificate Courses must have a pass in any recognized 10+2 programme.

8. EXAMINATION AND GRADING

- 8.1 The department shall ensure that the college examination calendar shall be strictly followed.
- Evaluation: The evaluation is conducted as (a) Continuous Assessment (CA) consisting of Activity Oriented Assessments and consisting of Field practicum, Projects etc.
- 8.2 CA shall be in direct grading.
- 8.3 Direct grading for CA shall be based on six letter grades (A+, A, B, C, D and E) with numerical values 5, 4, 3, 2, 1 and 0 respectively
- 8.4 Grade Point Average (GPA): CA components shall be applied to calculate the GPA of each course. Letter grade shall be assigned to each course based on the categorization provided below

Grade	Grade Point	Range
A+	5	4.50 to 5.00
A	4	4.00 to 4.49
B	3	3.00 to 3.99
C	2	2.00 to 2.99
D	1	0.01 to 1.99
E	0	0.00

85 **Continuous Assessment (CA):** The CA shall be based on a predetermined transparent system involving periodic tests and lab skills.

86 **Semester End Assessment (SEA):** There shall be Semester End Assessment, if required.

9. **EVALUATION**

9.1 CA evaluation, shall be conducted by the College at the end of the Certificate Course.

9.2 To ensure transparency of the evaluation process, students can view the grades of each component of CA in the student portal (mcka).

9.3 A minimum of **C Grade** is required for a pass of the course. If a candidate fails, they will get a chance to repeat the course within SIX months.

10. **AWARD OF CERIFICATE**

10.1 The successful completion with a minimum of **'C' grade** shall be the requirement for an award of the certificate by Marian College Kuttikkanam Autonomous, Kerala.

10.2 The students will be eligible for the certificate only if they successfully complete the course.

PROGRAMME OUTCOMES

Programme Outcomes (PO) are what knowledge, skills and attitudes a graduate should have at the time of graduation. The following are the Programme Outcomes of Marian College, Kuttikkanam Autonomous:

1. Domain Knowledge
2. Communicative competence
3. Proficiency in using Modern technologies
4. Reflective response to ethical and social issues
5. Sustainability values
6. Critical thinking and Problem Solving
7. Entrepreneurship and Leadership
8. Teamwork and Leadership
9. Self-directed and Lifelong Learning

PROGRAMME SPECIFIC OUTCOMES:

Programme Specific Outcomes (PSO) are statements that describe what the graduates of a specific Programme should be able to do. On the successful completion of the programme, the students will be able to:

PSO1: gather and disseminate audio - visual content through various digital and non-digital platforms.;

PSO2: create, edit, and design content for various digital and non-digital platforms on par with industrial standards;

PSO3: conceive an idea, shoot and edit video-based fictional and non-fictional content, including radio and television commercials for broadcast;

PSO4: engage and manage brand image through effective application of Public Relations, Corporate Communication, and Advertising; and

PSO5: identify and respond to the various legal, ethical, and developmental issues that concern the field of communication and media studies.

CVE2303 – CERTIFICATE COURSE IN NON-LINEAR VIDEO EDITING

Credits	Weights	Instructional Hours	Course Type
3	CA	60	Certificate Course
	50		

COURSE DESCRIPTION:

This course will provide the information necessary to understand the operation of professional video editing equipment. Video editing skills will be introduced and reinforced with hands-on training, resulting in the production of a variety of projects, demonstrating mastery of field and/or studio competence. Students will perfect editing techniques, begin creating a video portfolio to present in job interviews and develop an individual production style. The course will be conducted as a 7 days residential programme at the campus of Marian College Autonomous, Kuttikaanam. The course will have theory classes for 15 hours and Practical's for 45 hours.

COURSE OUTCOMES:

On the successful completion of the course, the students will be able to;

COCVE2303.01	develop basic editing skills;
COCVE2303.02	attain competency to use basic editing techniques;
COCVE2303.03	attain competency to use pc-based software for video editing;
COCVE2303.04	attain competency to use smart phone-based software for editing; and
COCVE2303.05	apply the concepts editing as the final part of the visual story telling process.

COURSE MODULES:**Module 1: Introduction to Video Editing (Theory)****(6 hours)**

What & Why is Video Editing? The fundamentals of editing, Filmic Reality, Guidelines and Rules. Shooting for Continuity, what are the continuities to be followed? Different stages of editing process, how to make a visual sequence and how to get pacing and rhythm. The Process of Editing The Shot- Scene- Sequence- Rule of 180 degree- Types of shots by Lens(ELS, LS, MS, etc.,) Type of shots in Story Telling (Two Shot, Three Shot,

Group Shot, OSS shot, POV shots, Establishing Shot, Reverse Shot, etc.,) The shots in Editing process (Inserts, Cut away, Cut in, Eye line Match shot, Reaction Shot) Video transitions- with video examples Linear Editing and Non-linear Editing- different software- Smartphone editing applications.

Module 2: Introduction to video production

(10 hours)

Editing in adobe premiere pro: Introduction to adobe premiere – nonlinear editing in adobe premiere pro – workspace layout – customizing the workspace – enhancing the workflow with high –level features – specifying project and sequence settings – importing assets –managing media in bins – importing and managing tapeless media – working with source monitor editing tools – creating cuts-only videos – trimming a clip using the ripple – roll, slide and slip edit tool – moving clips to, from, and within the timeline – adding video transitions and filters – creating dynamic titles – using slow-motion and reverse-motion techniques – speeding up a clip – editing audio – sweetening sound with audio effects – working with the audio mixer – exploring compositing techniques with alpha-channel transparencies (round-tripping from adobe photoshop) – fine tuning with colour correction – managing your projects with project manager – final project media management steps – exporting to audio workstation – master exporting clips and sequences to broadcast media.

Module 3: Demonstration & practice of video editing

(20 hours)

Introduction to adobe premiere –nonlinear editing in adobe premiere pro –workspace layout – customizing the workspace – enhancing the workflow with high– level features– specifying project and sequence settings– importing assets– managing media in bins– importing and managing tapeless media– working with source monitor editing tools– creating cuts-only videos–trimming a clip using the ripple– roll, slide and slip edit tool– moving clips to, from, and within the timeline– adding video transitions and filters– creating dynamic titles– using slow-motion and reverse-motion techniques– speeding up a clip– editing audio– sweetening sound with audio effects– working with the audio mixer– exploring compositing techniques with alpha-channel transparencies(round-tripping from adobe photoshop)–fine tuning with colour correction– managing your projects with project manager– final project media management steps– exporting to audio workstation– master exporting clips and sequences to broadcast media or DVD.

Module 4: Self practicing Exercises**(20 hours)**

Editing an interview - editing a music video and Teaser- editing visuals with commentary

Module 5: Practical Exam& submission of Project**(4 hours)****EVALUATION PATTERN:****Continuous Assessment**

- Continuous assessment will consist of different assignments.
- The maximum weights awarded for each assignment shall be decided by the faculty in charge in accordance with the course outcomes.
- The assignments shall be in accordance with the attainment of course outcomes.
- The attainment of course outcomes shall be evaluated based on technical expertise, quality of the work, and timely submission.
- The weight distribution of course outcomes:

Course outcomes	Weights
CO1	10
CO2	10
CO3	10
CO4	10
CO5	10
Total	50

REFERENCE:

1. Jeremy Orlebar-Digital Television Production_ A Handbook-Bloomsbury USA (2001) Michael
2. Roger Crittenden, Film and Video Editing (1996)- Route Ledge:London
3. Karel Reisz,Gavin Millar. The Technique of Film Editing (2009); Focal Press
4. Gerald Millerson and Jim Owens-Television Production, Fourteenth Edition (2009) Focal Press
5. Maxim Jago, Adobe Premiere Pro CC classroom in a book 2019-(2019); Adobe
6. Roy Thompson, Christopher J. Bowen Grammar of the Shot, Second Edition 2009

