

Laboratory Manual

(Version 1.0)

for

Film Appreciation Lab

(BAJMC-361)

BA(JMC) - V Semester

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List of Abbreviations

BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PL/SQL	Programming Language / Structured Query Language
PMF	Project Management and Finance
PO	Programme Outcome

1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication , to contribute effectively in the rapidly changing global economy directed towards national development ensuring prosperity for the mankind.

2. Mission of the Department

- M1** To produce quality professionals as per global journalism & media industry standards
- M2** To foster innovation, entrepreneurial skills, research capabilities and bring all- round development amongst budding professionals.
- M3** To promote analytical and collaborative life-long learning skills, among students and faculty members.
- M4** To inculcate strong ethical values and professional behavior while giving equal emphasis to social commitment and nation building.

3. Programme Educational Objectives (PEOs)

The PEO's for the BAJMC programme are as follows:

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

- PEO1** Exhibit professional, social and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry.
- PEO2** Adopt communication, professional and life skills along with creative and innovative practices to support the communication and entertainment industry as industry ready professionals.

PE03 Be a lifelong learner and contribute effectively to the Print, Broadcast & Digital Media Industry in an ethical way.

PE04 Be effective and inspiring journalist for fellow professionals and face the challenges of the rapidly changing multi-dimensional, contemporary world.

4. Programme Outcomes (POs)

Upon successful completion of the three years BA(JMC) course, students apart from acquiring holistic subject knowledge are expected to acquire dynamic critical thinking and ICT skills. The Programme Outcomes (POs) for the Bachelors of Journalism and Mass Communications (BA(JMC) programme run by Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM) have been identified as follows:

GRADUATE ATTRIBUTES (as per UGC)	PROGRAMME OUTCOMES
<p>Disciplinary Knowledge: Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, perspectives and other related areas of studies.</p>	<p>PO1 (DK). Demonstrate competencies in fundamentals of communication concepts and theories. Acquire domain knowledge of varied dimensions of communication including historical perspectives and other related areas of study.</p>
<p>Understanding the Role of Press: The press in democratic society, importance of freedom of press and impact of media in general</p>	<p>PO2 (RP). Identify, and analyze the role of press in democratic society, importance of freedom of press and impact of media.</p>
<p>Skilled and Industry-ready Professionals: Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M & E industry including advertising, public relations, corporate</p>	<p>PO3 (SIP). Strengthen abilities of an individual by gaining knowledge of the present scenario in media and entertainment industry including advertising, public relations, corporate</p>

communication, digital communication, media management.	communication, digital communication and media management.
Influential and effective communication: Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.	PO4 (IEC). Ability to strike influential and effective communication in order to share thoughts, ideas and applied skills of communication in its various perspectives like written, verbal etc..
Leadership readiness/ Qualities: To make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.	PO5 (LQ). Create learners fluent in multiple facets of leadership in order to be an efficient leader who can be a visionary and inspire their team to greatness.
Critical/ Reflective thinking & language efficiency: Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.	PO6 (CT). Ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.
Technologically Efficient Professional: Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.	PO7 (TEP). Ability to use various communication technologies and appropriate software for content creation, content editing for various publishing platforms.
Ethical Awareness: As a communication learner, one has to understand the importance of ethical values and its application in professional life.	PO8 (EA). Ability to understand the importance of ethical values and its application in professional life.
Lifelong Learning: Every graduate to be converted into lifelong learner and	PO9 (LL). Ability to acquire knowledge and understanding to be a lifelong learner

<p>consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.</p>	<p>by consistently updating oneself with the current trends in knowledge, skills and technologies.</p>
<p>Research-related Skills: A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.</p>	<p>PO10 (RRS). Ability to recognize, inquire and investigate for raising relevant and contemporary questions, synthesizing and articulating the same.</p>
<p>Cooperation/ Team work: Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.</p>	<p>PO11 (C&T). Ability to work in multi-disciplinary team collaboration both as a member and leader as per need.</p>

5. Institutional Policy for Students' Conduct

The following guidelines shall be followed:-

- 5.1 All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.
- 5.2 Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.
- 5.3 Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C,). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed

format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional. Student may solve these advanced problems for their further practice.

- 5.4 Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories and examination halls.
- 5.5 Laptop-size computers / Tablets may be used in lectures for the purpose of taking notes or working on team-projects.
- 5.6 The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis through overall performances in regular lab. tests, both announced and surprise and viva-voce.
- 5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam. It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.
- 5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.
- 5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination. All the students shall also appear for viva-voce examination during the exam.
- 5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

- ☑ Verify and Implement the concepts and theory learnt in class.
- ☑ Code and use Software Tools to solve problems and present their optimal solutions.
- ☑ Apply numerical/statistical formulas for solving problems/questions.
- ☑ Develop and apply critical thinking skills.
- ☑ Design and present Lab as well as project reports.
- ☑ Apply appropriate methods for the analysis of raw data.
- ☑ Perform logical troubleshooting as and when required.
- ☑ Work effectively as a member of a team in varying roles as need be.
- ☑ Communicate effectively, both oral and written.
- ☑ Cultivate ethics, social empathy, creativity and entrepreneurial mindset.

7. Course/Lab Outcomes (COs)

- CO1** Demonstrate various genres by screening of different films. (BTL3)
- CO2** Develop the skills to critically review films for different media. (BTL6)
- CO3** Create a screenplay for film. (BTL6)
- CO4** Produce video review of recently released films. (BTL6)
- CO5** Specify required skills for becoming a filmmaker. (BTL6)

8. Course/Lab Description

Course (Lab) Title	: Film Appreciation Lab
Course (Lab) Code	: BAJMC-361
Credits	: 02
Pre-requisites	: Basic Knowledge of TV Production : Basic Computer knowledge
Academic Session	: August- December
Contact Hours/Week	: 02 (01 Lab of 02 hours each/Week)
Internal Assessment	: 40 Marks
External Assessment	: 60 Marks

9. Grading Policy

Item	Points	Marks	Remarks
Weekly Lab Assignments including Practical Files	10	10	Closed Book/Open Book
Internal End-Term Practical Examination	20	10	Closed Book
Viva-Voce	20	10	Closed Book
External End-Term Examinations	60	60	Closed Book (conducted and evaluated by the University)
	Total	100	

10. Lesson Plan

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - I		
1.	Introduction of Subject	
2.	Film as a Medium of Communication: Concept	
3.	Film as a Medium of Communication: Strengths	
4.	Film as a Medium of Communication: Limitations	
5.	Components of Film: Script, Light	
6.	Components of Film: Sound, Camera	
7.	Components of Film: Acting, Music, Editing	
8.	Components of Film: Acting, Music, Editing	
9.	Visual Language: Shot, Scene	
10.	Visual Language: Sequence, Montage	
11.	Visual Language: Mise-En-Scene and Continuity	
12.	Visual Language: Mise-En-Scene and Continuity, Revision	
UNIT - II		
13.	Various Movements in Cinema: Expressionism	
14.	Various Movements in Cinema: Italian Neo Realism	
15.	Various Movements in Cinema: French New Wave	
16.	Milestones and landmarks in World Cinema: Alfred Hitchcock	
17.	Milestones and landmarks in World Cinema: Vittorio De Sica	
18.	Milestones and landmarks in World Cinema: Akira Kurosawa	
19.	Milestones and landmarks in World Cinema: Satyajit Ray	
20.	Landmarks of Indian Cinema: Silent Era (Raja Harishchandra)	
21.	Landmarks of Indian Cinema: Socials (Mother	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
	India)	
22.	Landmarks of Indian Cinema: Parallel Cinema (Ankur)	
23.	Landmarks of Indian Cinema: Diaspora (Namesake)	
24.	Buffer Reserved for Revision	
UNIT - III		
25.	Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI)	
26.	Emerging Trends in Contemporary Indian Cinema: Crossover	
27.	Emerging Trends in Contemporary Indian Cinema: Experimental Cinema	
28.	Censorship: Need and CBFC standards	
29.	Censorship: Need and CBFC standards	
30.	Censorship: Need and CBFC standards	
31.	An Overview of Contemporary Indian Film Industry: Multiplex culture	
32.	An Overview of Contemporary Indian Film Industry: Piracy	
33.	An Overview of Contemporary Indian Film Industry: Piracy	
34.	An Overview of Contemporary Indian Film Industry: Statistics	
35.	An Overview of Contemporary Indian Film Industry: Statistics	
36.	Buffer Reserved for Revision	
UNIT - IV		
37.	Film Appreciation: Concept	
38.	Film Appreciation: Need	
39.	Film Appreciation: Elements	
40.	Film Appreciation: Cinematic Language	
41.	Film Review: Critical Appreciation of Cinema as a text, Discourse and Narrative	
42.	Film Review: Critical Appreciation of Cinema as a text, Discourse and Narrative	
43.	Film Review: Critical Appreciation of Cinema as a	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
	text, Discourse and Narrative	
44.	Job Profile of a Film Reviewer	
45.	Job Profile of a Film Reviewer	
46.	Responsibilities of a Film Reviewer	
47.	Responsibilities of a Film Reviewer	
48.	Buffer Reserved for Revision	

11. Assignment

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.	1.	<p>Watch each film from the provided list (Not Exhaustive).</p> <ul style="list-style-type: none"> • Write a critical analysis of each film, focusing on its genre, themes, storytelling techniques, and cinematic elements. • Compare and contrast the films within the same genre and across different genres, highlighting their unique characteristics. • Discuss the cultural and historical context of each film and its significance in the evolution of cinema. <p>Film List:</p> <ol style="list-style-type: none"> a) PatherPanchali b) Bicycle Thieves c) Harishchandrachi Factory d) Vertigo e) Pyaasa f) JaaneBhi Do Yaaron g) Man with the Movie Camera 	AP1
2.	2.	Create a multimedia presentation that includes clips from the films to visually illustrate your	APQ1

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
		analysis. Incorporate commentary on the selected scenes to support your points by assessing the impact of these films.	
3.	3.	<ul style="list-style-type: none"> • Formulate a film review, discussing the plot, performances, direction, cinematography, music, and overall impact of the film recently watched. • Analyze the film's strengths and weaknesses and provide reasons for the evaluation. • Rate the film and recommend it to the intended audience thorough various Social Media platforms. 	AP2
4.	4.	<ul style="list-style-type: none"> • Develop a screenplay for a short film or scene. It could be an original story or an adaptation from a book or real-life incident. • Create a clear and engaging narrative, with well-defined characters, setting, and dialogues. 	AP3
5.	5.	For the screenplay, act out a few scenes with friends or fellow students, bringing story to life. Film these scenes and include them in submission to demonstrate the creative vision.	APQ3
6.	6.	<p>Video Review of a recently released film of regional cinema.</p> <ul style="list-style-type: none"> • Choose a film that has been released within the last six months. • Watch the film and take notes during the viewing. • Script video review, outlining the key points. • Record video review, focusing on elements like plot, performances, direction, and technical aspects. 	AP4

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
		<ul style="list-style-type: none"> • Upload video review to an online platform, such as YouTube or Vimeo, and share the link for maximum outreach. 	
7.	7.	<p>Create Insta Page specifically for film reviews. Produce multiple video reviews of various films from different genres (At least 5). Consider adding creative elements like visual effects, editing techniques, and engaging graphics to enhance the production quality of video reviews.</p>	APQ4
8.	8.	<ul style="list-style-type: none"> • Research and compile a list of skills required for different roles in filmmaking, such as director, cinematographer, editor, sound designer, etc. • Provide a detailed description of each skill and explain its significance in the filmmaking process. • Conduct an Interview of a professional filmmaker or film school instructor to gain insights into their personal experiences and the skills. 	AP5
9.	9.	<p>Incorporate real-life examples of renowned filmmakers who have exhibited these skills in their work. Create a visual presentation that includes video clips, behind-the-scenes footage, and images that demonstrate the application of these skills in filmmaking. Additionally, create a mini documentary featuring interviews with professionals from various roles in the industry to provide a comprehensive view of the required skills.</p>	APQ5
