



PATRICIAN COLLEGE OF ARTS AND SCIENCE
LESSON PLAN

NAME OF THE FACULTY: GAYATHRI C S
SUBJECT: TELEVISION PRODUCTION
DEPARTMENT: VISUAL COMMUNICATION
TOTAL STUDENTS: 35

SUJECT CODE: SAX3A
CLASS: III YEARS
SEMESTER: V

PROPOSED	TOPICS TO BE COVERED	BOOKS REFERRED	TEACHING AIDS BLACKBOARD/ PROJECTOR/DIS	TOTAL HRS SPENT
27/06/2018	Floor Management – Indoor & Outdoor.	Video Production	Blackboard	1
28/06/2018	Production Management.	Video Production	Blackboard	1
29/06/2018	Budget Preparation.	Video Production	Blackboard	1
02/07/2018	Principles of Script Writing.	Video Production	Projector	1
03/07/2018	Creative Writing.	Video Production	Projector	1
04/07/2018	Script formats.	Video Production	Projector	1

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05/07/2018	Planning of Story.	Video Production	Blackboard	1
06/07/2018	Story board and Discussions.	Video Production	Projector	1
09/07/2018	Screenplay Writing.	Video Production	Projector	1
10/07/2018	Dialogue Writing.	Video Production	Blackboard	1
11/07/2018	Selection of Cast, Costumes, Locations, Set & Design.	Video Production	Blackboard	1
12/07/2018	Research on Locations: In-door & Outdoor on-sight sets, Blue matte.etc.	Video Production	Projector	1

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10/07/2018	Dialogue Writing.	Video Production	Blackboard	1
11/07/2018	Selection of Cast, Costumes, Locations, Set & Design.	Video Production	Blackboard	1
12/07/2018	Research on Locations: In- door & Outdoor on-sight sets, Blue matte.etc.	Video Production	Projector	1

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13/07/2018	Camera techniques & Operation.	Video Production	Projector	1
16/07/2018	Types of Camera.	Video Production	Projector	1
17/07/2018	Video formats.	Video Production	Projector	1
18/07/2018	Framing shots & movements.	Video Production	Projector	1
19/07/2018	Usage of Various types of Camera Lenses	Video Production	Projector	1
20/07/2018	Usage of Camera Filters.	Video Production	Projector	1

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23/07/2018	Objectives of TV lighting and various types of lights.	Video Production	Blackboard	1
24/07/2018	Class Internal Assessment - 1	Video Production	Blackboard	1
25/07/2018	Color temperature.	Video Production	Projector	1
26/07/2018	Lighting for different situations.	Video Production	Projector	1
27/07/2018	Types of lighting.	Video Production	Projector	1
30/07/2018	Video recording formats.	Video Production	Blackboard	1
31/07/2018	Usage of various types of mics.	Video Production	Projector	1

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01/08/2018	Types involved in audio recording.	Video Production	Blackboard	1
02/08/2018	Revision on the units.	Video Production	Blackboard	1
03/08/2018	Introduction about Editing.	Video Production	Projector	1
06/08/2018	Editing procedures and editing errors.	Video Production	Blackboard	1
07/08/2018	Language of editing and shooting-sound.	Video Production	Projector	1

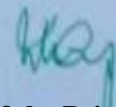
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08/08/2018	Categories of Sound.	Video Production	Blackboard	1
09/08/2018	Post-Synchronization.	Video Production	Projector	1
10/08/2018	Voice over and Narration.	Video Production	Projector	1
11/08/2018	Music and Dubbing.	Video Production	Blackboard	1
13/08/2018	Video editing – Linear.	Video Production	Projector	1
14/08/2018	Video editing – Non-Linear.	Video Production	Projector	1


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16/08/2018	Types of Editing modes.	Video Production	Projector	1
17/08/2018	Computer Editing.	Video Production	Projector	1
20/08/2018	Television Graphics.	Video Production	Projector	1
21/08/2018	Titling and Special Effects.	Video Production	Blackboard	1
23/08/2018	Audio – Dubbing.	Video Production	Projector	1
27/08/2018	BGM.	Video Production	Blackboard	1
28/08/2018	Synchronizing of video, audio and voice over.	Video Production	Projector	1
29/08/2018	Class Internal Assessment-2	Video Production	Blackboard	1


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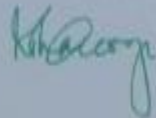

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30/08/2018	Presentation Skills.	Video Production	Blackboard	1
31/08/2018	Recording Live Programs.	Video Production	Projector	1
03/09/2018	Practical Session and Revision Begins.	Video Production	Blackboard	30


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PROPOSED	TOPICS TO BE COVERED	BOOKS REFERRED	TEACHING AIDS BLACKBOARD/ PROJECTOR/DIS	TOTAL HRS SPENT
18/06/2018	Introduction of Advertising.	Advertising Management / Effective Advertising.	Blackboard	1
19/06/2018	Discussion on the syllabus.	Advertising Management / Effective Advertising.	Blackboard	1
20/06/2018	Discussion about the nature and benefits of advertising.	Advertising Management / Effective Advertising.	Blackboard	1
21/06/2018	What are the scopes of advertising in India?	Advertising Management / Effective Advertising.	Projector	1
22/06/2018	Various roles of advertising in India particularly in Chennai.	Advertising Management / Effective Advertising.	Projector	1
25/06/2018	Social and economic function of advertisement.	Advertising Management / Effective Advertising.	Blackboard	1
26/06/2018	Marketing strategies involved in advertising.	Advertising Management / Effective Advertising.	Projector	1


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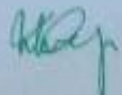



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27/06/2018	What are various different functions of advertising?	Advertising Management / Effective Advertising.	Blackboard	1
28/06/2018	Complete discussion on the nature, scope and functions of advertising.	Advertising Management / Effective Advertising.	Projector	1
29/06/2018	Group discussion on advertising and its latest trends in Indian Advertising	Advertising Management / Effective Advertising.	Blackboard	1
02/07/2018	Introduction and importance of Marketing	Advertising Management / Effective Advertising.	Blackboard	1
03/07/2018	Integrated Marketing Communication an	Advertising Management / Effective Advertising.	Projector	1
04/07/2018	Detail understanding about IMC – Advertising, Public Relations, Direct Marketing.	Advertising Management / Effective Advertising.	Projector	1


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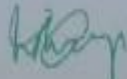



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05/07/2018	Comparison between advertising and propaganda,	Advertising Management / Effective Advertising.	Blackboard	1
06/07/2018	Importance of IMC in current market scenario.	Advertising Management / Effective Advertising.	Projector	1
09/07/2018	Importance of Target Audience in Advertising. How to do the classification of audience.	Advertising Management / Effective Advertising.	Blackboard	1
10/07/2018	Discussion on media selection based on target	Advertising Management / Effective Advertising.	Blackboard	1
11/07/2018	Detail study on usage of media and advertising.	Advertising Management / Effective Advertising.	Blackboard	1
12/07/2018	Visual presentation of advertising and various usages of media – Advantages and disadvantages.	Advertising Management / Effective Advertising.	Projector	1


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13/07/2018	Corporate advertising and its benefit.	Advertising Management / Effective Advertising.	Blackboard	1
16/07/2018	Detail study on promotional advertising.	Advertising Management / Effective Advertising.	Projector	1
17/07/2018	Discussion on latest trends of web advertising.	Advertising Management / Effective Advertising.	Projector	1
18/07/2018	Revision on various different types of advertising.	Advertising Management / Effective Advertising.	Blackboard	1
19/07/2018	Discussion on various different ad agencies in	Advertising Management / Effective Advertising.	Blackboard	1
20/07/2018	Advertiser and Advertising Agency.	Advertising Management / Effective Advertising.	Projector	1

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23/07/2018	Study on different Advertising agency.	Advertising Management / Effective Advertising.	Blackboard	1
24/07/2018	Consumer behavior based on the effects of advertising.	Advertising Management / Effective Advertising.	Blackboard	1
25/07/2018	Class Internal Assessment – 1	Advertising Management / Effective Advertising.	Blackboard	1
26/07/2018	Functions of various ad agency.	Advertising Management / Effective Advertising.	Blackboard	1
27/07/2018	Organizational structure of different ad agency.	Advertising Management / Effective Advertising.	Projector	1
30/07/2018	Comparison on different advertising agency based on their services.	Advertising Management / Effective Advertising.	Blackboard	1
31/07/2018	Legal aspects and ethical issues of advertising.	Advertising Management / Effective Advertising.	Blackboard	1

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01/08/2018	Revision on various functions and types on advertising agency.	Advertising Management / Effective Advertising.	Blackboard	1
02/08/2018	Class test - Advertising Agency.	Advertising Management / Effective Advertising.	Blackboard	1
03/08/2018	Visuals on making of advertisement – People involved in advertising.	Advertising Management / Effective Advertising.	Projector	1
06/08/2018	Discussion on client brief and account planning.	Advertising Management / Effective Advertising.	Blackboard	1
07/08/2018	How to prepare client brief – Assignment to be done in team.	Advertising Management / Effective Advertising.	Projector	1

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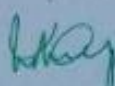



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08/08/2018	How to prepare budget for creating an ad - Assignment to be done in team.	Advertising Management / Effective Advertising.	Blackboard	1
09/08/2018	Utilization of creative strategy and brief for a big idea.	Advertising Management / Effective Advertising.	Projector	1
10/08/2018	Introduction on Brand Management.	Advertising Management / Effective Advertising.	Projector	1
11/08/2018	Revision on the previous exercise.	Advertising Management / Effective Advertising.	Blackboard	1
13/08/2018	Brand Positioning.	Advertising Management / Effective Advertising.	Blackboard	1
14/08/2018	Brand Personality.	Advertising Management / Effective Advertising.	Projector	1


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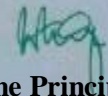



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16/08/2018	Brand Image.	Advertising Management / Effective Advertising.	Projector	1
17/08/2018	Brand Equity.	Advertising Management / Effective Advertising.	Projector	1
20/08/2018	Visual Presentation on various brand management strategies used by	Advertising Management / Effective Advertising.	Projector	1
21/08/2018	Revision and test.	Advertising Management / Effective Advertising.	Blackboard	1
23/08/2018	Introduction on Creating Advertisement.	Advertising Management / Effective Advertising.	Projector	1
27/08/2018	Conceptualization and Ideation.	Advertising Management / Effective Advertising.	Blackboard	1
28/08/2018	How to create ad campaign.	Advertising Management / Effective Advertising.	Projector	1
29/08/2018	Class assignment to prepare an ad campaigning strategy for a new product.	Advertising Management / Effective Advertising.	Blackboard	1


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30/08/2018	Class Internal Assessment – 2	Advertising Management / Effective Advertising.	Blackboard	1
31/08/2018	Detail study about layout designing for various advertisements.	Advertising Management / Effective Advertising.	Blackboard	1
03/09/2018	Overview on Copywriting.	Advertising Management / Effective Advertising.	Blackboard	1
04/09/2018	Discussion on headlines, body copy, base lines, slogans.	Advertising Management / Effective Advertising.	Projector	1
05/09/2018	Discussion on logos and trademarks.	Advertising Management / Effective Advertising.	Blackboard	1
06/09/2018	Typography – Briefing session.	Advertising Management / Effective Advertising.	Blackboard	1

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07/09/2018	Visual presentation of typography.	Advertising Management / Effective Advertising.	Projector	1
10/09/2018	Revision on brand management.	Advertising Management / Effective Advertising.	Blackboard	1
11/09/2018	Revision on creating advertisements.	Advertising Management / Effective Advertising.	Blackboard	1
12/09/2018	Different types of writing styles.	Advertising Management / Effective Advertising.	Projector	1
14/09/2018	How to do script work in advertising?	Advertising Management / Effective Advertising.	Projector	1
15/09/2018	How to create Story board?	Advertising Management / Effective Advertising.	Projector	1


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17/09/2018	Continuation - How to create Story board?	Advertising Management / Effective Advertising.	Blackboard	1
18/09/2018	Advertising campaigning – Concept creation.	Advertising Management / Effective Advertising.	Projector	1
19/09/2018	Advertising campaigning – Execution.	Advertising Management / Effective Advertising.	Blackboard	1
24/09/2018	Revision on Advertising campaigning.	Advertising Management / Effective Advertising.	Blackboard	1
25/09/2018	Assignment to create a layout.	Advertising Management / Effective Advertising.	Projector	1
FROM 26/09/2018	Revision of the whole syllabus.	Advertising Management / Effective Advertising.	Blackboard	10

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