

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION

PROGRAMME: BAMMC

SEMESTER: III

NOMENCLATURE OF THE COURSE: Audio Visual Production

NEP Vertical: Minor

Credit: 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme	Bachelor of Arts in Multimedia and Mass Communication
Nomenclature of the Course	Audio Visual Production
Total Marks	50 Marks
Semester	III
Academic year	2025-2026

Learning Objectives:

- To learn the principles of sound recording, editing, and sound design to complement visual storytelling.
- To understand and apply various camera techniques, formats of visual productions, and effects in visual storytelling.

Course outcomes:

- Learners will be able to understand and analyse the principles and processes in audio-visual production.
- Learners will develop proficiency in editing, sound design, colour correction, and visual effects.

Unit	Course Content	Andragogy	No of Lectures
I	<p>Technology of Audio and Visual Production</p> <ul style="list-style-type: none"> • Basics of sound. • Importance of sound • Nature of sound and recording devices. • Sync sound, Dubbing, Continuity • Mixing console, Analog v/s Digital workflow. • The Studio Setup • Types of recordings 	Lectures/ Presentation/ AV Demonstrations/ Peer Discussions	15
II	<p>Power of Visuals</p> <ul style="list-style-type: none"> • Dimensions of shot • Formats of Visual Production • Digital audio-video technologies • Single & Multiple camera Set up • Visual effects • Editing 	Lectures/ Presentation/ AV Demonstrations/ Peer Discussions	15

Syllabus Courtesy: Mr. Chetan Mathur

SUGGESTED READINGS

1. Owens, J., & Millerson, G. (2012). *Video production handbook*. Routledge.
2. Lyver, D., & Swainson, G. (1999). *Basics of video production*. Routledge.
3. Jones, M. G., & Harris, L. (2021). Audio and video production for instructional design professionals. *Design for Learning: Principles, Processes, and Praxis*. EdTech Books. <https://edtechbooks.org/id>.
4. Foust, J. C., & Fink, E. J. (2017). *Video production: disciplines and techniques*. Routledge.
5. Magder, T. (1996). Film and video production. *The cultural industries in Canada: Problems, policies and prospects*, 145-177.
6. Ahanger, G., & Little, T. D. (1998). Automatic composition techniques for video production. *IEEE Transactions on Knowledge and Data Engineering*, 10(6), 967-987.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	TOTAL	20

Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	12
3	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	12
	TOTAL	30

Note: The Full-length theory question of 12 marks each may be split up into two smaller questions carrying 6 marks and 6 marks respectively.