



**KALINGA  
UNIVERSITY**

**SCHEME & SYLLABUS FOR**

# **Bachelor of Vocational Studies (B. Voc.) Multimedia**



Kalinga University, Naya Raipur, Chhattisgarh

# MULTIMEDIA

Semester-I							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVMM101	Communication Skills	3	0	3	30	70	100
BVMM102	Fundamentals of Information Technology	3	0	3	30	70	100
BVMM103	New Media, Internet and Programming Web	3	0	3	30	70	100
BVMM104	Multimedia Tools & Techniques	3	0	3	30	70	100
BVMM105P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
<b>Total</b>		<b>12</b>	<b>36</b>	<b>30</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-II							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVMM201	Photography & Visual Effects	3	0	3	30	70	100
BVMM202	Environmental Studies	3	0	3	30	70	100
BVMM203	Presentation Technologies-Tools and Techniques	3	0	3	30	70	100
BVMM204	Graphics and Animation	3	0	3	30	70	100
BVMM205P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
<b>Total</b>		<b>12</b>	<b>36</b>	<b>30</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-III							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVMM301	Graphic Designing Techniques for Print Media	3	0	3	30	70	100
BVMM302	Basics of Audio-Video Equipment & Mobile devices	3	0	3	30	70	100
BVMM303	Publishing and Printing: Tools and Techniques	3	0	3	30	70	100
BVMM304	Screen Capture and Advanced Presentations- Tools and Techniques	3	0	3	30	70	100
BVMM305P	<b>Industrial Training/ On Job Training/ Workshop</b>	0	36	18	50	150	200
<b>Total</b>		<b>12</b>	<b>36</b>	<b>30</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-IV							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVMM401	2D and 3D Animations – Tools and Techniques	3	0	3	30	70	100
BVMM402	Pre-Production	3	0	3	30	70	100
BVMM403	Production and Post-Production	3	0	3	30	70	100
BVMM404	Digital Video Production	3	0	3	30	70	100
BVMM405P	<b>Industrial Training/ On Job Training/ Workshop</b>	0	36	18	50	150	200
<b>Total</b>		<b>12</b>	<b>36</b>	<b>30</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-V							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVMM501	Basics of Audio-Video Editing and Publishing	3	0	3	30	70	100
BVMM502	Media Laws and Ethics	3	0	3	30	70	100
BVMM503	Graphics and Animation in Advertising	3	0	3	30	70	100
BVMM504	Newsroom and Online Publishing	3	0	3	30	70	100
BVMM505P	<b>Industrial Training/ On Job Training/ Workshop</b>	0	36	18	50	150	200
<b>Total</b>		<b>12</b>	<b>36</b>	<b>30</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-VI							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
<b>BVMM601</b>	Instructional design and Content Development	3	0	3	30	70	100
<b>BVMM602</b>	Interactive content- Tools and Techniques	3	0	3	30	70	100
<b>BVMM603</b>	3D, Scripting and Game Development	3	0	3	30	70	100
<b>BVMM604</b>	Website Designing	3	0	3	30	70	100
<b>BVMM605P</b>	<b>Industrial Training/ On Job Training/ Workshop</b>	0	36	18	50	150	200
<b>Total</b>		<b>12</b>	<b>36</b>	<b>30</b>	<b>170</b>	<b>430</b>	<b>600</b>

# SEMESTER-I

## COMMUNICATION SKILLS

### BVMM101

#### Course Objective:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

#### Course outcome:

1. The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
2. To develop vital communication skills which should be integral to personal, social and professional interactions.
3. One of the critical links between human beings.
4. An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
5. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

#### CONTENTS

##### Unit I: Introduction

06

Theory of Communication, Types and modes of Communication, Mediums and channels of communication, barriers to communication, English as a Global language, the Lingua Franca, Social influences on English

##### Unit II: Language of Communication

06

Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication, Varieties of English, Language, Accent, Dialect, Colloquialism, Historical influences on English

##### Unit III: Speaking Skills

06

Monologue Dialogue Group Discussion Effective Communication/ Mis- Communication Interview Public Speech, Regional influences on English, Convergence and divergence, Linguistic Imperialism,

##### Unit IV: Reading and Understanding

06

Close Reading, Reading analysis of a text - Audience and purpose, Content and theme, Tone and Mood, stylistic devices, structure Comprehension- Analysis and Interpretation Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts

**Unit V: Writing Skills**

Documenting Report Writing Making notes Letter writing, Writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters. It will enhance Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions.

**Reference Books:**

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

# FUNDAMENTALS OF INFORMATION TECHNOLOGY

## BVMM102

### **Unit I: Computer characteristics**

**06**

Speed, storage, accuracy, diligence; Digital signals, Binary System, ASCII; Historic Evolution of Computers; Classification of computers: Microcomputer, Minicomputer, mainframes, Supercomputers; Personal computers: Desktop, Laptops, Palmtop, Tablet; Hardware & Software; Von Neumann model.

### **Unit II: Hardware**

**06**

CPU, Memory, Input devices, output devices. Memory units: RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory; Auxiliary storage: Magnetic devices, Optical Devices; Floppy, Hard disk, Memory stick, CD, DVD, CD/DVD-Writer; Input devices - keyboard, mouse, scanner, speech input devices, digital camera, Touch screen Voice Input, Joystick, Optical readers, bar code reader; Output devices: Display device, size and resolution; CRT, LCD, LED; Printers: Dot-matrix, Inkjet, Laser; Plotters, Sound cards & speaker.

### **Unit III: Software**

**06**

System software, Application software; concepts of files and folders, Introduction to Operating systems, Different types of operating systems: single user, multitasking, time-sharing multi-user; Booting, POST; Basic features of two GUI operating systems: Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases; Application software: Generic Features of Word processors, Spread sheets and Presentation software; Generic Introduction to Latex for scientific typesetting; Utilities and their use; Computer Viruses & Protection, Free software, open source.

### **Unit IV: Computer Networks and Internet**

**06**

Connecting computers, Requirements for a network: Server, Workstation, switch, router, network operating systems; Internet: brief history, World Wide Web, Websites, URL, browsers, search engines, search tips; Internet connections: ISP, Dial-up, cable modem, WLL, DSL, leased line Wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, Web pages, Web Programming Languages.

### **Unit-V: Information Technology And Society**

**06**

Indian IT Act, Intellectual Property Rights, issues. Application of information Technology in Railways, Airlines, Banking, Insurance, Inventory Control, Financial systems, Hotel management, Education, Video games, Telephone exchanges, Mobile phones, Information kiosks, special effects in Movies.

**Programming Concepts & Techniques:** Program Concept, Characteristics of Programme, Stages in Program Development, Tips for Program Designing, Programming Aids, Algorithms, Pseudo code, Notations, Design, Flowcharts, Symbols, Rules, compiler & Interpreter. Introduction to programming techniques, Top-down & Bottom-up approach, Unstructured, & Modular programming, Cohesion, Coupling, Debugging, Syntax & Logical Errors, Linking and Loading, Testing and Debugging, Documentation.

**Reference Books:**

1. Programming in C, R.S. Salaria, Khanna Publishing House
2. Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
3. Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

# NEW MEDIA, INTERNET AND PROGRAMMING WEB

## BVMM103

<b>Unit I:</b>	<b>06</b>
Introduction to Internet: What is Internet –Services provided by internet, HTTP-FTP Email (POP, IMAP, and SMTP) - TELNET-USENET-GOPHER-Search Engine- HTML – URL Domain Names- Browsers- WWW. HTML: Introduction to HTML-Essential Tags-Adding Images Color and Background of Web Pages-Lists and their Types- Linking to External Documents Creating Table-Frames- Forms.	
<b>Unit II:</b>	<b>06</b>
Tables: Introduction to Header, Data rows, Caption Tag. Width, Border, Cell, color, span attributes. Linking Documents. Links (External Document References, Internal Document References); Images as Hyperlinks (Image Maps). Frames and their usage. Methods of creating web pages – in-line frames, handling of media elements in web pages. Web page markers and editors.	
<b>Unit III:</b>	<b>06</b>
Introduction to DHTML: CSS, JavaScript: Introduction to JavaScript –Basics-Writing JavaScript – Running JavaScript- Alert boxes-Accepting input from user-Creating Dynamic web pages using JavaScript- Relating JavaScript to DHTML.	
<b>Unit IV:</b>	<b>06</b>
Features and characteristics of web authoring tools; interfaces; images; website creation process; working with text-formatting, importing, editing text; links-adding; modifying, layers, forms; working with templates, shock waves	
<b>Unit V:</b>	<b>06</b>
Testing a website, site launch, validating web pages; trouble shooting; moving website in internet, understanding server models; creating dynamic pages; passwords and protection of web pages.	

### Suggested Readings:

1. HTML Black Book – Steven Holzner – Dreamtech Press
2. HTML, Java Script, DHTML, PERL, CGI – Evan Bayross – BPB
3. Internet and World wide Web How to Program- Deitel&Nieto, Pearson Education.
4. WebTechnologies–TCP/IPtointernetapplicationarchitectures-Achyuts.Godbole&AtulKahate, Tata McGraw Hill, 2003.
5. Jon Duckett, Web Programming with HTML,XHTML, CSS, Wrox Beginning
6. HTML 4.0 IN SIMPLE STEPS Author: Kogent Solutions Publishers: Wiley
7. HTML 4 FOR DUMMIES Author: ED TITTEL & MARY BURMEISTER Publishers: Wiley

# MULTIMEDIA TOOLS & TECHNIQUES

## BVMM104

<b>Unit I:</b>	<b>06</b>
Features and application of photo editing software; image sizes and resolutions; creating new images; placing images; file browser; tool selections; colour models and modes; adjusting colour display for cross platform variations; working with layers; features of layer masks and clipping path; blending modes; adjustment layers; 3D editor.	
<b>Unit II:</b>	<b>06</b>
Features and applications of illustrator; vector and raster images: resolution in images: illustrator environment; documents; working with colours.	
<b>Unit III:</b>	<b>06</b>
Features and applications of drawing software; interface and toolbox; common tasks; creating basic shapes: reshaping objects; applying colour fills and outlines; text tools; text formatting; embedding objects into text; text wraps; text object links.	
<b>Unit IV:</b>	<b>06</b>
Applying effects – distortion effects, contour effects, transparency and lens effects; depth effects; working with bitmaps; editing and applying bitmaps.	
<b>Unit V:</b>	<b>06</b>
Audio- Advance Audio Concepts, Audio compression and Audio MPEG.	

### Suggested Reading:

1. The GraphicCommunication Russell N. Barid Holt, Rinehart and Winston, Canada, 1987
2. Design and Aesthetics Jerry Palmer &MacDodsonRoutledge, London, 1995 3 Design Methods John Christopher Jones Wiley, 1992



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# SEMESTER-II

## PHOTOGRAPHY & VISUAL EFFECTS

### BVMM201

<b>Unit I:</b>	<b>06</b>
Various Camera Modes and their uses, Flash Modes, ISO settings, White Balance, Drive Modes, Lens Focal Length, Exposure Compensation, Focusing Options, Depth of Field (Depth of Focus), Macro Photography, Portraiture, Landscape, Action Photography, Still Life, Candid Photography, Indoor photography, Fine Art Photography, Black and White (Monochrome)	
<b>Unit II:</b>	<b>06</b>
Basic Techniques of Lighting (Including: Front, Side, Back, Defused, etc.), Basic Photo Composition (Including: Rule of 3rds, Leading Lines, Framing Subjects, etc.), Basic Photo Editing (Using Photoshop and Picasa), Special Photoshop Creative Ideas involving use of layers, High Dynamic Range (H.D.R.) Photography, Knowledge of Pixels, Mega Pixels, DPI, PPI	
<b>Unit III:</b>	<b>06</b>
Visual Effects- Description- Types- Particles – Analysis- Size- Sand Effects – Smoke Effects-Fire Effects –Cloud Effects – Snow Effects Fluid Effects-Coloring- designing Clouds Background –Designing Fog Effects – Explosion Effects– Fire Effects with flames - Space Effects and designs- Designing Thick Smoke	
<b>Unit IV:</b>	<b>06</b>
Designing Paint Effects – Coloring paints- Designing Trees and green effects –Designing Weather and seasons –Effects on seasons- Designing Glass image – Designing Different glass reflection- Designing Glow Effects – Liquid Effects and reflection design	
<b>Unit V:</b>	<b>06</b>
Designing Special Effects – Designing effects of Hair and shape – Designing Fur Effects-Designing Clothes and effects Visual Effects Tool and advanced functions– Converting images from 2D to 3D Pictures. Creating 3D Effects- Differentiation 2D effects and 3D effects.	

#### References:

1. Basic Photography Michael Longford London, Focal Press, 2005
2. Advanced Photography Michael Longford London, Focal Press, 2008
3. Ways of Seeing John Berger London, Penguin, 2009
4. The 5 C's of Cinematography Joseph Mascelli Los Angeles, Silman James Press, 2007
5. Digital Camera Technique Jon Torrant Focal Press, 2002
6. Basics of Video Lighting Des Lyver& Graham Swainson Focal Press, 1995

# ENVIRONMENTAL STUDIES

## BVMM202

### Unit I: Introduction to Environmental Studies

06

- Multidisciplinary nature of environmental studies
- Scope and importance; Concept of sustainability and sustainable development.

#### Ecosystems

##### What is an ecosystem?

Structure and function of the ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

##### Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### Unit II: Natural Resources : Renewable and Non-renewable Resources

06

- Land resources and land use change; Land degradation, soil erosion and desertification.
- **Deforestation:** Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- **Water:** Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- **Energy resources:** Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

### Unit III: Biodiversity and Conservation

06

- **Levels of biological diversity:** genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- **India as a mega-biodiversity nation;** Endangered and endemic species of India
- **Threats to biodiversity:** Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; **Conservation of biodiversity:** In-situ and Ex-situ conservation of biodiversity.
- **Ecosystem and biodiversity services:** Ecological, economic, social, ethical, aesthetic and Informational value.

#### Unit IV: Environmental Pollution

06

- **Environmental pollution:** types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- **Solid waste management:** Control measures of urban and industrial waste.
- Pollution case studies.

#### Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- **Environment Laws:** Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

#### Unit V: Human Communities and the Environment

06

- **Human population growth:** Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- **Disaster management:** floods, earthquake, cyclones and landslides.
- **Environmental movements:** Chipko, Silent valley, Bishnois of Rajasthan.
- **Environmental ethics:** Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

#### Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.

7. McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971.*Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012.*Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India. Tripathi 1992*.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006.*The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987.*Our Common Future*. Oxford University Press.

# PRESENTATION TECHNOLOGIES- TOOLS AND TECHNIQUES

## BVMM203

<b>Unit I:</b>	<b>08</b>
Introduction to Presentation Tools- proprietary and open source, Create a New Presentation, Format Presentations, Slide management, Slide, Working with Text Boxes, Slide Order.	
<b>Unit II:</b>	<b>08</b>
Enhance a Presentation with Animation, Insert Video, Insert or Create Table and Charts, format a Presentation Using Slide Masters; Review, Compare, Combine, and Protect Presentations and flowchart designing, importing text from text file outline	
<b>Unit III:</b>	<b>07</b>
Using Slide Master view, adding footer, date and slide number, removing background graphics, applying fonts, Placeholders text, chart & pictures, Naming layout properties.	
<b>Unit IV:</b>	<b>07</b>
Rulers, Status bar, view buttons, vertical splitting, sorter view, Run PowerPoint presentation, presentation tools.	
<b>Suggested Readings:</b>	
1. Channelle, A. (2009). Beginning OpenOffice 3. New York City: Apress.	
2. Ledden, E. (2017). The Presentation Book, New Jersey, United States: FT Press.	
3. Price, M. & Mcgrath. M. (2016) Office 2016 in Easy Steps. Daryaganj, New Delhi: BPB Publications	
4. Kumar, B. (2011). Microsoft Office. Daryaganj, New Delhi:V & S Publishers	

# GRAPHICS AND ANIMATION

## BVMM204

<b>Unit I:</b>	<b>06</b>
Concept of dimensionality of objects/ images; 2D/ 3D graphic software; 2D object/ image creation methods; using primitives and mapping on-line cameras and lights	
<b>Unit II:</b>	<b>06</b>
<b>Basics of 3 D modelling:</b> use of primitives - Polygons, curves and surface; 3D objects creation methods; <b>Boolean operations; lofting:</b> 3D transformation and projection; rendering.	
<b>Unit III:</b>	<b>06</b>
<b>Principles of animation-</b> cell animation and computer animation, Key frame animation, Non linier animation, Path Animation, Motion capture.	
<b>Unit IV:</b>	<b>06</b>
Animation tools, Animation Menus, Animation windows and editors, Character animation	
<b>Unit V:</b>	<b>06</b>
Story board and Animation, animation software; basic animation techniques; kinematics; using cameras and lights, basics of animal animation, live Action, rendering	
<b>References:</b>	
1. The Animator's survival kit Richard Williams faber and faber, 2009	
2. The animation book: A complete guide to Animated filmmaking Kit Laybourne and John canemaker Flip book to Sound Cartoons to 3D Animation,1998	
3. Blender Foundation: The Essentials Guide to Learning Blender 2.6 Roberts Charles Blender Foundati	

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# SEMESTER-III

## GRAPHIC DESIGNING TECHNIQUES

### FOR PRINT MEDIA

## BVMM301

<b>Unit I:</b>	<b>06</b>
Introduction to Graphic Designing, Shaping, Design & Illustration, Basic Tools, planes, modeling, digital brushed, perspective & foreshortening.	
<b>Unit II:</b>	<b>06</b>
Graphic machines and printers, Types of Ink and ink powder, Graphic Tablets and stylus, web objects, color grading, color palette, Vector graphics, Hands on for graphics and art design using software and mobile apps, Know about pixel, CMYK, RGB.	
<b>Unit III:</b>	<b>06</b>
Practice on Corel Draw & Illustrator or similar software for static graphic designing and publishing of different types.	
<b>Unit IV:</b>	<b>06</b>
Practice on Photoshop or similar software for static graphic designing and publishing of different types.	
<b>Unit V:</b>	<b>06</b>
Designing flyers, brochures, Banners, poster designing, designing visiting and other cards.	

#### **Suggested Readings:**

1. Dabner, D. & Stewart, S. (2014). Graphic Design School. London, United Kingdom: Thames and Hudson Ltd.
2. Poulin, R. (2017). Design School: Type. United States: Rockport Publishers.
3. White, A.W. (2011). The Elements of Graphic Design. United States: Allworth Press.
4. Bringhurst, R. (1996). The Elements of Typographic Style. United States: Hartley & Marks Inc.
5. Senefelder, A. (2017). The Invention of Lithography. London, United Kingdom: Forgotten Books.

# **BASICS OF AUDIO-VIDEO EQUIPMENT & MOBILE DEVICES**

## **BVMM302**

<b>Unit I:</b>	<b>06</b>
Video Camera Formats, Parts, Functions, Sound and lighting equipment for video production, various stages of video production, pre-production, production and post-production	
<b>Unit II:</b>	<b>06</b>
Terminology used in TV production, selecting of right equipment, broadcast equipment and their coordination, Optical fiber, modem and their application in media production, Set designing & art direction for programs.	
<b>Unit III:</b>	<b>06</b>
Basics of mobile communication, Study of Digital Electronics, Assembling and disassembling of various models of mobile phones	
<b>Unit IV:</b>	<b>06</b>
Study of various tools and equipment used in mobile phone repairs, Study of parts inside a mobile phone, Use of DC Power Supply, Introduction and study of Printed Circuit Board, Testing of various parts and components	
<b>Unit V:</b>	<b>06</b>
Study of different ICs (chips), How to recognize various ICs, Soldering & desoldering of components by using a soldering iron, Reheating and mounting of various BGA and SMD chip, Ultrasonic cleaning procedure, maintenance of mobile hardware.	

### **Suggested Readings:**

1. Sheppard, R. & Guncheon, M. (2011). Digital Photographer's Complete Guide to HD Video. United Kingdom: Lark Books.
2. Ian, R. (1991). Audio-Visual Equipment: A Technician's and User's Handbook. United Kingdom: Butterworth – Heinemann.
3. Oparandu, C. (2016). Mobile Phones and Tablets Repairs: A Complete Guide for Beginners and Professionals. Mondraim Books Inc.
4. Pandit, S. (2010). Advance Mobile Repairing (Multicolour Circuits, Service Diagrams & Repairing). New Delhi: BPB Publications.
5. Pandit, S. (2015). Android and Windows: Mobile Phone Repairing. New Delhi: BPB Publications.

# **PUBLISHING AND PRINTING: TOOLS AND TECHNIQUES**

## **BVMM303**

<b>Unit I:</b> Composition and type setting, Makeup of letterpress copy, Printing press operations, Color printing, Letter Press Printing, Platen Presses, Cylinder presses,	<b>08</b>
<b>Unit II:</b> Preparing stereotype, Rotogravure, offset printing, Serigraphy, Flexography, Printing Inks,	<b>08</b>
<b>Unit III:</b> Analyzing different Brochures, Flyers, Posters, Booklets, Catalogues, Newspapers, Advertising & Magazine layouts.	<b>07</b>
<b>Unit IV:</b> Use of latest software for publishing and printing of Brochure, Flyer, Poster, Booklet, Catalogue, Newspaper, Advertising, Magazine.	<b>07</b>

### **Suggested Readings:**

1. Romano, F.J. (1999). Professional prepress, printing, and publishing. United States: Prentice Hall PTR
2. Romano, F.J. (1997). Delmar's Dictionary of Digital Printing & Publishing. New York City, United States: Delmar Publishers.
3. Rand, P. (2016). A Designers Art. New York, United States: Princeton Architectural Press.
4. Reiner, I. (1947). Grafika: Modern Design for advertising and printing. New York: P.A. Struck.
5. Conover, C. (2011). Designing for Print, New Jersey, United States: Wiley Publisher
6. Bass, S. (2011). A Life in Film and Design. London, United Kingdom: Laurence King Publishing.
7. Fletcher, E. (2001). The Art of Looking sideways. London, United Kingdom: Phaidon Press.
8. Samara, T. (2005). Making and Breaking the Grid. United States: Rockport Publishers

# SCREEN CAPTURE AND ADVANCED PRESENTATIONS- TOOLS AND TECHNIQUES

## BVMM304

<b>Unit I:</b>	<b>06</b>
Screen capturing and its use, Snipping Tools for desktops and mobiles, various screen capture software's, Video Formats for capturing.	
<b>Unit II:</b>	<b>06</b>
Importance of presentations, design clear and attractive visual aids, use popular presentation software packages, Introduction to presentation software, Slide design, mastering the master slide, Navigating slides	
<b>Unit III:</b>	<b>06</b>
General design and format, Explaining the Title/Outline/Introduction/Conclusion sections, data in the form of figures/tables, Guidelines for preparing presentations and completing evaluation reports	
<b>Unit IV:</b>	<b>06</b>
Using screen capture software, interactive whiteboard, interactive touch screen-pen and advanced presentation tools.	
<b>Unit V:</b>	<b>06</b>
Developing advanced presentations for e-learning and m-learning.	

### **Suggested Readings:**

1. Davis, T. (2015). Visual Design for Online Learning. New Jersey, United States: John Wiley & Sons Inc. Publisher.
2. Russell, J. & Cohn, R. (2012). Snipping Tool. Wisconsin, United States: Book on Demand.
3. Abela, A. (2013). Advanced Presentations by Design: Creating Communication that Drives Action. New Jersey, United States: Wiley.
4. Wempen, F. (2004). PowerPoint Advanced Presentation. New Jersey, United States: Wiley

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# SEMESTER-IV

## 2D AND 3D ANIMATIONS – TOOLS AND TECHNIQUES

### BVMM401

<b>Unit I:</b>	<b>06</b>
Basics of Animation: An Introduction on how to make drawings for animation, Drawings with the help of basic shapes, Shapes and forms	
<b>Unit II:</b>	<b>06</b>
About 2D and 3D drawings, shading techniques, Live model study, Boundarybreaking exercises and warm-ups, gesture drawing, Line drawing and quick sketches, Drawing from observation, memory and imagination.	
<b>Unit III:</b>	<b>06</b>
Text animations, text to animated video, Doodle apps.	
<b>Unit IV:</b>	<b>06</b>
Introduction to 2D and 3D Animation, Modelling Techniques, Texturing & Shading, Basic Lighting & Rendering, Rigging Techniques, Advanced Lighting & Rendering, Character Design for Production	
<b>Unit V:</b>	<b>06</b>
Visual Effects for Production Creation of 2D and 3D animations using advance software.	

#### **Suggested Readings:**

1. Trivedi, M.C. (2009). Computer Graphics & Animation. Mumbai, India: Jaico Publishing House.
2. Richard. (1996). The Encyclopedia of Animation Techniques. United Kingdom: Focal Press.
3. Laybourne, K. & Canemaker, J. (1998). The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation. United States: Three Rivers Press

# PRE-PRODUCTION

## BVMM402

<b>Unit I:</b>	<b>08</b>
Conceiving the idea; theme and story, screenplay, dialogue; script development	
<b>Unit II:</b>	<b>08</b>
Budgeting; choosing the right equipment, schedule and location planning; audition for actors/actresses, casting and scheduling; role of production crew – director, assistant director, producer, production controller, cinematographer/videographer; camera assistant(s)	
<b>Unit III:</b>	<b>07</b>
From script to story board; objectives and structure of story board; story board styles; story board exercises. shot division of script; shot types – extreme long shots(ELS); long shots(LS); medium long shots(MLS);	
<b>Unit IV:</b>	<b>07</b>
medium closeup( MCU); big close-up(BCU); extreme close-up(ECU); low angle shots; high angle shots; extreme wide shot.	
<b>References:</b>	
1. Script Analysis for Actors, Directors, and Designers, 3rd edition James Thomas Focal Press, 1992	
2. Producing and Directing the Short Film and Video Peter W. Rea & David K. Irving Focal Press, 2001	
3. Directing the Documentary Michael Rabiger Focal Press,1998	
4. Film as Art Rudolf Arnheim Los Angeles, University of California Press, 1957	
5. Movies and Methods Bill Nichols Los Angeles, University of California Press, 1976	
6. Video Production Handbook Gerald Millerson New Delhi, Focal Press, 1992 7 Video Production Gerald Millerson New Delhi, Focal Press, 1999	

# PRODUCTION AND POST-PRODUCTION

## BVMM403

<b>Unit I:</b>	<b>08</b>
Exporting, uploading, Embedding video, Editing Principles, Editing Taxonomy, Codecs/compression/Transcoding, Compressor, Color Correction, Compositing in Motion, DVD design and build	
<b>Unit II:</b>	<b>08</b>
<b>Language of Cinema:</b> visual composition and visual space, balance, contrast, depth of field; narrative structure, three-act structure, dramatic aspects, acting, costumes, make up; cinematic aspects, camera, lighting and sound, mise-scene, shots, scene and sequence, editing-formal and stylistic techniques, generic organization of film.	
<b>Unit III:</b>	<b>07</b>
The art of writing for films; fundamentals of screen writing; script formats; stages of script and screenplay – idea, research, treatment, draft script, revision of script;	
<b>Unit IV:</b>	<b>07</b>
Scripts for film/TV fiction and non-fiction, educational documentaries, docudramas and advertisement, scripts and story board.	
<b>References:</b>	
1. The Conversations: Walter Murch and the Art of Editing Film by Michael Ondaatje by Sergei Eisenstein	
1. Producing Great Sound for Digital Video by Jay Rose	
2. Avid Editing, A Guide for Beginning and Intermediate Users by Sam Kauffmann	
3. The Focal Easy Guide to Final Cut Pro 5, by Rick Young	
4. Creative Postproduction: Editing Sound, Visual Effects, and Music for Film and Video, by Robert Benedetti, Michael Brown, Bernie Laramie, and Patrick Williams	

# DIGITAL VIDEO PRODUCTION

## BVMM404

<b>Unit I:</b> Moving pictures, Terminology, Shot selection, Storyboards, Shot lists	<b>06</b>
<b>Unit II:</b> Overview of Premiere, File formats and other settings, The interface, Video and audio tracks, Basic timeline editing, In and Out points, The Trim monitor, Markers, Lift and Extract, Linking and unlinking footage	<b>06</b>
<b>Unit III:</b> Output, Camera operation, Transitions, Opacity control, Volume control, Titles and text tools Slates, Movie promos	<b>06</b>
<b>Unit IV:</b> Specialized editing tools, Sunc lock and lock track, Changing speed, Freeze frames & frame holds, Subclips ,Using still images, Putting clips into motion, Keyframes, Keyframe Interpolation, Effects basics	<b>06</b>
<b>Unit V:</b> Time remapping, Concept development for original video, Multicamera editing, Nested sequences	<b>06</b>
<b>References:</b> <ol style="list-style-type: none"><li>1. Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows By Stump, David Focul Press</li><li>2. Adobe Premiere Pro CS6 Classroom in a Bookby Adobe Creative Team</li><li>3. Visual Storytelling, (2nd ed.). by Osgood,R.J.&amp;Hishaw,M.J.(2013).</li></ol>	



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# SEMESTER-V

## BASICS OF AUDIO-VIDEO EDITING AND PUBLISHING

### BVMM501

<b>Unit I:</b>	<b>06</b>
Sound Basics, Pro Tools intro, Acoustics, Monitoring, Microphones, Recording Basics	
<b>Unit II:</b>	<b>06</b>
Digital/Analog, Voice over, Field Production, Dialogue, Sound Effects, setting recording session, Story/ Narrative & Sound, Audio Documentary.	
<b>Unit III:</b>	<b>06</b>
Introduction to Editing Theory, Introduction to video editing software, building the rough cut, Finishing the rough draft, trimming clip duration	
<b>Unit IV:</b>	<b>06</b>
Refining Edit points, Refining the Edit process, Customizing, Capturing and Transferring Footage.	
<b>Unit V:</b>	<b>06</b>
Applying Transitions, Mixing Audio Tracks, removing chroma, Creating Titles, Applying Filters, Finishing and Output, setting video recording session.	

#### **Readings:**

1. Jackson, W. (2015). Digital Audio Editing Fundamentals. New York City, United States: Apress.
2. Chan, M.S. (2009). The Turnkey Publisher's Audio Publishing Handbook: How to Create & Self. Columbus, Georgia: Ascend Beyond Publishing
3. Bricca, J. (2017). Documentary Editing: Principles & Practice. United States: Focal Press.
4. Rubin, M. (2000). Nonlinear: A Field Guide to Digital Film and Video Editing. Florida: Triad Publishing.

# MEDIA LAWS AND ETHICS

## BVMM502

<b>Unit I:</b> <b>Basic Legal concepts-</b> Judicial system in India, fundamental rights; directive principles.	<b>06</b>
<b>Unit II:</b> <b>Freedom of the press-</b> evolution of the concept of freedom of the press – freedom of speech and expression in Indian Constitution: article 19 (1) (a) and reasonable restrictions.	<b>06</b>
<b>Unit III:</b> <b>Defamation</b> – libel, slander and defenses of media professional;	<b>06</b>
<b>Unit IV:</b> <b>Press Laws:</b> Official Secrets Act, Press & Registration of Books Act, Copyright Act, Contempt of Court Act, Young Person’s Harmful Publication Act, Indecent Representation of Women’s Act, Drug & Magic Remedies Act, Working Journalists Act, Wage Boards, Film Certification Rules, Intellectual Property Rights, Privacy and Cyber laws. Right to Information Act.	<b>06</b>
<b>Unit V:</b> <b>Media Ethics and Issues-</b> code of ethics for media personnel; Press Council of India; censorship versus self-regulation; privacy versus public good; embedded journalism and sting journalism.	<b>06</b>

### Books for Reference:

1. Naresh Rao &SuparnaNaresh, ‘Media Laws, an appraisal’,Premier Publishing Company, Bangalore.
2. Kundra.S, ‘Media Laws & Indian Constitution’, Anmol Publications Ltd, New Delhi.
3. Vakul Sharma, ‘Handbook of Cyber Laws’, Macmillan, 2002.
4. NirmalaLakshman,‘Writing a Nation, an Anthology of Indian Journalism’
5. NalininRajan, ‘Practising Journalism’, Sage Publications,
6. Hamid Moulana, ‘International Information Flow’,
7. Karen Sandars, ‘Ethics & Journalism’, Sage Publications,Books for Further Reading
8. AravindSinghal& Everett M.Rogers, ‘India’s Communication Revolution’, Sage Publications
9. Edward S. Herman & Noam Chomsky, ‘Manufacturing Consent’, Vintage Publications
10. Dr. Jan R. Hakemuldar et.al, ‘Principles & Ethics of Journalism’, Anmol Publications. 4. Patrick Lee Plaisance, ‘Media Ethics’, Sage Publications

# GRAPHICS AND ANIMATION IN ADVERTISING

## BVMM503

<b>Unit I:</b> Advertising, definitions, functions, types of advertising, ad agencies, world famous advertising agencies, marketing, marketing mix, media mix. social and ethical issues	<b>06</b>
<b>Unit II:</b> Online advertising, web banner ad, expanded ad, polite ad, wallpaper ad, trick banner, pop up, pop under, video ad, map ad, mobile ad, interstitial ad, contextual advertising.	<b>06</b>
<b>Unit III:</b> Outdoor publicity, point of purchase ads, hoardings, banner, wall posters, flex, sky writing, balloon ads, illuminated hoardings.	<b>06</b>
<b>Unit IV:</b> New trends in advertising, environmental conscious ads, talking babies, interactive tablet advertising, animated ads, cartoon ads. Episodes, viral videos, convergent advertising cultural icons, cultural jamming, universal advertising, creative ads	<b>06</b>
<b>Unit V:</b> Writing & creating advertising for TV & new media	<b>06</b>
<b>References:</b> 1. <b>Online Multimedia Advertising:</b> Techniques and Technologies by Xian-Sheng Hua, IGI Global ISBN-10: 1609601890 , ISBN-13: 978-1609601898 2. <b>Vaughan, Tay, 1993, Multimedia:</b> Making It Work (first edition, ISBN 0-07-881869-9), Osborne/ McGraw-Hill, Berkeley	

# NEWSROOM AND ONLINE PUBLISHING

## BVMM504

<b>Unit I:</b>	<b>06</b>
Newsroom Management: Production of news. Background management. News copy. Using software for video editing and publishing of documentaries, news clippings and short films.	
<b>Unit II:</b>	<b>06</b>
Online publishing and broadcasting: Difference between publishing and broadcasting; Tools and techniques. Programmable web. Youtube video channels; Using software for audio-editing and publishing, audio books and audio programs.	
<b>Unit III:</b>	<b>06</b>
Legal requirement: Content restrictions and norms. Creative commons. Educational Application Programming Interface (API) protocols.	
<b>Unit IV:</b>	<b>06</b>
Practice audio-video editing software.	
<b>Unit V:</b>	<b>06</b>
Use online publishing tools and techniques.	

### Suggested Readings:

1. Jackson, W. (2015). Digital Audio Editing Fundamentals. New York City, United States: Apress.
2. Chan, M.S. (2009). The Turnkey Publisher's Audio Publishing Handbook: How to Create & Self. Columbus, Georgia: Ascend Beyond Publishing
3. Bricca, J. (2017). Documentary Editing: Principles & Practice. United States: Focal Press.
4. Rubin, M. (2000). Nonlinear: A Field Guide to Digital Film and Video Editing. Florida: Triad Publishing.
5. Shergill, S. (2017). The teacher's guide to Creative Commons licenses. Open Education Europa



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# SEMESTER-VI

## INSTRUCTIONAL DESIGN AND CONTENT DEVELOPMENT

### BVMM601

<b>Unit I:</b>	<b>06</b>
Introduction to Instructional designing: Need for interactive content. Instructional design (ADDIE Model). Understanding the Requirements, The level of interaction – Low Level, High Level, Complexity of Content, Questions	
<b>Unit II:</b>	<b>06</b>
Management and other educational games, Animations, Case studies and caselets, Simulations, Discovery and explorations, Problem solving scenario	
<b>Unit III:</b>	<b>06</b>
Tools to Create Interactive Content, audio-video based content, Screen Recording Tools	
<b>Unit IV:</b>	<b>06</b>
Introduction to e-and m-Learning Open Source Tools, Mobile Based Interactive Educational Games	
<b>Unit V:</b>	<b>06</b>
Packaging and formats of e-learning content. E-learning standards: SCORM vs. API and their significance as compared to stand alone content.	

#### **Suggested Readings:**

1. Garrand, T. (2006). Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. Netherlands: Elsevier Science Ltd.
2. Felder, L. (2011). Writing for the Web: Creating Compelling Web Content Using Words, Pictures and Sound. London, United Kingdom: Pearson Education.
3. Halvorson, K & Rach, M. (2012). Content Strategy for the Web. San Francisco: Pearson Education.
4. Dhanavandan, S. (2015). Trends In E-Learning. New Delhi, India: Write And Print Publications.
5. Dubey, M. (2011). Effective E-learning: Design, Development and Delivery. Hyderabad: Orient BlackSwan.
6. Elkins, D. & Pinder. D. (2015). E-Learning Fundamentals. New Delhi, India: Viva Books Private Limited.
7. Janet, Mc.D. & Creanor, L. (2010). Learning with Online and Mobile Technologies. United Kingdom: Routledge

# INTERACTIVE CONTENT - TOOLS AND TECHNIQUES

## BVMM602

<b>Unit I:</b> Exploring interactive content and Understanding the Requirements of different e-and m-learning models.	<b>06</b>
<b>Unit II:</b> Case studies on Management and other educational games, Animations, Simulations, Problem solving scenario	<b>06</b>
<b>Unit III:</b> Using Tools to Create Interactive Content, audio-video based content, Screen Recording Tools.	<b>06</b>
<b>Unit IV:</b> Using e-and m-Learning Open Source Tools, Mobile Based Interactive Educational Games.	<b>06</b>
<b>Unit V:</b> Practice on Packaging and publishing in different formats of e-learning content using open source and proprietary software.	<b>06</b>

### **Suggested Readings:**

1. Garrand, T. (2006). Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. Netherlands: Elsevier Science Ltd.
2. Felder, L. (2011). Writing for the Web: Creating Compelling Web Content Using Words, Pictures and Sound. London, United Kingdom: Pearson Education.
3. Halvorson, K & Rach, M. (2012). Content Strategy for the Web. San Francisco: Pearson Education.
4. Dhanavandan, S. (2015). Trends In E-Learning. New Delhi, India: Write And Print Publications.
5. Dubey, M. (2011). Effective E-learning: Design, Development and Delivery. Hyderabad: Orient BlackSwan.
6. Elkins, D. & Pinder. D. (2015). E-Learning Fundamentals. New Delhi, India: Viva Books Private Limited.
7. Janet, Mc.D. & Creanor, L. (2010). Learning with Online and Mobile Technologies. United Kingdom: Routledge.

# 3D, SCRIPTING AND GAME DEVELOPMENT

## BVMM603

<b>Unit I:</b> Character Design, Animation Principles & Fundamentals, Drawing the Key Tool, 3D Max (Interior Designing + AutoCAD)	<b>06</b>
<b>Unit II:</b> Animation Layout, Advanced 2D Animation, Stop motion Animation, 3D- MAYA, 3D (Modelling and Texturing / Animation / Lighting), 2D (2D Classical Animation/2D Flash Animation)	<b>06</b>
<b>Unit III:</b> Editing (Post Production), EDIUS Software, Adobe Premier, Adobe AfterEffects, Motion Graphics, Music and Sound Effects	<b>06</b>
<b>Unit IV:</b> Adobe Directory, Compositing and Visual Effects, Visual and Sound Editing, Advanced Production Tools and Technique	<b>06</b>
<b>Unit V:</b> Course Overview and C/Win32 game-full circle games introduction -Game Building and Modeling Introduction, Modeling and Animations, Interiors - More complex UV mapping, Programmatic movement, Advance C++ techniques -Intro to DirectX 3D - Camera -Meshes -Geometry, Vertices & Indices -Texture and Lighting -Particles -Intro to Networking, Direct play, Multiplayer gaming, Introduction to Torque Game engine -Focus on final projects, installers, triggers -Torque internals, physics, Pathing-Torque Script, Data blocks, Agile Programming -Camera Pathing, Camera Control.	<b>06</b>

### **Suggested Readings:**

1. Trivedi, M.C. (2009). Computer Graphics & Animation. Mumbai, India: Jaico Publishing House.
2. Richard. (1996). The Encyclopedia of Animation Techniques. United Kingdom: Focal Press.
3. Laybourne, K. & Canemaker, J. (1998). The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation. United States: Three Rivers Press

# WEBSITE DESIGNING

## BVMM604

<b>Unit I:</b> Web Technologies, Domains and Hosting, website workflow, types of websites, Client and server script language.	<b>06</b>
<b>Unit II:</b> Practice of Photoshop or similar software for web designing.	<b>06</b>
<b>Unit III:</b> Basics of Markup language, HTML structure, elements of head section, meta tags, css tags, script tags, table tags, paragraph, span, pre tags, image & object tags, post and get method, field set and legend, HTML validation.	<b>06</b>
<b>Unit IV:</b> Webhosting basics, controlling c panel, creating email in c panel, using FTP client, Defining name server. Open source Content Management systems.	<b>06</b>
<b>Unit V:</b> Development and uploading of content on websites using open source CMS.	<b>06</b>

### **Suggested Readings:**

1. Duckett, J. (2011). HTML and CSS: Design and Build Websites. New Jersey, United States: Wiley
2. Duckett, J. (2014). JavaScript and jQuery: Interactive Front–End Web Development. New Jersey, United States: Wiley.



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