

St Joseph's University, Bengaluru
School of Communication & Media Studies
SJUET – June 2024
B.Voc. (Visual Media & Film Making)

This is some basic material for your reading and viewing. Please read/ view it critically; spend time and energy to reflect on it. Know what you consume! This will form the basic material for your examination.

***In addition**, there will be questions from current affairs, basic language abilities, mathematics, general knowledge of the world around, and more specifically from the general domain of advertising and public relations.*

Reading Material Links

1. 'All We Imagine as Light' review: Payal Kapadia's Cannes winner is a triumph
Link: <https://www.livemint.com/mint-lounge/art-and-culture/all-we-imagine-as-light-review-cannes-film-festival-payal-kapadia-kani-kusruti-11717062981242.html>
2. What is Film Editing — Editing Principles & Techniques Explained
Link: <https://www.studiobinder.com/blog/what-is-film-editing-definition/>
3. Avatar cinematography analysis: Going to new worlds
Link: <https://www.nyfa.edu/student-resources/best-cinematography-many-looks-avatar/>
4. The rise of the OTT platform and its impact on the entertainment industry by 2040
Link: <https://insights.blackcoffer.com/the-rise-of-the-ott-platform-and-its-impact-on-the-entertainment-industry-by-2040/>
5. AI in the film industry: still a long way to go
Link: <https://techwireasia.com/01/2024/ai-in-the-film-industry/>