

NAME OF PROGRAMME: MA IN CULTURAL INFORMATICS

NAME OF DEPARTMENT: SOCIETY-TECHNOLOGY INTERFACE

Course duration: 4 Semesters (2 Academic Years)

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (LOCF)

PROGRAM OBJECTIVES

- To equip student with broader theoretical understanding of culture and heritage of India
- To promote research and academic excellence in the field of heritage conversation
- To train students on Information Technology for heritage conservation professionalism
- To engage students with heritage professionals, institutions, industries and management

PROGRAM OUTCOME

On the completion of this program the student should be able to:

- Develop a broader knowledge or conceptual understanding of cultural heritage of India for the purpose of conservation
- Perform research in the field of heritage conservation and excel in academic
- Use Information Technology tools for documentation, archiving, and dissemination of heritage content
- Develop careers in heritage conservation through practical exposures to the organizations, institutions, industries that are engaged in heritage conservation and management

SEMESTER WISE COURSE DETAILS

SN	Sub. Code	Title of the Course	Type of Course (C/E)	Credits
		First Semester		
1	STI 401	Fundamentals of Cultural Informatics	C	4
2	STI 402	User Interface Design	C	4
3	STI 403	Museum Studies	C	4
4	CMS 401	Introduction to Cultural Studies*	C	4
5	STI 404	Audio-visual communication	C	4
6	CMS 407	Basics of visual design*	E	4
7	STI 405	Modern and Contemporary Indian Art	E	4
		Second Semester		
8	STI 406	Indian Knowledge System	C	4
9	STI 407	Research Methodology for Cultural Studies	C	4
10	STI 408	Audio-Visual Archiving	C	4
11	STI 409	Architecture of India	C	4
12	STI 410	Art of India	C	4
13	CMS 418	Digital and Multimedia* Communication	E	4
14	STI 411	Cultural Heritage of Rajasthan	E	4
		Third Semester		
15	STI 501	Cultural Heritage of India	C	
16	STI 502	New Technology for Cultural Preservation	C	4
17	STI 503	Seminar Course on Dissertation Or Multimedia Production	C	4
18	STI 504	Heritage Tourism and Management	C	4
19	STI 505	Archaeology: Principles and Methods	C	4
20	CMS 501	Indigenous Culture*	E	4
21	STI 506	Cultural Anthropology	E	4

		Fourth Semester		
22	STI 507	Cultural Informatics Internship	C	8
23	STI 508	Multimedia Production	C	8
24	STI 509	Dissertation	C	8
				96

C=Compulsory Course

E=Elective Course

* Papers offered by the Department of Culture and Media Studies (CMS)

COURSE OUTCOME

Sub. Code	Title of the Course	Course outcome
	First Semester	On the completion of the course the student should be able to:
STI 401	Fundamentals of Cultural Informatics	• Integrate culture and informatics • Apply metadata • Use ICT tools for documentation • Apply multimedia technology
STI 402	User Interface Design	• Analyse and model requirements and constraints for the purpose of designing and implementing user interfaces for software applications. • Design and implement a user interface, based on modelling or requirements specification. • Participate in a small team to design and implement a user interface, based on modelling or requirements specification. • Explain usability concepts, relevant alternatives and decision recommendations to your peers and to IT specialists, via technical reports of professional standard
STI 403	Museum Studies	• Prepare digital documentation of a museum collection

		• Examine the extent of damage to a particular material and prepare an effective conservation plan • Analyse different situations and apply unique methods to the preservation of tangible and intangible heritage. • Apply ethical practices as a museum/conservation professional.
CMS 401	Introduction to Cultural Studies*	• Describe the key concepts of cultural studies that can be employed in media analysis • Discuss culture not only as a way of life but as contested site for human discourse and action • Analyse how meaning is produced, represented, and consumed in the process of constructing and inhabiting a culture. • Explain themselves as cultural beings and not simply technology handling personnel
STI 404	Audio-visual communication	• Perform practical handling of camera • Develop script writing • Apply different types of shots • Perform postproduction: grammar of editing, software
CMS 407	Basics of visual design*	• Apply the principles and essential elements of designing • Perform designing process systematically • Describe aesthetics of the art and craft of designing with a philosophical understanding
STI 405	Modern and Contemporary Indian Art	• Analyse the progression of artistic styles and themes from academic art to the contemporary era • Use visual and contextual evidence to explore the role of ambiguity and multiple interpretations in modern artwork • Discuss their opinions on work of art and recognize the different opinions from others

	Second Semester	
STI 406	Indian Knowledge System	• Describe meaning of culture, heritage and civilization • Discuss the central point and uniqueness of Indian culture • Explain the nature of Vedic society, religion and philosophy • Develop understanding of the diversity and the underlying unity within Indian culture • State the process of infusion into and integration of elements from other cultures in Indian society • Demonstrate the traditional knowledge system with modern times
STI 407	Research Methodology for Cultural Studies	• State social and cultural realities through process • Apply scientific research methodology • Develop objective data gathering • Analyse, interpretation and write research report/thesis
STI 408	Audio-Visual Archiving	• Describe the various digital resources • Apply access and long-term preservation of audio-visual material • Design metadata structure of audio-visual material and update audio-visual material in latest format • Perform technical aspects of recording, storage and reproduction, including new recording, transfer and storage techniques • Perform digitization of audio-visual material
STI 409	Architecture of India	• Describe the fundamental concepts and symbolism in architecture • Explain the historical development of architectural heritage

		• State the significance of rock-cut architecture • Discuss the styles of temple architecture
STI 410	Art of India	• Explain the different forms of Arts: paintings, images, iconography, etc. • Evaluate the historical development of Indian arts • Analyse the religious and cultural expressions in arts
CMS 418	Digital and Multimedia* Communication	• Discuss the central digital media theories • Apply the theories on contemporary changing society, politics, and economy • Describe the relations and interactions between society and technology • Develop comparison between different digital media theories, their similarities and differences
STI 411	Cultural Heritage of Rajasthan	• Describe the archaeological and architectural heritage of Rajasthan • State the significance of fair and festivals • Explain the schools of paintings developed in Rajasthan
	Third Semester	
STI 501	Cultural Heritage of India	• Explain the traditions, cultural practices in India • Evaluate the interrelation between social and cultural practices • Describe that religion and philosophy has deep impact on culture
STI 502	New Technology for Cultural Preservation	• Use technological innovations and their practical applications • Apply the various technological tools in cultural preservation and interactive experiences • Perform the multi-disciplinary research in the field of heritage conservation • Develop interest in preservation, planning and creating effective solutions for heritage management

STI 503	Seminar Course on Dissertation Or Multimedia Production	• Develop a detailed concept note for a multimedia production • Perform many pre-production activities including research for a production • Design research proposal, literature review
STI 504	Heritage Tourism and Management	• Describe the concept of heritage tourism industry • Explain management functions • Explain organizational behaviors and leadership
STI 505	Archaeology: Principles and Methods	• Describe the meaning and historical development of archaeology in India • Evaluate scientific methods of archaeological explorations • Explain marine archaeology
CMS 501	Indigenous Culture*	• Evaluate the condition of indigenous people in relation to development programmes • Analyse the impact of colonialism and globalization in the lives of indigenous people • Evaluate the contemporary problems associated with indigenous communities • Perform detailed case studies and document indigenous practices • Use analytical tools for studying indigenous cultures
STI 506	Cultural Anthropology	• Perform research on personal/family oral tradition • Describe the different human practices affected by biological, behavioral, and cultural diversity • Explain how cultural and anthropological knowledge is transferred effectively through written and oral presentation in varying formats among diverse ethnic groups • Discuss Indian cultural diversity and develop respect for different cultural groups • Evaluate the values, humour, truth and history transmitted through oral tradition

		• Develop comprehending, interpreting and evaluating different sources of folklore
	Fourth Semester	
STI 507	Cultural Informatics Internship	• Evaluate work-culture in the field of heritage documentation and conservation • Use data for report writing • Develop relationship with the professionals, industries and institutions that are engaged in research and conservation of cultural heritage • Develop their careers in heritage conservation
STI 508	Multimedia Production	• Develop script for a multimedia documentary • Perform documentation and collection of data from the field • Perform post-production activities for the multimedia documentary. • Develop their careers in heritage conservation
STI 509	Dissertation	• Design a feasible and clearly articulated research dissertation • Demonstrate their competence and skill in research • Evaluate their own contribution in specific research area

* Papers offered by the Department of Culture and Media Studies (CMS)

PROGRAM OUTCOME MAPPING TABLE

Course Code	1	2	3	4
	To equip student with broader theoretical understanding of culture and heritage of India	To promote research and academic excellence in the field of heritage conversation	To train students on Information Technology for heritage conservation professionalism	To engage students with heritage professionals, institutions, industries and management
STI 401			✓	
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STI 404			✓	
CMS 407			✓	
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STI 506	✓			
STI 507				✓
STI 508			✓	
STI 509		✓		

