

DHANRAJ BAID JAIN COLLEGE

(AUTONOMOUS)

Co-Educational Minority Institution

(Owned & Managed by Tamilnadu Educational & Medical Trust)

Approved by Government of Tamilnadu & Affiliated to University of Madras

Re-Accredited By NAAC with 'B+' Grade

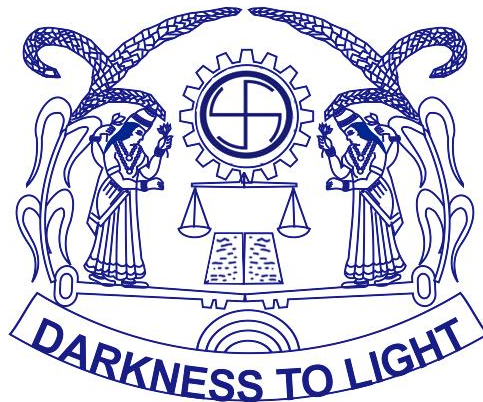
Thoraipakkam, Chennai – 600 097.

BACHELOR OF SCIENCE

(DEGREE COURSE)

IN

VISUAL COMMUNICATION



SYLLABUS

Choice Based Credit System

(Effective from the Academic Year 2019-2020)

Total no. of semesters: 6

Total no. of credits: 140

SCIENCE PROGRAM OUTCOMES

- PO1. Science:** Apply the knowledge of science fundamentals to solve problems in chosen field.
- PO2. Problem Analysis:** Identify and review literature, thereby analyzing problems to arrive at substantiated solutions using the basic principles of science.
- PO3. Science Graduate and Society:** Apply reasoning to assess the societal issues like health, safety, legal and cultural to dominate the need for sustainable development.
- PO4. Ethics:** Apply ethical principles and commit to the professional ethics and norms.
- PO5. Environment and Sustainability:** To understand the impact of responsibility of pursuing the environment and demonstrate the need for sustainable development.
- PO6. Individual and Team Work:** Function effectively as an individual and as member or leader in diverse teams in multi – disciplinary settings.
- PO7. Communication:** Speak, read , write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- PO8. Project Management and Finance:** Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one’s own work as a member and as a leader of a team, to manage project in a multi disciplinary environment.
- PO9. Life – Long Learning:** Recognize the need for and have the preparation and ability to engage in independent and life long learning in the broadest context of technological change

**B.SC VISUAL COMMUNICATION
(DEGREE COURSE)**

Program specific outcome

PSO1.Apply their aesthetic sensibility and technical skills to shoot different types of photography such as Advertising, landscape, fashion and industrial.

PSO2.Understanding various communication theories, techniques, strategies, media and audiences.

PSO3.Develop an idea into a screenplay and execute it as a video project using their direction, editing, and videography skills effectively.

PSO4.Display their skills in the contemporary new media such as animation, web-designing and event management.

**B.SC VISUAL COMMUNICATION
(DEGREE COURSE)**

(SEMESTER SYSTEM WITH CBCS)

CHOICE BASED CREDIT SYSTEM
(Effective from the academic year 2019 – 2020)

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of Bachelor of Science courses shall be required to have passed the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras. Provided that candidates for admission into the specific main subject of study shall be Possess such other qualifying conditions as may be prescribed by the University as given the **APPENDIX-A**

2. ELIGIBILITY FOR AWARD OF THE DEGREE:

A candidate shall be eligible for the award of the Degree only if he / she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed earning 140 credits and fulfilled such conditions as have been prescribed therefore.

3. DURATION:

(a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and the fourth semesters and the third academic year the fifth and sixth semesters respectively.

(b) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

4. COURSE OF STUDY:

The Main Subject of Study for Bachelor Degree shall consist of the following.

- (1) FOUNDATION COURSES: The course shall comprise the study of:
 - (a) Part – I Tamil or any other Modern (Indian or Foreign) or Classical Languages; and
 - (b) Part – II English
- (2) CORE COURSES consisting of (a) Main Subjects, (b) Allied Subjects (c) Application Oriented Subjects related to the Main Subject of Study and Practical's, etc., if any.
- (3) Compulsory Extension Service

5. COMPULSORY EXTENSION SERVICE:

A candidate shall be awarded a maximum of 2 credits for Compulsory Extension Service.

All the students shall have to enroll for NSS / NCC / NSO (Sports & Games) Rotract / Youth Red Cross or any other service organizations in the College and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the College before 31st March in a year. If a student LACK 40 HOURS ATTENDANCE in the First Year, he / she shall have to compensate the same during the subsequent years.

Students those who complete minimum attendance of 40 hours in One Year will get ONE CREDIT and these who complete the attendance of 80 or more hours in Two Years will get 2 CREDITS.

Literacy and Population Education Field Work shall be compulsory components in the above extension service activities.

6. SCHEME OF EXAMINATION SHALL BE GIVEN IN APPENDIX 'A'

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

- (a) Candidates shall register their names for the First Semester Examination after admission in the UG Courses.
- (b) Candidates shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current (subsequent) semester subjects.

(C) Candidates shall be eligible to go to subsequent semester, only if they earn sufficient attendance as prescribed thereof from time to time, provided in case of a candidate earning less than 50% of attendance in any one of the semesters due to any extraordinary circumstance such as medical grounds, such candidates who shall produce Medical Certificate issued by the Authorized Medical Attendant (AMA), duly certified by the Principal of the College, shall be permitted to proceed to the next semester and to complete the Course of Study. Such candidates shall have to repeat the missed Semester by rejoining after completion of Final Semester of the Course, after paying the fee for the break of study as prescribed from time to time.

8. PASSING MINIMUM:

A candidate shall be declared to have passed in each paper / practical of the Main Subject of Study wherever prescribed, if he / she secure NOT LESS THAN 40% of the marks prescribed for the examination. He / she shall be declared to have passed the whole examination, if he / she passes in all the papers and practical's wherever prescribed as per the scheme of examinations earning 140 CREDITS. He / she shall also fulfill the compulsory extension services prescribed earning a minimum of I Credit out of maximum of 2 Credits to qualify for the Degree.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES

(I) FOUNDATION COURSES

- (a) **LANGUAGE OTHER THAN ENGLISH:** Successful candidates passing the examinations for the Language and securing marks (I) 60 percent and above and (II) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the **FIRST** and **SECOND** Class, respectively. All other successful candidates shall be declared to have passed the examination in **THIRD** Class.
- (b) **ENGLISH:** Successful candidates passing the examination for English and securing the marks (I)60 percent and above and (II) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the **FIRST** and **SECOND** Class, respectively. All other successful candidates shall be declared to have passed the examination in **THIRD** Class.

(II) CORE COURSES consisting of (a) Main Subjects (b) Allied Subjects (c) Application Oriented Subjects and Practical's, etc., if any. The Students at the end of I year has to undergo an Institutional Training and at the end of II Year a Mini Project in any one of the Organisation.

Successful candidates passing the examinations for Core Courses together and securing the marks (i) 60 percent and (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Core Courses together shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

10. RANKING:

Candidates who pass all the examinations prescribed for the Course in the FIRST APPEARANCE ITSELF ALONE are eligible for Classification / Ranking / Distinction.

Provided in the case of Candidates who pass all the examinations prescribed for the Courses with a break in the First Appearance due to the reasons as furnished in the Regulations.7.(c) supra are only eligible for Classification / Distinction.

APPENDIX ‘A’
B.SC VISUAL COMMUNICATION
(DEGREE COURSE)
(SEMESTER SYSTEM WITH CBCS)
SCHEME OF EXMINATIONS
FIRST YEAR

SEMESTER I

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	CIA	ESE	Total Marks	Credits
I	Foundation Course: Tamil-I or any Language – I	5	3	25	75	100	3
II	Foundation Course: English – I	5	3	25	75	100	3
Core I	Introduction to Visual Communication	6	3	25	75	100	3
Core II	Drawing – I	6	3	25	75	100	5
Allied Subject - I	Graphic Design – I	6	3	25	75	100	5
	History of Tamil Cinema	1	3	25	75	100	2
	Soft Skill	1	3	25	75	100	2

SEMESTER II

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	CIA	ESE	Total Marks	Credits
I	Foundation Course: Tamil-II or any Language – II	5	3	25	75	100	3
II	Foundation Course: English – II	5	3	25	75	100	3
Core III	Communication Skills & Theories	6	3	25	75	100	3
Core IV	Drawing – II	6	3	25	75	100	5
Allied Subject - II	Graphic Design – II	6	3	25	75	100	5
	Understanding Radio	1	3	25	75	100	2
	Soft Skill	1	3	25	75	100	2

SEMESTER III

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	CIA	ESE	Total Marks	Credits
	Foundation Course: Tamil-III or any Language – III	6	3	25	75	100	3
	Foundation Course: English – III	6	3	25	75	100	3
Core V	Advertising	6	3	25	75	100	4
Core VI	Elements of Film	5	3	25	75	100	4
Allied - III	Computer Graphics I [Practical]	6	3	25	75	100	5
	Personality Enrichment	1	3	25	75	100	3

SEMESTER IV

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	CIA	ESE	Total Marks	Credits
	Foundation Course: Tamil-IV or any Language – IV	5	3	25	75	100	3
	Foundation Course: English – IV	5	3	25	75	100	3
Core VII	Photography	6	3	25	75	100	4
Core VIII	Practical Photography[Practical]	5	3	25	75	100	4
Allied – IV	Computer Graphics II [Practical]	5	3	25	75	100	5
	Environmental Studies	2	3	25	75	100	2
	Computing Skill	2	3	25	75	100	3

SEMESTER V

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	CIA	ESE	Total Marks	Credits
IX	Media, Culture and Society	6	3	25	75	100	4
X	Television Production	6	3	25	75	100	4
XI	Web Publishing [Practical]	6	3	25	75	100	4
XII	Advertising Photography [Practical]	6	3	25	75	100	5
	Project [Phase 1]	6	3	25	75	100	5
	Value Education	1	3	25	75	100	2

SEMESTER VI

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	CIA	ESE	Total Marks	Credits
XIII	Media Organization	6	3	25	75	100	4
XIV	Production Practice [Practical]	5	3	25	75	100	5
XV	3 D Animation [Practical]	6	3	25	75	100	4
	Project [Phase 2]	6	3	25	75	100	5
	Project [Phase 3]	6	3	25	75	100	5
	Extension Activities						1

INTRODUCTION TO VISUAL COMMUNICATION

COURSE OBJECTIVE:

To learn the basics of visual communication process and design elements.

Unit I

Need for and the Importance of Human and Visual Communication. Communication as an expression, skill and process, Understanding Communication: SMRC-Model

Unit II

Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation

Unit III

Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements/Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc.Design and Designers (Need, role, process, methodologies etc.)

Unit IV

Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis, decision making, and implementation.

Unit V

Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

COURSE OUTCOMES:

1. To understand the basics of human communication.
2. To understand the process and aspects of visual communication.
3. To recognize the elements of visual communication.
4. To identify the various stages of visual design process.
5. To acquire knowledge about visual thinking through various design elements.

REFERENCES

1. Lester, E Visual Communications: Images with Messages. Thomson Learning, Wadsworth Pub Co,6th Edition,2000.
2. Schildgen, T ,Pocket Guide to color with digital applications. Thomsom Learning,1998.
3. Picture this: Media Representation of Visual Arts and artists. University of Luton Press
4. Palmer, Frederic: Visual Elements of Art and Design, Longman,1989.
5. Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects,
6. Graphic Designers, and Artists,Astragal Books. London, 1982.
7. Palmer. F,BatsfordVisual Awareness,1972.

Weblinks:

1. <https://study.com/academy/lesson/what-is-visual-communication-definition-history-theory-examples.html>
2. <https://www.historyofvisualcommunication.com/>

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

PRACTICAL I - GRAPHIC DESIGN I

COURSE OBJECTIVE:

Students will demonstrate proficiency in design principles, design process, and contemporary design practice. Students will develop an understanding of design process and problem solving methods and explore the effect graphic design has upon the environment.

(Hand Drawing-Lines, Sketches) Max. Mark 100 (Practical 75: Record 25)

Record I should contain handwork done by students on basic elements of design. There should be minimum of THREE exercises for each topic outlined below for Record I.

Record

- * Lines of different thickness
- * Curves of different thickness
- * Shapes of different forms
- * Patterns-of different kinds
- * Distortion-of different kinds
- * Lettering (fonts) Alphabets
- * Fonts Numbers

COURSE OUTCOMES:

1. To apply and demonstrate the acquired knowledge and skills in their project work.
2. To draw lines and curves of different thickness, shapes and patterns of different kinds.
3. To practice and become familiar with lettering alphabets, fonts and members.

References:

1. Ellen Lupton & Jennifer Cole Phillips, “Graphic Design: The New Basics” Princeton Architectural Press Revised and updated edition 2015.
2. David Dabner & Sandra Stewart & Eric Zempel, “Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media”, Thames & Hudson Ltd; 5th Revised edition, 2014.

PRACTICAL II - DRAWING I

COURSE OBJECTIVES:

The students will develop representational drawing skills, understand and manipulate the proportional relationships from actual objects to achieve better design solutions, good craftsmanship and presentation skills.

COURSE OUTCOMES:

1. To create designs and logos applying basic color concepts and design techniques.
2. To draw various geometrical shapes patterns and surface textures.
3. To make drawings with overlapping objects, light and shade.

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and pen (black)

- * Geometrical shapes
- * Patterns, Surface textures etc.
- * Perspectives
- * Overlapping objects
- * Light and shade

References:

1. Novak and Henry C. Spencer, "Basic Technical Drawing," Student Text, Glencoe/McgrawHill; 6th Revised edition, March ,1994.
2. Wayne Enstice and Melody Peters, "Drawing: Space, Form, and Expression," Pearson, 2edition, 1995.

NON-MAJOR ELECTIVE – 1: HISTORY OF TAMIL CINEMA

COURSE OBJECTIVE:

To understand the origin of Tamil cinema, transition from silent to sound and the influence of theatre on it.

Unit 1:

Beginnings of Cinema in TN – initial talkies era – dramas turned films – mythological.

Unit 2:

Era of ‘socials’ – freedom struggle and Tamil cinema.

Unit 3:

Emergence of Dravidian Parties and their impact on Tamil cinema.

Unit 4:

Attempts at ‘middle cinema’ vis-à-vis commercial cinema.

Unit 5:

Contemporary mainstream cinema – entry of Corporates into cinema – the future.

COURSE OUTCOMES:

1. To become familiar with the history of Tamil cinema.
2. To understand how the film medium was used by various parties for political propaganda.
3. To discuss the various features of mainstream cinema.
4. To discuss the influence of Tamil Theater on early Tamil films.

References:

1. Thoraval, Yves (2000) The Cinema of India(1896-2000)
2. Arora: Encyclopedia of Indian Cinema
3. Baskar, Theodor: Eye of the Serpent

Weblinks:

http://cscs.scu.edu/trends/v28/CRT_v28_n4_Dec2009.

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

ESSENTIALS OF LANGUAGE AND COMMUNICATION-II

COURSE OBJECTIVES:

- To enable the students to build a repertoire of functional vocabulary and to move from the lexical level to the syntactic level.
- To train the students to summon words, phrases relevant to the immediate communication tasks.
- To enable the students to comprehend the concept of communication.
- To teach the students the four basic communication skills- Listening, Speaking, Reading and Writing.

UNIT 1: Recap of language skills – vocabulary, phrase, clause, and sentence.

UNIT 2: Fluency building.

UNIT 3: Principles of Communication.

UNIT 4: Types of Communication.

UNIT 5: LSRW in Communication.

Recommended Texts

- Monippally, Matthukutty. M. *Business Communication Strategies*. 11th Reprint. Tata McGraw-Hill. New Delhi,2001.
- Sasikumar. V and P.V. Dhamija. *Spoken English: A Self-Learning Guide to Conversation Practice*. 34th Reprint. Tata McGraw-Hill. New Delhi,1993.
- Swets, Paul. W. *The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates*. Prentice Hall Press. New York.1983.
- Hewings, Martin. *Advanced English Grammar: A Self-Study Reference and Practice Book for South Asian Students*. Reprint 2003. CambridgeUniversity Press. New Delhi,1999.
- Lewis, Norman. *Word Power Made Easy*. Pocket Books.1991.
- Hall and Shepherd. *The Anti-Grammar Grammar Book: Discovery Activiies for Grammar Teaching*. Longman.

Web links:

- www.tatamegrawhill.com/digital_solutions/monippally
- www.dictionary.cambridge.org
- www.wordsmith.org

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

COMMUNICATION SKILLS&THEORIES

COURSE OBJECTIVE:

To learn the elements of communication process, various communication models and theories.

Unit I:

Basic communication models- Lasswell's, Wilbur Schramm, Osgood. Types of Communication. Interpersonal communication: Theories and Models -Berlos SMCR model, Transactional analysis. Barriers to IPC. Merits. Improving IPC skills.

Unit II:

Group communication: Theories and models-Aristotle's communication model. Leadership-Role of leader in group communication. Decision-making process. Communication pattern in group context. Group discussion.

Unit III:

Public communication: Rhetoric model- Aristotle's communication model- Persuasive model- AIDA. Elements of mass communication. Function and characteristics. Hyper-needle theory.

Unit IV:

Non-verbal communication: Types of non-verbal behavior, Proxemics, Kinetics, Heptis,..etc. Mehrabian, Patterson models.

Unit V:

Overcoming cross-cultural communication barriers. Improving communication skills, problem solving skills. Communication skills for Managers. Case Studies in communications skills, Ideation and Creative Thinking - Lateral Thinking. Designing Messages for different audiences.

COURSE OUTCOMES:

1. To understand the features of various communication models.
2. To understand and differentiate interpersonal and group communication process.
3. To identify and describe the components of various communication theories and models.
4. To understand and interpret elements of non- verbal communication process.
5. To develop knowledge about communication barriers and improving communication skills.

REFERENCES

1. Wood, Julia T: Communication Mosaics: An Introduction to the Field of Communication, 2001. Wadsworth
2. Larson, Charles U; Persuasion: Reception and Responsibility. Wadsworth, 2001.

Web links:

1. <http://egyankosh.ac.in/bitstream/123456789/10047/1/Unit-3>
2. <https://www.communicationtheory.org/list-of-theories/>

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

GRAPHIC DESIGN – II

COURSE OBJECTIVES:

To provide an understanding of the basic objectives, principles, and methods used in graphic design. The projects described here are designed to provide a range of opportunities for creative problem solving within practical constraints.

Records should contain at least THREE exercises each with written briefs, scribbles and final artwork. Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering, etc.) created by the students themselves (cutting and pasting from magazine or any other secondary sources will not be allowed).

Record

Logo design

Letterhead

Visiting Cards

Brochures

Print Advertisements - Black & White, Colour .

COURSE OUTCOMES:

- 1: To create personally significant works of design applying basic design/color concepts and techniques.
- 2: To acquire skills for creating logo designs and visiting cards and letter leads.
- 3: To design brochures and print advertisements in color as well as black and white

References:

1. Leslie Cabarga, "Logo Font & Lettering Bible", Published by David & Charles, 2004.
2. Ellen Lupton & Jennifer Cole Phillips, "Graphic Design: The New Basics", Princeton Architectural Press; Revised and updated edition, 2015.

DRAWING – II

COURSE OBJECTIVE:

To learn the art of coloring and basic artistic concepts pertaining to the medium such as transparency, composition, basic color theory, and value.

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. All exercises must be in pencil and in different medium -charcoal, watercolor, pastels, oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and in different medium -charcoal, watercolor, pastels, oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}

1. Forms - humans, animals, birds
2. Live models
3. Landscapes
4. Monuments
5. Environmental Exposure.

COURSE OUTCOMES:

- 1: To understand and demonstrate color mixing and values of hue, basic techniques with Brushes, paint, and art boards.
- 2: To understand art material (pastel), explore new styles, learn different methods of pastel painting.

References:

1. Philip W. Metzger “The Art of Perspective”, North Light Books; illustrated edition, 2007
2. Wolf Rachel, “Basic Drawing Techniques”, North Light Books, 1991.

NON-MAJOR ELECTIVE – 2: UNDERSTANDING RADIO

COURSE OBJECTIVES:

To get a thorough understanding of the radio medium.

Unit 1:

Radio as a mass medium.

Unit 2

Programme Planning, Scripts for various Radio Programme, Conceptualization and Ideation: Show Designing, Advertisements , Promos , Jingles.

Unit 3:

Radio programme genres and their audiences– film music, proliferation of FM radio and its impact on youth.

Unit 4:

Role of radio in conflict situations – radio and disaster management. Community radio – its social and commercial implications.

Unit 5:

Exercise on developing different types of radio programmes.

COURSE OUTCOMES:

1. To understand the characteristics of radio medium.
2. To understand scripting methods for various types of radio programmers and the role of FM and commentary radio.
3. To discuss the impact of radio in conflict situations and disaster management.

REFERENCES

1. Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: Modern Radio Production- Production, Programming and Performance. Wadsworth. Thompson Learning, 2000.
2. Mcleish, Robert; Radio Production - A Manual for Broadcasters. Wadsworth. Thompson Learning, 1994.
3. News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi.
4. This is ALL India Radio, U.L Baruah, Publications Division.
5. Hausman, Carl; Benoit, Philip and O'Donnell, Lewis: Announcing: Broadcast Communication Today. Wadsworth. Thompson Learning, 2001.

Weblinks:

1: www.allindiaradio.org

2: <https://aiir.com/>

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS-II

COURSE OBJECTIVES:

- To train students to become aware of their thinking style and to enable them to convert thinking into performance.
- To prepare students to evolve mental models for intra-personal and inter-personal transactions.
- To make students reflect and improve their use of body language – posture, gesture, facial expression, tone.

UNIT I: Thinking and Articulation – cognitive, affect, critical, creative aspects of articulation.

UNIT II: Acquisition of Oral and Aural Skills.

UNIT III: Communication Boosters – body language.

UNIT IV: Function of Cultural Codes in Presentation – etiquette.

UNIT V: Models of Presentation.

Recommended Texts

- Powell. In Company. MacMillan.
- Cotton, et al. Market Leader. Longman.
- Pease, Allan. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi,. 1998.
- Gardner, Howard..Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York.1993.
- De Bono, Edward. Six Thinking Hats. 2nd Edition. Penguin Books.2000.
- De Bono, Edward. Serious Creativity. Reprint. Harper Business,1993.

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

ADVERTISING

COURSE OBJECTIVES:

To provide a basic understanding and learn the various aspects of advertising.

Unit I

Definition, Nature and Scope of advertising. Roles of Advertising: Societal, Communication, Marketing and Economic. Functions of advertising.

Unit II

Based on target audience, geographical area, Media & Purpose. Corporate and Promotional Advertising. Web Advertising.

Unit III

Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising –(India and abroad). Ad Agency –Structure of small, medium & big agencies, functions. Types of agencies – in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.

Unit IV

Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.

Unit V

Conceptualization and Ideation, Translation of ideas into campaigns, visualization

Designing & Layout, Copy writing – Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting. Story board. Advertising campaign—from conception to execution. Health awareness campaigns, Rallies, Human chains, press meets. Campaign strategies. PR skills.

COURSE OUTCOMES:

1. To understand the basics of advertising and its functions.
2. To identify different types of advertising..
3. To understand the business aspects of advertising and the role of advertising agencies.
4. To acquire knowledge about the promotional process in advertising.
5. To develop concepts and ideas for different types of advertising and to understand the role of public relations.

REFERENCES

1. Sandage, Fryburger and Rotzoll. Advertising Theory and Practice. AAITBS Publishers,1996.
2. Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
3. Advertising Handbook: A Reference Annual on Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications
4. Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill
5. Jewler, E :Creative Strategy in Advertising. Thomson Learning, 1998.

Weblinks:

- 1: www.adage.com
- 2: www.exchange4media.com
- 3: www.auditbureau.org

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

ELEMENTS OF FILM

COURSE OBJECTIVES:

To develop an understanding of the critical and technical language associated with cinema.

Unit I

Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.

Unit II

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production – Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects,

Graphics & Final mixing. Distribution & Exhibition.

Unit III

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene, space and time, narrative functions of mise-en-scene. Cinematographer properties- the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound- the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

Unit IV

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.) Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

Unit V

Contemporary Indian and Hindi cinema - Fiction and non-fiction (documentary)- Mainstream and off-beat Indian films and directors. Study of acclaimed filmmakers (Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa..etc)

COURSE OUTCOMES:

1. To become familiar with different film movements through world cinema.
2. To understand the film making process.
3. To recognize and discuss the nuances of cinematography.
4. To review various genres of film forms, styles, contents.
5. To appreciate and analyse the contemporary Indian and World cinema.

REFERENCES

1. Thoraval, Yves The Cinema of India(1896-2000).
2. Roberge, Gaston: the Subject of Cinema
3. Roberge, Gaston : Films for an ecology of Mind,1977.
4. Halliwell,: The Filmgoers Companion 6th Edition
5. Arora: Encyclopedia of Indian Cinema.
6. Baskar, Theodor: Eye of the Serpent.

Weblinks:

- 1: www.screenindia.com
- 2: www.imdb.com
- 3: <http://idpaindia.org/>

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

COMPUTER GRAPHICS I

COURSE OBJECTIVES:

Computer graphics course is designed to enhance the image design, illustration and Photo manipulation. The students will learn the role of words, images and layouts to communicate an idea in different media like newspapers, magazines and posters.

(Practical: Record - 80, Viva - 20)

The practical will include

1. 2D Graphic-CorelDraw 9
2. Adobe Illustrator CS 5

Exercises

Design a four-color advertisement for promoting the image of any one of the following organizations

- a) Advertising agency
 - b) Commercial organization
 - c) Non-profit organization
 - d) Government agency
 - e) Service industry
- Design a 'poster' for the above-mentioned event.
 - Design a 'brochure' for any one of the above-mentioned agencies.
 - Design a 'calendar' to be published by any one of the above mentioned agencies.
 - Design the 'CD cover' to be brought out by any one of the above mentioned agencies.
 - Design the 'label' & package cover of any consumer product.
 - Design a '2-fold greeting card' for an occasion of your choice.
 - Design the 'cover of a book' on any topical issue.
 - Design a 'spokes character' for a product of your choice.

Note: No objects/elements downloaded from the Internet should be used.

COURSE OUTCOMES:

1. To understand and explain the various features of design softwares.
2. To apply their designing skills to create posters, brochures, calendars, visiting cards and letter heads.
3. To create two dimensional characters for animation.

PERSONALITY ENRICHMENT

COURSE OBJECTIVE:

To improve one's self-confidence and overall personality.

UNIT I Introduction

- Definition of Personality
- Components of Personality – Structural and Functional aspects
- Determinants of Personality – Biological, Psychological and Socio-Cultural factors
- Assessment of Personality – Observation, Interview and Psychological Tests
- Misconceptions and Classifications
- Need for Personality Development

UNIT II Self Awareness and Self Motivation

- Self Analysis through SWOT and Johari window
- Elements of Motivation
- Seven rules of Motivation
- Techniques and Strategies for Self Motivation
- Motivation Checklist and Goal Setting based on the principles of SMART
- Self Motivation and Life

UNIT III General Knowledge and Current Affairs

- Regional, National and International events
- Geographical, Political and Historical facts
- Information on sports and other recreational activities
- Basic knowledge with regard to health and health promotion.

UNIT IV Memory, Decision Making and Study Skills

- Definition and Importance of Memory
- Causes of Forgetting
- How to forget (thought stopping), how to remember (techniques for improving memory)
- The technique of passing exams
- The rational decision making process
- Improving creativity in decision making and components of creativity.

UNIT V Power of Positive Thinking

- Thinking power – seven steps for dealing with doubt
- Traits of positive thinkers and high achievers
- Goals and techniques for positive thinking
- Enhancement of concentration through positive thinking
- Practicing a positive life style

PRACTICAL TRAINING – The course would include the following practical exercises

- Ice Breaking
- Brainstorming
- Stimulation Exercises
- Thought Stopping
- Memory.
- Study Skills Training.

COURSE OUTCOMES:

To acquire and improve decision-making skills, inter-personal relationships, goal-setting, positive thinking and communication skills.

REFERENCES

1. Mile, D J , Power of Positive Thinking, Delhi, Rohan Book Company,2004.
2. PraveshKumar , All about Self-Motivation, New Delhi, Goodwill Publishing House,2005.
3. Dudley, G A , Double your Learning Power, Delhi, Konark Press, Thomas Publishing Group Ltd, 2004.
4. Lorayne, H (2004), How to develop a super power memory, Delhi, KonarkPress, Thomas Publishing Group Ltd.,
5. Hurlock, E B , Personality Development, 28th Reprint, New Delhi, Tata MCGraw Hill, 2006.

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

PHOTOGRAPHY

COURSE OBJECTIVES:

To acquire knowledge about elements of photography, camera tools and characteristics of light.

Unit I

Human Eye and Camera. Basics of Camera.(aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera.Types of Lenses. Visual Perception.Experiencing equipment— different types of cameras, lenses, filters, bellows, converters..etc.,

Unit II

Understanding lighting—indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

Unit III

Types of Film -Sensitivity,Colour temperature, Speed, white balance etc., Reversal Films. Manipulation of colour and Light. Basic aspects of film processing-Black and white and colourphotography. Different types of Photography.

Unit IV

Digital darkroom requirements. Computer, scanner, display monitors, printers, software-RAW, Adobe photoshop, Media Pro 1. Image editing- cropping, framing, manipulation of digital image (contrast, colour saturation..etc.), special effects,DI

Unit V

Some basic Principles of aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual story telling. Photography for advertising—Consumer and industrial. Planning a shoot-studio, location, set props and casting.

COURSE OUTCOMES:

- 1.To understand the basic functions of a digital camera.
- 2.To acquire knowledge about the various types of lighting techniques.
3. To learn the basic aspects of film processing.
4. To understand and explain image manipulation techniques.
- 5.To understand the basics of photo journalism and photo features.

REFERENCES:

1. Richard Zakia, LeatieStroebel, “The encyclopedia of photography” , Focal Press – London, 3rd edition ,1993.
2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, “The Manual of Photography”, Focal Press, 9th Edition ,2000.

Weblinks:

- 1: <https://www.amateurphotographer.co.uk/>
- 2: <https://www.shutterbug.com/>
- 3: <https://www.exposureguide.com/top-10-digital-photography-tips/>

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

PRACTICAL PHOTOGRAPHY

COURSE OBJECTIVES:

To make students experience the art of Photography. Photography record should contain at least 3 Photographs under each exercise. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

(Practical: Record - 80, Viva - 20)

Photography record should contain at least 15 black and white and 15 colour photographs. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test the knowledge of Students on Photography (through vivavoce/ written exam / practical work on fundamentals of photography). Following themes should be covered (minimum).

Exercises

- Landscape (scenic, people, birds/animals, monuments)
- Portraits
- Photo feature, photo language
- Environmental exposure
- Silhouette
- Freezing movement
- Panorama
- Montage
- Indoor photography
- Industrial photography
- Special effects.
-

COURSE OUTCOMES:

- 1: Toshoot landscapes, events, products, nature, industrial, travel and fashion photography.
- 2: To apply their skills in Photo Journalism, Photo features and photo essays.
3. To create simple special effects using filters and lights.

COMPUTER GRAPHICS II

COURSE OBJECTIVES:

This course is designed to enhance the image of design, illustration and Vector Elements. The students will learn the role of text, vector elements and layouts to communicate an idea for various media.

(Practical: Record - 80, Viva - 20)

The practicals will include

- DTP for Publication Design: Adobe Indesign (latest version)
- Editing and manipulation of image/pictures using Adobe Photoshop and Indesign (latest Versions)

Exercises

- Design a 'logo' for an
- Advertising agency
- Commercial organization
- Non-profit organization
- Government agency
- Service industry

Design a 'visiting card' & 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise.

Design a 'News letter' for any one of the above-mentioned agencies.

Design the 'Front cover' of an in-house journal published by any one of the above mentioned agencies.

COURSE OUTCOMES:

1. To design newsletters for various companies and organizations.
2. To design cover pages for journals.
3. To understand the basics and advanced photographic tools, and apply the skills for editing and enhancing images.

REFERENCES:

1. Von Glitschka, "Vector Basic Training: Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork", New Riders, 2011.
2. Sheila Graber, "Animation: A Handy Guide", Barron Publication, 2009.

ENVIRONMENTAL STUDIES

COURSE OBJECTIVES:

This course provides knowledge about various environmental resources and issues faced by the world. It deals with natural resources, eco system, Global warming, biodiversity and environmental pollution.

UNIT I **The Multi disciplinary Nature of Environmental Studies**

Definition, scope and importance, Need for public awareness

UNIT II **Natural Resources**

Renewable and non-renewable resources: Natural resources and associated problems

- **Forest Resources:** Use and over-exploitation, deforestation case studies, timber extraction, mining, dams and their effects on forests and tribal people.
- **Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams – benefits and problems.
- **Mineral Resources:** Use and exploitation, environmental effects of extracting mineral resources case studies.
- **Food Resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging salinity, case studies.
- **Energy Resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources – Case Studies.
- **Land Resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual and conservation of natural resources – Equitable use of resources for sustainable life styles.

UNIT III **Ecosystems**

Concept of an Ecosystem – Structure and Function – Producers, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food webs and ecological pyramids – Introduction, types, characteristics, features, structures and function of Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem and Aquatic Ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT IV Biodiversity and its Conservation

Introduction – Definition genetic species and eco-system diversity – Bio-geographical classification of India – Value of the biodiversity consumptive use, productive use, social, ethical. Aesthetic and option values – Biodiversity at Global, National and Local levels – India as a mega – diversity nation – Hot-Spots of biodiversity – Threats to biodiversity habitat loss, poaching of wildlife, man wildlife conflicts – Endangered and endemic species of India – Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT V Environmental Pollution Definition

Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid water management causes, effects and control measures of urban and industrial wastes – Role of an individual in prevention of pollution – Pollution of case studies – Disaster management, floods, earthquake, cyclone and landslides.

UNIT VI Social Issues and the Environment

Unsustainable to Sustainable development – Urban problems related to energy – Water conservation, rain water harvesting, watershed management – Resettlement and rehabilitation of people; its problems and concerns & Case Studies – Environmental ethics issues and possible solutions – Climate change, global warming, Acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies, Wasteland reclamation – Consumerism and waste products – Environmental Protection Act – Air (Prevention and Control of Pollution) Act – Water (Prevention and Control of Pollution) Act – Wildlife Protection Act – Forest Conservation Act – Issues involved in enforcement of environmental legislation – Public awareness.

UNIT VII Human Population and the Environment

Population growth, variation among nations – Population explosion – Family Welfare Programme – Environment and human health – Human Rights – Value Education – HIV / AIDS – Women and Child welfare – Role of Information Technology in Environment and human health – Case Studies

UNIT VIII Field Work

Visit to a local area to document environmental assets – river / forest / grassland / hill mountain – Visit to a local polluted site – Urban / Rural / Industrial / Agricultural – Study of common plants, insects, birds – Study of simple ecosystems – pond, river, hill slopes, etc. (Field work equal to 5 lecture hours)

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

COMPUTING SKILLS

COUSE OBJECTIVES:

The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel, MS Access, Power point etc., at two levels based on their knowledge and exposure. It provides essential skills for the user to get adapted to any work environment, as most of the systems in any work place have MS Office installed for their day-to-day activities.

Pre-requisite: NIL.

Unit I: *Introduction to Computers* – Classification of Computers; Role of Computers in society; Inside the Computers – Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming – Overview, need for languages, skills; Networking Basics; Virus; Hacking.

Unit II: *Word Processing* – Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting – paragraph alignment, indentation, headers and footers, numbering; printing – preview, options.

Unit III: *File Management* – Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming, subfolders – manipulate windows – maximize, minimize; Power point basics – terminology, templates, viewing.

Unit IV: *Spreadsheets* – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, header and footer, centering data, printing.

Unit V: *Networks* – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages.

Note: Unit II to Unit V needs exposure through practicals.

References:

1. Introduction to Computers – Peter Norton, Tata McGraw-Hill.
2. Microsoft 2003 – Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, Tata McGraw-Hill.

Examination:

1. Internal assessment could be based on Theory and/or practicals.
2. End semester is based on practicals.

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

MEDIA, CULTURE AND SOCIETY

COURSE OBJECTIVE:

To trace the origin and development of mass media and recognize the ethical principles in social interactions.

Unit 1

Why study media? Understanding mass media.Characteristics of mass media. Effects of mass media on individual, society and culture .Power of mass media.Media determinants, Manufacturing consent, Gate keeping and Agenda setting theories.Media in Indian society. Definition, nature and scope. Function of mass media.

Unit 2

Media Audience analysis (mass, segmentation, product, social uses).Audience making.Active Vs Passive audience. Prime time, TRP , Target audience.Some theories of audience - Uses and Gratification, Uses and Effects, etc.

Unit 3

Media as text. Approaches to media analysis - Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children, etc.)

Unit 4

Media as consciousness Industry.Social construction of reality by media.Rhetoric of the image, narrative, etc. Media myths (representation, stereotypes, etc.) -- Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy

Unit 5

Media and Popular culture — commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture,Impact of reality shows, social media and smart phones.Yellow Journalism and papparazi(case studies) Celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture.

COURSE OUTCOMES:

1. To understand the impact of mass media on culture and society.
2. To understand the uses and effects of media on target audience.
3. To explain the different approaches to media analysis.
4. To understand the rhetoric of the image narrative and media myths.
5. To discuss the characteristics of popular media culture and its effects.

REFERENCES

1. Silverstone, Rogers, Why Study Media? Sage Publications, 1999.
2. Potter, James W Media Literacy. Sage Publications,1998.
3. Grossberg, Lawrence et al. Media-Making: Mass Media in a Popular Culture. Sage Publications, 1998.
4. Evans,Lewis and hall, Staurt. Visual Culture: The Reader. Sage Publications,2008.
5. Berger, AsaAuthur. Media Analysis Techniques. Sage Publications,1998.

Weblinks:

- 1:<http://www.onthecommons.org/>
- 2:www.thehoot.org
- 3: www.oneworld.org

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

TELEVISION PRODUCTION

COURSE OBJECTIVES:

To understand the different aspects of television production and the grammar of studio production.

Unit I

Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. HDTV, ATSC, DTH and DBV-T. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

Unit II

Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set & design, Research. Locations: In-door, set, On-sights sets, -- Outdoor on-sight sets, blue matte. Etc.,

Unit III

Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan, tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.), usages of various filters (day, night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.,) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting (Back, Front, full, semi, etc.,)

Unit IV

Video recording format - Audio on line or off line . Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omni-directional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, 5.1 sound system, Dolby Digital, DTS, Dolby atmos and AuroSound etc.,)

Unit V

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting—sound in editing—categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing – linear, non-linear, computer editing - time code roll editing, etc., Television graphics & titling and specials effects, Multi Camera Setup, OB Van. Audio – Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration) etc. Presentation skills, recording live programmes.

COURSE OUTCOMES:

1. To identify the various formats of television broadcasting formats.
2. To acquire knowledge about the pre-production process in television production.
3. To identify different types of cameras and lenses and lighting styles.
4. To understand the different types of sounds and audio-techniques.
5. To gain knowledge about elements of sound and editing.

REFERENCES

1. Millerson, G. H . Effective TV Production. Focal Press, 1993.
2. Holland, P , The Television Handbook. Routledge,1998.

Weblinks:

- 1: www.indiantelevision.com
- 2: www.mib.nic.in
- 3: www.thehoot.org

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

WEB PUBLISHING

COURSE OBJECTIVES:

To become familiar with the 2D software authoring environment and Flash terminology. To gain understanding of fundamental 2D animation software paradigms (Stage, Symbols, Library, Timeline), create animation effects, learn to export and deploy animated content on the Digital display.

(Practical: Record - 80, Viva - 20)

Web publishing: Web Publishing Tool, FrontPage or Dream Weaver and MM Flash

HTML and XML Programming

Creation of the Home Page of a Web Site with proper links

Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts.

Students should be given orientation of web/multimedia usability issues and interface design basics

Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts

Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates.

Note

- The web pages should contain objects created by the students only. No objects/ elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like Photoshop.
- A minimum of Five exercises should be carried out on each theme outlined above
- At least FIVE complete web sites for different categories of products or organizations must be created for the record
- All exercises should be accompanied by “paper-page” and “paper-design” in record form along with the original fine containing the exercises.
- The above mentioned are the minimum requirement for external examination.

COURSE OUTCOMES:

1. To understand the principles and concepts of animation using Adobe flash.
2. To create a home page for websites with links using dream weavers.
3. To get familiar with interactive website designing.

REFERENCES

1. Powell, Thomas. Web Design. The Complete Reference. Tata McCraw-Hill,2000.
2. Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future
3. Grahm, L . The principles of Interactive Design. Thomson LearningXavier: World Wide Web with HTML. Tata McGraw- Hill, 1998.

Weblinks:

- 1: <https://www.mockplus.com/blog/post/web-design-and-development-tutorials>
- 2: <https://helpx.adobe.com/learning.html>

ADVERTISING PHOTOGRAPHY

COURSE OBJECTIVES:

To learn to direct a team of people in front of and behind the camera in order to create images those clients would use to sell their products in the marketplace.

(Practical: Record - 80, Viva - 20)

1. Visual of the product alone (photograph against plain backdrop)
2. Visual of the product in a setting where it is used.
3. Visual in use.
4. Visual of a benefit from using the product.
5. Visual showing the loss or disadvantage resulting from not using the advertised product.
6. Dramatization of the headline.
7. Dramatization of the evidence.
8. Dramatizing a detail (in the product)
9. Comparison between two brands.
10. Contrast between before and after using the product.
11. Visuals using Trade Characters.
12. Symbolism.
13. Abstract illustration (logo)
14. Continuity strip
15. Mood setting visual.
16. Visual of the product in the package.
17. Visual of the product ingredients or raw materials.
18. Special effects (freezing movements)
19. Montage
20. Visual with models.

COURSE OUTCOMES:

1. To handle various photographic equipment and different types of lights.
2. To apply the acquired knowledge and skills to shoot various products.
3. To apply the acquired special effects knowledge in photography.

PROJECT (V & VI semesters)

Given the special nature of the Visual Communication course, project is compulsory. Students, however, could choose any area including advertising, computer graphics, photography and television production.

Project will be done in three phases.

Phase -1: Selection of the topic, doing the necessary background research on the topic, and writing the project proposal. This Phase is to be completed during Semester VI.

Phase -2: Internship / industry experience in the area related to the Project topic, and submitting the internship report. This Phase is to be completed before the commencement of the next Phase.

Phase -3: Professional execution of the project as per the proposal approved. This will be done during Semester VI. A Viva will be conducted at the end of Semester VI.

Each Phase will be assessed as per the following scheme: Phase -1 – 20 marks, Phase -2 – 20 marks, Phase -3 – 40 marks, and Viva – 20 marks.

VALUE EDUCATION

COURSE OBJECTIVES:

To help students understand the significance of ethics and values in business. To understand ethical issues and to be socially responsible.

UNIT I

Introduction: Value Education and its relevance to present day – Meaning of Value Education – The meaning of the word value – Significance of Thirukkural about ‘Value Education’ – **Personal Values:** Meaning – Different personal values – Love – Compassion – Gratitude – Courage – Optimism – Friendship

UNIT II

Family Values: Meaning – Social Attitude to Women, Children and Elders – Familial Responsibilities – Dos and Don’ts for Stronger Family bonding – Significance of Thirukkural about ‘Family Values’.

UNIT III

Self Esteem: Fear of failure – Approval seeking – Self Esteem is not selfishness / Ego – Self Esteem / Arrogance – Qualities of a person with Self Esteem – Significance of Thirukkural about ‘Self Esteem’ – **Anger:** Common situations where people fly into rage – Anger at services – Some practical methods of handling anger – techniques to handle our anger – Handling anger in others – methods to replace anger.

REFERENCE BOOKS:

1. Value Education - N S Raghunathan, Margham Publication.

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

MEDIA ORGANISATION

COURSE OBJECTIVES:

To learn the fundamental setup of a typical media organization including organizational behavior and the role of employees in all stages of production.

Unit I

Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company.

Unit II

Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations—AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization

Unit III

Economics of Media—Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Industry today.

Unit IV

Project Management in Media--Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice—Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Event management. Client searching-types- Business meetings, charitable organization, fundraising, film and music album promotional events. Event managers.

Unit V:

Programming Strategies, Audience Rating—Analyzing Programming and Audience Trends Marketing Programs and selling space and time. Different kinds of contracts and legal arrangements, Project Management.

COURSE OUTCOMES:

- 1.To explain the business aspects of media.
- 2.To understand the organizational structure of a media house.
3. To acquire knowledge about the revenue and marketing aspects of media industry.
4. To understand the various stages of media production.
5. To understand the management and marketing skills involved in a media organization.

REFERENCES

1. Block et al. Managing in the Media. Focal Press, 2001.

Weblinks:

- 1: <https://www.duo.uio.no/handle/10852/37298>
- 2: <https://study.com/academy/lesson/what-is-organizational-structure-of-management-types-examples-quiz.html>

Question paper pattern

Section-A

10 out of 12 (10 * 2 marks = 20 marks)
(At least two Questions from each unit)

Section-B

5 out of 8 (5 * 5 marks = 25 marks)
(At least one Questions from each unit)

Section-C

3 out of 5 (3 * 10 marks = 30 marks)
(One Questions from each unit)

Total=75 Marks

Units	Section-A	Section-B	Section-C
Unit I	3	2	1
Unit II	2	2	1
Unit III	3	2	1
Unit IV	2	1	1
Unit V	2	1	1

PRODUCTION PRACTICE

COURSE OUTCOMES:

1. To apply the film making knowledge and skills while shooting film / documentary projects.
2. To demonstrate the editing and dubbing skills during the post- production work.

(Practical: Record - 80, Viva - 20)

Students should write original scripts for different formats like documentary and TV commercial (five exercises) — these should be submitted as a separate record.

Shoot a short story or Documentary—duration not to exceed 5 Minutes, and shoot a Commercial— 15 or 20 second spots.

Each student should do individual projects containing the record and the program. Final practical examination will test students on their ability to prepare a complete script and story board on any of the above-mentioned format.

3D ANIMATION

COURSE OBJECTIVES:

To learn the techniques, various methods, skills and techniques to create special effects. To know the interface used in creating visual effects and the physical properties of environmental fields to apply the effects.

COURSE OUTCOME:

1. To become familiar with various aspects of 3ds max animation.
2. To create 3 dimensional objects with colors and backgrounds using 3ds max.
3. To use and apply the acquired knowledge in executing liquid and glass effects.

(Practical: Record - 80, Viva - 20)

Project work (walk-through, animated logo, etc.) should contain record containing advanced animation works done by the student. At least FIVE concepts for animations should be included as a part of the record. Each student has to provide individual DVD-ROMs with all the exercises done during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. No objects/elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop. All exercises should be accompanied by “paper-design” in record form along with the original file containing the exercises.

PROJECT (V & VI semesters)

Given the special nature of the Visual Communication course, Project is compulsory. Students, however, could choose any area including advertising, computer graphics, photography and television production.

Project will be done in three phases.

Phase -1: Selection of the topic, doing the necessary background research on the topic, and writing the project proposal. This Phase is to be completed during Semester V.

Phase -2: Internship / industry experience in the area related to the Project topic, and submitting the internship report. This has to be completed before the commencement of the next phase.

Phase -3: Professional execution of the project as per the approved proposal. This will be done during Semester VI. A Viva will be conducted at the end of Semester VI.

Each Phase will be assessed as per the following scheme: Phase -1 – 20 marks, Phase -2 – 20 marks, Phase -3 – 40 marks, and Viva – 20 marks.

General Instructions for Practical Examinations

All records should contain exercises done by students during the course of the year (with proper dates) duly attested and verified by the concerned faculty

The minimum number of exercises as specified for each paper should be completed by the students

For Drawing, thumb-nail sketch would accompany the original. For Graphic Design I, Record I and II all exercises should be done by hand. No cutting and pasting from magazines or any other secondary material will be allowed

For Electronic Publishing and Project on Multimedia/Web Designing, the “Paper Page and Design” in Record Format should accompany the original file containing the design exercises. “Paper Page and Design” are rough sketch and design plan done in plain paper before the actual design process using the software

For Electronic Publishing, Graphic Design II and Project no objects (pictures, images, graphics etc) downloaded from the Internet or available from standard templates should be used. Students are expected to create their own elements or objects for their final design.

TV production should be done on individual basis

References for Computer Graphics/ Multi-media and Web Publishing

Lester : Desktop Computing Workbook. Thomson Learning, 1996.

Coburn. Corel Draw 8:The Official Guide. Tata McGraw- Hill

Cooper, Alan. Essentials of User Interface Design

Greenberg.Fundamental Photoshop. Tata McGraw- Hill

Greenberg. Digital Images: A Practical Guide. Tata McGraw- Hill.

Milburn. Photoshop 5.5: Get Professional Results. Tata McGraw- Hill.

Weblinks:

1: <http://www.3dluvr.com/content/>

2: www.adobe.com

3: <https://learn.corel.com/graphics-tutorials/coreldraw-tutorials/>

4:<https://elearningindustry.com>