



Bachelor of Visual Communication Course Structure under CBCS

(For the candidates admitted from the academic year 2018-2019 onwards)



Semester	Part	Course	Course Code	Title of the Course	Ins. Hours/ Weeks	Credit	Exam Hours	CIA (Max)	ESE (Max)	Total (Max)
I	I	Language Course-I	18UT1	Tamil-I (Ilakiyam-Kavithai, Sirukathai, Urainadai, Ilakkiya Varalaru)	6	3	3	25	75	100
	II	English Language Course-I	18UE1	English-I (Prose for Effective Communication and Grammar)	6	3	3	25	75	100
	III	Core Course I	18UVC1CC1	Introduction to Visual Communication	5	4	3	25	75	100
	III	Allied Course I	18UVC1AC1	Contemporary Indian Media Scenario	5	4	3	25	75	100
	III	Core Practical I	18UVC1CP1	Visual Literacy practical	3	3	3	25	75	100
	III	Allied Practical I	18UVC1AP1	Drawing practical	3	3	3	40	60	100
	IV	Value Education	18UVE	Value Education	2	2	3	40	60	100
					Total	30	22			
II	I	Language Course-I	18UT2	Tamil-II (Idaikkala Ilakkiyam, Nadagam, Puthinam, Ilakkiya Varalaru)	6	3	3	25	75	100
	II	English Language Course-I	18UE2	English-II (Poetry for Effective Communication and Grammar)	6	3	3	25	75	100
	III	Core Course I	18UVC2CC2	Advertising Basics	5	4	3	25	75	100
	III	Allied Course I	18UVC2AC2	Art Appreciation	5	4	3	25	75	100
	III	Core Practical I	18UVC2CP2	Advertising Lab	3	3	3	25	75	100
	III	Allied Practical I	18UVC2AP2	Graphics Design Lab	3	3	3	40	60	100
	IV	Environmental Studies	18UES	Environmental Studies	2	2	3	40	60	100
				Total	30	22				700
III	I	Language III	18UT3	Tamil-III (Kappiya Ilakkiyam, Nadagam, Ilakkiya Varalaru)	6	3	3	25	75	100
	II	English III	18UE3	English-III (Short Story and Effective Communication Skill)	6	3	3	25	75	100
	III	Core Course III	18UVC3CC3	Basic Photography	5	4	3	25	75	100
	III	Allied Course III	18UVC3AC3	Printing Process & Publication	5	4	3	25	75	100
	III	Core Practical III	18UVC3CP3	Photography Techniques	3	3	3	40	60	100

				Practical						
	III	Allied Practical III	18UVC3AP3	Script Writing	3	3	3	40	60	100
	IV	Non Major Elective I	18UCS3NME1	Working Principles of Internet	2	2	3	25	75	100
				Total	30	22				700
IV	I	Language IV	18UT4	Tamil-IV (Palan Ilakkiyam, Ilakiya Varalaru, Podhu katturai)	6	3	3	25	75	100
	II	English IV	18UE4	English-IV(One Act Play and Effective Communication Skill)	6	3	3	25	75	100
	III	Core Course IV	18UVC4CC4	Film Appreciation	4	4	3	25	75	100
	III	Allied Course IV	18UVC4AC4	Media Culture and Society	3	3	3	25	75	100
	III	Core Practical IV	18UVC4CP4	Television Production	4	3	3	40	60	100
	III	Allied Practical IV	18UVC4AP4	Radio Production practical	3	3	3	40	60	100
	IV	Non Major Elective II	18UCS4NME2	Fundamentals of Information Technology	2	2	3	25	75	100
	IV	Skill Based Elective I	18UCS4SBE1	Page Maker	2	2	3	25	75	100
				Total	30	23				700
V	III	Core Course V	18UVC5CC5	Media Creativity	5	5	3	25	75	100
	III	Core Course VI	18UVC5CC6	Media Law and Ethics	5	4	3	25	75	100
	III	Core Course VII	18UVC5CC7	Media And Tourism	5	4	3	25	75	100
	III	Major Based Elective I	18UVC5MBE1	Photojournalism Practical	5	4	3	40	60	100
	III	Core Practical V	18UVC5CP5	Documentary Film Production	4	3	3	40	60	100
	IV	Skill Based Elective II	18UCS5SBE2	Corel Draw	2	2	3	25	75	100
	IV	Skill Based Elective III	18UCS5SBE3	Dream Weaver	2	2	3	25	75	100
	IV	Soft Skills Development	18USSD	Soft Skills Development	2	2	3	25	75	100
				Total	30	26				800
VI	III	Core Course VIII	18UVC6CC8	Media Research Orientation	6	5	3	25	75	100
	III	Core Course IX	18UVC6CC9	Public Relation	5	4	3	25	75	100
	III	Major Based Elective II	18UVC6MBE2	Advertising Production Practical	6	4	3	40	60	100
	III	Major Based Elective III	18UVC6MBE3	Multimedia and Web Designing Practical	6	4	3	40	60	100
	III	Project	18UVC6PW	Project	6	6	3	40	60	100
	IV	Gender Studies	18UGS	Gender Studies	1	1	3	25	75	100
	V	Extension Activities		NCC/NSS/CULTURAL/SPO RTS		1				

				Total	30	25				600
Grand Total					180	140				4300

List of Non Major Elective (For 2018 – 2019) (offering)

Elective	Semester	Course Code	Title of the Course
NME-I	III	18UVC3NME1	Photography
NME-II	IV	18UVC4NME2	Photo Editing

List of Skill Based Elective (For 2018 – 2019) (offering)

Elective	Semester	Course Code	Title of the Course
SBE-I	IV	18UVC4SBE1	Page Maker
SBE-II	V	18UVC5SBE2	Television Production Management
SBE-III	V	18UVC5SBE3	Dreamweaver

List of Major Based Elective (For 2018 – 2019)

Elective	Semester	Course Code	Title of the Course
Elective-I	IV	18UVC5MBE1	Photojournalism Practical
Elective-II	V	18UVC6MBE2	Advertising Production Practical
Elective-III	V	18UVC6MBE3	Multimedia and Web Designing Practical

Paper Details:

Language Part I	-	4
English Part II	-	4
Core Paper	-	9
Core Practical	-	5
Allied Paper	-	4
Allied Practical	-	4
Non Major Elective	-	2
Skill Based Elective	-	3
Major Based Elective	-	3
Environmental Studies	-	1
Value Education	-	1
Soft Skill Development	-	1
Gender Studies	-	1
Extension Activities	-	1 (Credit Only)

* for those who studied Tamil up to 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

those who studied Tamil up to 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV

** Extension Activities shall be outside instruction hours

Non Major Elective I & II – for those who studied Tamil under Part I

a) Basic Tamil I & II for other language students

b) Special Tamil I & II for those who studied Tamil up to 10th or +2 but opt for other languages in degree programme

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60
3. Separate passing minimum is prescribed for Internal and External marks		

FOR THEORY

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]

The passing minimum for Semester Examinations shall be 40% out of 75 marks [i.e. 30 marks]

FOR PRACTICAL

The passing minimum for CIA shall be 40% out of 40 marks [i.e. 16 marks]

The passing minimum for Semester Examinations shall be 40% out of 60 marks [i.e. 24 marks]

B.Sc. VISUAL COMMUNICATION I - YEAR SEMESTER – I

இலக்கியம் – கவிதை, சிறுகதை, உரைநடை, இலக்கிய வரலாறு

Course Code: 18UT1

Hours: 6

Credit: 3

Total Marks : 100

External Marks: 75

Internal Marks: 25

பாடநோக்கம்

1. இக்காலத் தமிழ்க்கவிதை, சிறுகதை முதலானவற்றை அறிமுகப்படுத்துதல்
2. புதுக்கவிதை, ஹைகூ கவிதை முதலான புதிய இலக்கியவடிவங்களை அறிமுகப்படுத்துதல்
3. தமிழ் இலக்கியத்தின் மீதான ஈர்ப்பை மிகுவித்தல்

மாணவர் பெறும் திறன்

1. தமிழ் இலக்கியத்தின் மீதான ஆர்வம் மிகுகிறது.
2. புதிய இலக்கியவடிவங்களை அறிவர்.
3. சிறுகதை, கவிதை எழுத முயல்வர்

அலகு 1 மரபுக்கவிதைகள்

பாரதியார் – வெள்ளைத் தாமரை, பாரதிதாசன் – பெண் குழந்தைத் தாலாட்டு, கவிமணி – இயற்கை வாழ்வு, நாமக்கல் கவிஞர் – அவனும் அவளும், கண்ணதாசன் – நட்பு, முடியரசன் – கல்விப்பயன்

அலகு : 2 புதுக்கவிதைகள்

ந.பிச்சமுர்த்தி – பூக்காரி, கவிஞர் மீரா – அவசரக்காரன், மு.மேத்தா – கவிபாடும் கிராமம், அப்துல் ரகுமான் – இரண்டாம் வருகை, ஈரோடு தமிழன்பன் – வணக்கம் வள்ளுவ (முதல்கவிதை), வைரமுத்து – வானம் சின்னதுதான், இரா. மீனாட்சி – ஆடிக்காற்றே .

ehl;Lg;Gwg;ghly; : 1. jhyhl;L

2. fhjy; ghly;

அலகு : 3 சிறுகதை

புதுமைப்பித்தன் – முத்திரைச் சிறுகதைகள் (எட்டுச் சிறுகதைகள்)

அலகு : 4 உரைநடை தேர்ந்தெடுக்கப்பட்ட கட்டுரைகள் (7)

அலகு : 5 இலக்கிய வரலாறு இருபதாம் நூற்றாண்டு இலக்கியங்கள் - கவிதை, சிறுகதை, உரைநடை.

பார்வைநூல்கள் 1. இலக்கிய வரலாறு

PROSE FOR EFFECTIVE COMMUNICATION AND GRAMMAR

Course Code: 18UE1

Hours: 6

Credit: 3

General Objective:

Total Marks : 100

External Marks: 75

Internal Marks: 25

To achieve Effective Communication Skills using the language of English

Specific Objectives:

- To train the learners in LSRW skills using the prescribed texts.
- To enable the learners to communicate clearly, correctly and fluently.
- To provide an ample training in speaking in English and Writing in English.
- Providing practical training using various situations and rhetorical devices.

UNIT-I :

A.P.J.Abdul Kalam - The Power of Prayer

J.C.Bruten - The Gift of Language

UNIT-II :

Jane Ure - The Land Where there were No old Man

Indira Gandhi - On the Power of Youth

UNIT-III :

C.Rajagopalachari - Tree Speaks

Jawaharlal Nehru - A Glory has Departed

UNIT-IV:

Parts of Speech, Verbs and Tenses

UNIT-V:

Types of Sentences (Declarative, Interrogative, Imperative, Exclamatory)

Books for Reference :

Effective Communication to English Prose (An Anthology of Prose) .- Ed.Prof. Yusuf

Prose for Communication (An Anthology of Prose-II) – Ed. Dr.A.Shanmugakani

A Text book of English Grammar and Usage – K.V.Joseph

Core Course – I Introduction to Visual Communication (Theory)

Course Code: 18UVC1CC1

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

The learner will be able to understand the basic concepts in human communication with specific reference to visual communication.

1.1.To define Visual Communication

1.2.To list out the various kinds of communication

Unit 1

Communication as a process: Definitions, types, functions and Barriers of communication. Visual communication and other forms of communication.

Unit 2

Communication context: Nature of communication. Inter personal communication. Verbal and non-verbal communication. Functions of non-verbal communication. Space and Temporal communication. Para Language. Verbal Barriers.

Unit 3

Sensation and perception. Learning and thinking. Human Intelligence. Aptitude and personality development. Motivation and creativity. Schools of psychology. Application of psychological concepts of visual communication.

Unit 4

What is Visual Culture? Visualizing. Visual power. Visual pleasure. Visuality. Culture and every day life. Picture definition; Line, Colour, Vision. Discipline and colour. Light over colour.

Unit 5

History of human Communication seen as four revolutions-oral, written, printing and audiovisual technology.

Books for study and reference

1. Human Communication, A basic course, Joseph Devito, Harper and Row, New York, 1988.
2. An Introduction to Visual Culture, Mirzoeff, Nicholas, Routledge London. 1999.
3. Introduction to Psychology, Hilgard, Atkinson and Atkinson, Oxford – India, 1998.

Allied Course - I Contemporary Indian Media Scenario (Theory)

Course Code: 18UVC1AC1

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

The learner to understand the dynamics of contemporary Indian media scenario and study the core concepts in the critical reading of the Indian media.

1.1.To define Indian media

1.2.List out the different kinds of media in India and its functions.

Unit 1

Brief history of press in India. Legal limitations on press freedom. The role of press in society. Trends in contemporary journalism. Press council. Press codes and ethics of journalism. Globalization and news flow.

Unit 2

Development of Radio Broadcasting in India. Popular radio genres. Satellite radio. Community radio. Privatization and Indian radio. Radio for social change. Future of radio.

Unit 3

Origin development of Indian cinema. Film industry. Film censorship. Hollywood and Indian film trends. National film Development Corporation. Documentary films. Parallel cinema in India.

Unit 4

The story of television. Department of television in India. Cable and satellite television. Cable television act. Prasar Bharathi. Western impact on Indian television. Current trends in Indian television. Consumerism and television.

Unit 5

Cyber Journalism, Internet and Information Revolution, Fundamentals of cyber media, Internet vs TV, Impact and Future of web Journalism, Online Advertising.

Books for study and reference

1. Mass Communication in India. KevalJ.Kumar. Jaico Books. India. 1998
2. The Global Media. Edward S.Herman and Robert N. Mcchesney. Madhyam books, India, 1998.
3. Broadcasting in India.P.C. Chatterjee, sage publications, India, 1987.
4. Laws of the press in India. DurgadassBasu, Prentice hall, New Delhi, 1998.
5. Mass Communication Principles and Concepts. Seema Hasan, CBS Publishers & Distributors Pvt ltd, India 2010

Core Practical - I Visual Literacy (Practical)

Course Code: 18UVC1CP1

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

Learner to understand the elements of visual literacy and appreciate the infinite details of the environs and ones role in them.

1.1. Define Visual Literacy

1.2. To design the presentation through drawings.

Unit 1

Elements of Visual literacy. Image and Imagination. Modern Image Makers.

Unit 2

Principles of perspective. Composition. Light and shade. Surface textures. Building visual vocabulary by exaggeration. Distortion. Stylization. And Abstraction.

Unit 3

The psychology of human perception. Form perception. Depth and distance perception. Binocular and monocular cues. Perceptual constancy. Illusion. Building visual vocabulary by exaggeration, distortion, stylization and abstraction. The visual and personal identity.

Unit 4

Elements of design. Line, Form, Texture, Colour and space. Principles of design. Symmetry, balance, proportions, contrast, rhythm.

Unit 5

Message presentation – From concept to visual. Application of design elements and principles of creativity to design visual messages.

Books for study and reference

1. Rendering with Pen and Ink. Robert W. Gill. Thames and Hudson, London, 1981.
2. Anatomy perspective and composition. Stan Smith, Macdonald, U.S.A., 1984.
3. Visual Elements of Art and Design. Palmer, Frederic, Longman, London, 1989

Requirement

Student maintains drawing notebooks (class work and home work) and submits at the end of the year. They must contain exercises done according to the content of the practical course.

Allied Practical - I Drawing (Practical)

Course Code: 18UVC1AP1

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

Learner to know the form and structure of animate and inanimate objects and learn the process of visual representation of idea.

1.1. Define drawing and what are all the materials should be used in drawings.

1.2. List out the Visual Elements.

Unit 1

Effective use of various mediums – pencil, charcoal, pen and ink, crayons, pastels, water and oil color paints.

Unit 2

Application of visual elements. Creating images of reality. Visual presentations using principles of perspective, composition, light and shade, surface textures.

Unit 3

Study of human anatomy – forms and postures, portrait Stick figures, cartoon characters and story board.

Unit 4

Study of still life-inanimate objects, vegetables, fruits, birds, animals, etc.

Unit 5

Study of trees, buildings, landscape, cityscape, seascape, etc.

Requirement

Student maintains drawing notebooks (class work and home work) and submits at the end of the year. They must contain exercises done according to the content of the practical course.

B.Sc. VISUAL COMMUNICATION I - YEAR SEMESTER – II

jhs;; இடைக்கால இலக்கியம், புதினம், இலக்கிய வரலாறும்

Course Code: 18UT2

Hours: 6

Credit: 3

Total Marks : 100

External Marks: 75

Internal Marks: 25

பாடநோக்கம்

1. சமய இலக்கியத் தோற்றத்திற்கானவரலாற்றுப் பின்புலத்தை அறிவித்தல்
2. தமிழ் சைவ, வைணவ இலக்கியங்களை அறிமுகப்படுத்தல்
3. தமிழ் மொழியின் செம்மொழிப்புண்புகளை அறியச் செய்தல்
4. தமிழ்ச் சிற்றிலக்கியங்களின் இலக்கியச் சிறப்பைக் கற்பித்தல்

மாணவர் பெறும் திறன்

1. தமிழ்ப் பக்தி இலக்கியங்கள் பற்றி அறிவர்
2. நாயன்மார், ஆழ்வார்களின் பக்தியில் விளைந்த கவிச்சுவை உணர்வர்
3. சிற்றிலக்கியங்களின் இலக்கியச் சுவையையும் கட்டமைப்பையும் அறிவர்
4. தமிழ்மொழி, செம்மொழி என்பதையும் அதன் பண்புகளையும் அறிவர்

அலகு : 1 சைவ இலக்கியம்

நாவுக்கரசர் தேவாரம் – திருவாளுர்ப் பதிகம்

மாணிக்க வாசகர் – திருவாசகம் – திருக்கோத்தும்பி

திருமூலர் – திருமந்திரம் – ஞானம் 10 பாடல்கள்

அலகு : 2 வைணவ இலக்கியம்

பெரியாழ்வார் – முதல் திருமொழி

ஆண்டாள் – வாரணம் ஆயிரம் சூடி 11 பாடல்கள்

நம்மாழ்வாழ்வார் – திருவாய்மொழி - 5 பாடல்கள்

திருமங்கையாழ்வார் – பெரியதிருமொழி – 5 பாடல்கள்

அலகு : 3 சிற்றிலக்கியம்

மீனாட்சியம்மை பிள்ளைத் தமிழ் – தாலப் பருவம் மட்டும்

அழகர் கிள்ளைவிடு தூது – 5 பாடல்கள்

நந்திக் கலம்பகம் – கையறுநிலைப் பாடல், நந்தியின் பெருமை

குற்றாலக் குறவஞ்சி – நாட்டு வளம்

அலகு : 4 நீதி இலக்கியம்

ஒளவையார் – கொன்றை வேந்தன் (முழுவதும்)

நன்னெறி – 10 பாடல்கள்

நீதிநெறிவிளக்கம் -10 பாடல்கள்

அலகு : 5 புதினம்- முள், ஆசிரியர் முத்து. மீனாள்

இலக்கிய வரலாறு, புதினம்

சைவ, வைணவ இலக்கிய வரலாறு,

சிற்றிலக்கிய வரலாறு

POETRY FOR EFFECTIVE COMMUNICATION AND GRAMMAR

Course Code: 18UE2

Hours: 6

Credit: 3

Total Marks : 100

External Marks: 75

Internal Marks: 25

UNIT-I :

Oliver Goldsmith - The Village School Master

William Wordsworth - The Solitary Reaper

Walter Scott - Lochinvar

UNIT-II :

Walt Whitman - O! Captain! My Captain!

Rudyard Kipling - If

Robert Frost - Mending wall

UNIT-III :

Kamala Das - Advice to Fellow Swimmers

Sarojini Naidu - Gift of India

Nissim Ezekiel - The Night of the Scorpion

UNIT-IV:

Voice, Reported Speech

UNIT-V:

Simple, Compound & Complex, Conditional Clauses

Books for reference:

Eternal Echos –Ed. Dr.Ganesan Balakrishnan

A Text book of English Grammar and Usage – K.V.Joseph

Core Course II - Advertising Basics (Theory)

Course Code: 18UVC2CC2

Hours: 4

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To know basic understanding of the nature of advertising as a creative industry.

1.1. Define Advertising.

1.2. To state consumerism.

1.3 Illustrate conceptualization and ideation.

Unit 1

Definition, Nature & Scope of Advertising, Roles of Advertising, Societal Communication, Marketing & Economic, Functions of Advertising.

Unit 2

Environment, Components-Advertiser, Advertising Agency & Media. Latest Trends in Advertising – (India and Abroad). Corporate and promotional Advertising. Web Advertising. Ad Agency-Structure of small, medium & big Agencies, Functions. Types of Agencies-in-House, Independent, Full-Service & Specialized. Legal Aspects & Ethical Issues.

Unit 3

Consumerism. Consumer Protection, Consumer Research. Consumer Behaviour Models. Consumer Decision Process. Problem Recognition, Information search and Evaluation. Purchase and Post Purchase Behaviour.

Unit 4

Client Brief, Account deplaning, Creative Strategy and Brief. Communication Plan, Brand Management – Positioning, Brand Personality, Brand Image, Brand equity.

Unit 5

Conceptualization and Ideation, Translation of Ideas into Campaigns, Visualization Designing & Layout, Copy Writing – Types of Headlines, Body Copy Base Line, Slogans, Logos & Trademarks. Typography, Writing Styles, Scripting, Story Board. Advertising Campaign – from Conception to Execution.

Books for study and reference:

Sandage, Fryburger and Rotzoll(1996): Advertising Theory and practice.AAITBS Publishers.Stansfoed. Richard: Advertising Managers Handbook.UBBSPD Publications.Advertising Handbook: a Reference Manual on Press, TV, Radio and Outdoor Advertising. Different years ATLANTIS Publications. Mohan: Advertising Management: Concepts and Cases. Tata McGraw-Hill Jewler, E(1998): Creative Strategy in Advertising.

Allied Course - II Art Appreciation (Theory)

Course Code: 18UVC2AC2

Hours: 5

Credit: 3

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To comprehend an academic view of major art movements and trends to help understand the basic principles of aesthetics.

1.1. Define Art Appreciation.

1.2. List out the Indian arts.

1.3. Analyse the aesthetics and Rasas.

Unit 1

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Deccan.

Unit 2

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period- architecture, imperial style, provincial style and mughal style.

Unit 3

Sculptures- the mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings, murals- north Indian, south Indian, Miniatures- mughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting.

Unit 4

The Western Art and Architecture- Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic, Italian, Flemish, German, Dutch, Spanish, English, French and Modern art.

Unit 5

Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas.

Books for study and reference:

1. Edith Tomory, History of Fine Arts in India and the West, Orient Longman Limited, India, 1989.
2. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.

Core Practical - II Advertising Lab (Practical)

Course Code: 18UVC2CP2

Hours: 4

Credit: 4

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

To provide technical and practical understanding of the nature of advertising as a creative industry.

Unit 1

Types of Layout, Emphasis by Space: Emphasis of Heading, Emphasis of Illustration, Emphasis to Text, Emphasis to Trademark, Emphasis by White Space

Unit 2

Designing multicolour advertisement for promoting the image of any consumer product to be published in Newspapers and journal.

Unit 3

Designing Poster Advertisement for the promotion of Tourism Development of National Heritage/Wildlife Sanctuaries/Monuments of India.

Unit 4

Designing Banner Advertisement for a New Movie Release. . Designing banner advertisement for:Textile Jewellery Computer Finance Banking Automobile Cosmetics Mobile Phone.

Unit 5

Designing a Photo Gallery of a Favorite Film Star or Sports and Games Personality. (Exercises 2 to 7 are to be done using both Poster Colors on Snow White Paper Board/Photo print designs by Adobe Photoshop Software)

Requirement:

Student learns to use computer for Desk Top Publishing and design various layouts for print production. Production of POP materials, direct mailer, brochures, posters, package designs, corporate Identity manual, brand identity manual, stationeries, etc.

Allied Practical - II Graphic Design Lab (Practical)

Course Code: 18UVC2AP2

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

Learner to know knowledge in the application of design principles and find solution for design problems.

1.1. Define Graphic Design and elements of design.

1.2. Categorize the elements of Graphic Design.

1.3. Design the works like Visiting Cards etc...

Unit 1

Elements of Design: Line, Mass, Shape, Texture, Value, Contrast and Color.

Unit 2

Lines of different thickness, Curves of different thickness, Shapes of different kinds, Patterns of different kinds, Distortion of different kinds

Unit 3

Typography, Logo design, Letterhead, Visiting card, Envelope

Unit 4

Page Layout: Brochure, Newsletter, Print Advertisement etc....

Unit 5

Cartoons, Story board, Graphical Design etc...

Books for study and reference:

1. The Thames & Hudson Dictionary of Graphic Design and Designers, Isabella Livingston, Livingston: Thames and Hudson Ltd.
2. Creative Workshop, David Sherwin: How Design Books publications.
3. International Graphic Design (International graphic design series) Set of 2 Volumes Edition, Ken Cato, Malcolm Frost: Images Publishing Group Pty Ltd.
4. Adobe creative team . Adobe Photoshop CS4 Classroom in a book, Adobe Press 2008.

B.Sc. VISUAL COMMUNICATION II - YEAR SEMESTER – III

,uz;lhk; Mz;L - %d;whk; gUtk; fhg;gpa ,yf;fpak;> ehlfk;> ,yf;fpa tuyhW

Course Code: 18UT3

Hours: 6

Credit: 3

ghlNehf;fk;

Total Marks : 100

External Marks: 75

Internal Marks: 25

1. ngUq;fhg;gpaq;fs;> rpWfhg;gpaq;fs;> gpwfhg;gpaq;fs; gw;wp khztu;fisr; mwpar;nra;jy;
2. fhg;gpaq;fspy; cs;s mwf;fUj;Jf;fis khztu;fSf;Fg; Gyg;gLj;Jjy;.
3. njhd;ikahd ehlf;fiyapid khztu;fSf;F mwpKfg;gLj;Jjy;.

gad;fs;

4. lk;ngUq;fhg;gpaq;fs;> IQ;rpWfhg;gpaq;fs; gw;wp khztu;fisr; mwpe;Jf;nfhs;sy;.
5. ehlfiyapidAk; ehlf tifapidAk; gw;wp khztu;fs; Gupe;Jnfhs;sy;.

myF I

1. rpyg;gppfhuk; - fdhj;jpwk; ciuj;jf; fhij
2. kzpNkfiy – Mjpiu gpr;irapl;l fhij

myF II

1. rPtfre;jhkzp - gJikahh; ,yk;gfk;
2. fk;guhkhazk; - Ffg; glyk;
3. nghpaGuhzk; - jpUehisg;Nghthu;; Guhzk;

myF III

1. tpy;ypghujk; - fd;d gUtk;
2. rPwhg;Guhzk; - kioaiog;gpj;jy; glyk;
3. ,NaR fhtpak; - kiyg;nghopT

myF IV

2. ehlfk; - Xu; ,uT

myF V

,yf;fpa tuyhW

1. fhg;gpaq;fs;> Guhzaq;fs;
2. ehlf ,yf;fpak;

SHORT STORY AND EFFECTIVE COMMUNICATION SKILLS

Course Code: 18UE3

Hours: 6

Credit: 3

UNIT-I :

Leo Tolstoy – Little Girls Wiser than Men

Oscar Wilde – The Selfish Giant

UNIT-II :

R.K.Narayan – An Astrologer's Day

Ruskin Bond – The Tiger in the Tunnel

UNIT-III :

Katherine Mansfield – A Cup of Tea

Anita Desai – Devoted Son

UNIT-IV: Communication Skills

Understanding Communication – Greeting and Introducing – Making Requests –
Asking for and Giving Permission – offering help - Giving instructions and Directions

UNIT-V:

Art of small talks – participating in conversations – making a short formal speech –
describing people, places ,events and things

Books for reference:

Twelve Tales- Ed.Prof.K.G.Seshadri

A Course in Communication Skills – P.Kiranmai Dutt, Geetha Rajeevan, CLN Prakash

Core Course - III Basic Photography (Theory)

Course Code: 18UVC3CC3

Total Marks : 100

Hours: 5

External Marks: 75

Credit: 4

Internal Marks: 25

Objective:

To acquire knowledge and skills in photography and make the best use of it in visual communication.

Unit 1

Human Eye and Camera. Basics of Camera – Aperture, Shutter Speed, Focal Length, F-Stop – Camera operations – Types of Film Cameras – Visual perception – Different types of Camera Lenses, Filters, Bellows, Converters and Tripods.

Unit 2

Lighting – Indoor and Outdoor – Exposing and Focusing – Types of Lighting – Natural and Artificial Lights – Controlling Lights – Light Controllers and Reflectors – Exposure Meters – Differential Focus – Filters – Flashes – Designing with Light.

Unit 3

Types of Film – Sensitivity, Temperature, Speed – Manipulation of Color and Light – Black and White and Color Photography – Negatives, Color Materials Processing and Printing.

Unit 4

Digital SLR Cameras – Charge Coupled Devices (CCD) – Pixels – Resolution – Color Patterns RGB and CYMK – Different Storage Media like Floppy, Zip, CD, Compact Flash Card, Memory Card – Different File Formats – Digital Data Compression.

Unit 5

Developing Process – Control Factors – Fixing, Washing, Drying – Negative Ideal – Printing Paper, Chemicals, and Enlarger – Manipulation of Image – Framing & Trimming – Equipments of a Digital Work Station – Multimedia Computers, Scanners, Printers and Adobe Photoshop and allied Software.

Books for study and reference:

1. The 35mm Photographer's Handbook – Julian Calder and John Garret. 1990. Marshall Editions Ltd., London.
2. The Complete 35mm Source Book. Michael Buscille. Michael Beazly Pub., London.
3. Photography, Barbara London and John Uptan. Harper Collins College Publishers, New York.
4. Gorham Kindem, Robert B. Musburger, Introduction to Media Production.

Allied Course - III Printing Process and Publication (Theory)

Course Code: 18UVC3AC3

Total Marks : 100

Hours: 5

External Marks: 75

Credit: 4

Internal Marks: 25

Objective:

To provide knowledge in the print media for the students to function in any area of publishing house.

Unit 1

History and development of printing, process of graphic art production, Type & Typography, development and classification of types.

Unit 2

Typesetting – systems metal composition, phototypesetting, computerized Typesetting etc. Character placement and kinds of spacing.

Unit 3

Art and copy preparation – layouts, kinds of art works, mechanical, overlays etc. Colour reproduction, separation and duplication.

Unit 4

Printing Processes – letter Press, Lithography, Offset Printing, Gravure, Flexography, Screen Printing and Reprography methods. Printing Paper and Ink – Production of Paper, kinds of paper, size, substance, bulk. Types of Inks, quality for various kinds of printing processes.

Unit 5

To Create a Journals, Newsletter, Tabloid News, Classifieds for commercial, PSA, NGO's.etc

Books for study and reference:

1. Ales krejca, Print making Techniques, Octopus Books Ltd., 1982.
2. Compilation, A Guide to Young Printers, SIGA, Madras, 1981
3. Compilation, Typography, Watson Guptill Publication, New York, 1986
4. Amdams, J.M. Printing Technology (Fourth edition), Thomas

Core Practical - III Photography Techniques (Practical)

Course Code: 18UVC3CP3

Total Marks : 100

Hours: 3

External Marks: 60

Credit: 3

Internal Marks: 40

Objective:

To acquire knowledge and practical skills in photography and make the best use of it in visual communication.

Unit 1

Types of light, Characteristics of light, Types of Cameras – structure and function of camera.

Unit 2

Lens and types of lenses for photography, - short, medium and long focal length, other types, lens speed, covering power and other features.

Unit 3

Exposure – Focusing, aperture, shutter speed, Depth of field, lighting techniques and Composition.

Unit 4

Accessories– Kinds of light indoor and outdoor - Electronic flash and artificial lights. Light meters, Different kinds of filter for B&W and color photography and filter factor.

Unit 5

Types of photography- Natural, Wildlife, Macro, Street life, Social, Travel, Industrial etc..

Books for study and reference:

1. Julian Calder, John Garrett, The 35 mm Photographer's Handbook, Marshall Editions Limited, London, 1999.
2. John Constantine and Julia Valice, The Thames-Hudson Manuel of Professional Photography, Thames-Hudson, London, 1983.
3. Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York, 1987.

Allied Practical - III Script Writing (Practical)

Course Code: 18UVC3AP3

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

To understand art and craft of evolving scripts for media.

Unit 1

Fiction: Story idea, synopsis, plot and story, sub plot, plot patterns, Major character and minor character development. Conventional narrative structure, dramatic values, dialogue writing, writing for comedy- Advertisement films.

Unit 2

Non Fiction: non-narrative elements, different genres of Non Fiction- factual film, documentary films, News reel films, publicity films, and educational films.

Unit 3

Adaptation: Adapting the story from short story, novel, drama, histories, mythologies, news paper, magazines and real life.

Unit 4

Writing for television: Writing for TV serials, writing for Telefilms Preparing for interview, discussions, vox pox, reviews, game shows, musical shows, dance shows, developmental programmes, writing for compere and announcement.

Unit 5

Script writing stages - format and presentation of the scripts - story board.

PROJECT OUTLINE:

1. Script for PSA, (Synopsis/Script/Storyboard)
2. Commercial Ad Film, (Synopsis/Script/Storyboard)
3. Reality Show / Interview (Project Proposal)
4. Documentary (Script)
5. Short film (Synopsis, Master-Scene script)

Books for study and reference:

1. Lewis Herman, Practical Manual of Screenplay Writing, New American Library, 1974
2. Lajos Egri, The Art of Dramatic Writing, Wildside Press LLC, 2007.
3. Anthony Friedmann, Writing for Visual Media, Focal Press, 2010
4. Jean Rouveral, Writing for soaps
5. Barry Hampe, Making Documentary Films and Reality shows, Henry Holt & Company, 1997.

Non Major Elective - I Working Principles of Internet (Theory)

Code : 18UCS3NME1
Hours : 2
Credits: 2

Total Marks :100
External Marks: 75
Internal Marks: 25

Objective:

To understand the working Principles of Internet

Unit I

Introduction about Internet - The Internet's underlying Architecture

Unit II

Connecting to the Internet – Communicating on the Internet

Unit III

How the World Wide Web works. Common Internet tools

Unit IV

Multimedia on the Internet – Intranet and shopping on the Internet

Unit V

Safeguarding the Internet

Text Book:

1. How the Internet Works, Preston Gralla, Pearson Education, Eighth Edition, 2006.

Reference Book :

1. Internet for Everyone, Alexis Leon, S. Chand (G/L) & Company Ltd; Second Edition 2012.

Non Major Elective - I Photography (Theory)

Course Code: 18UVC3NME1

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

Learner to understand to take the photographs in a way of capturing image and reproducing it to films or papers.

1.1. Define Photography

1.2. List out the lightings and camera lenses.

1.3. Explain digital photography.

Unit 1

Introduction to Photography, Characteristics of light, Camera – structure and function of camera, Exposure – focusing, aperture, shutter speed, Depth of field

Unit 2

Types of camera, Lens and its function, types of lenses and their use, Characteristics of lens, lens speed, covering power and other features.

Unit 3

Lighting techniques, kinds of light indoor and outdoor – Electronic flash and artificial lights, Light meters, Different kinds of filter for B& W and color photography

Unit 4

Films, film speed and types of film, Papers - kinds of paper, developing and printing. Accessories used in photography.

Unit 5

Digital photography, optical system, power system, memory storage, resolution; understanding exposure and controls, Flash and lighting, Transferring image to PC, file formats, managing digital pictures.

Books for Reference:

1. Julian Calder, John Garrett, the 35 mm Photographer's Handbook, Marshall Editions Limited, London, 1999

2. Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York, 1987.

3. Dave Johnson, How to do everything with your Digital Camera, Tata McGrawHill, Hew Delhi, 2001.

B.Sc. VISUAL COMMUNICATION II - YEAR SEMESTER – IV

goe;jkpo; ,yf;fpak;> ,yf;fpa tuyhW,nghJf;fl;Liu

Course Code: 18UT4

Hours: 6

Credit: 3

ghlNehf;fk;

Total Marks : 100

External Marks: 75

Internal Marks: 25

1. vl;Lj;njhifE}y;fs; kw;Wk; mw ,yf;fpaq;fis khztu;fSf;F mwpKfg;gLj;Jjy;.
2. ePjpf;Nfhl;ghl;il tpsf;f \$ba fPo;fzf;F E}y;fis khztu;fSf;F tpsf;fk; nra;jy;
3. nghJthdj;jiyg;gpy; khztu;fSf;F fl;Liu vOjr;nra;jy;

gad;fs;

1. vl;Lj;njhifE}y;fs; %yk; rq;ffhy kf;fspd; mftho;f;if> Gwtho;f;if gw;wp khztu;fs; mwptu;
2. gjpnzz; fPo;f;fzf;F E}y;fs; %yk; mwE}y;fis khztu;fs; Gupe;Jnfhs;sy;.
3. **myF I**

1. FWe;njhif – Kjy; 10 ghly;fs;
2. ew;wpiz
187 nea;jy; jpiz - xsitahh;
118 ghiyj; jpiz – ghiy ghba ngUq;fLq;Nfh
3. lq;FWE}W - fps;isg; gj;J (gj;Jg; ghly;fs;)

myF II

1. gj;Jg;ghl;L - FwpQ;rpg;ghl;L (KotJk;)

myF III

1. mfehD}W
107 ghiy – fhtpupg;g+k;gl;bdj;Jf; fhupfz;zdh;u;
108 FwpQ;rp – jq;fhw; nghw;nfh;y;ydhu;;

2. GwehD}W

fgpyh; - Kjy; 10 ghly;fs;

3. fypj;njhif

nea;jw; fyp (Kjy; ghly; kl;Lk;)

FwpQ;rpf; fyp (Kjy; ghly; kl;Lk;)

myF IV

1. jpUf;Fws;

19 Gwq; \$whik

72 mit mQ; rhik

127 mth; tapd; tpJk; gy;

2. ehybahh;
ghly; 167> 180> 203> 202> 215

3. gonkhop ehD}W
ghly; 75> 90> 100> 102> 251

myF V

1. ,yf; fpa tuyhW – ghl; Lk; njhifAk; - gjpndz;; fPo; fzf; F
2. nghJf; fl; Liu

ONE-ACT PLAYS AND EFFECTIVE COMMUNICATION SKILLS

Course Code: 18UE4

Hours: 6

Credit: 3

UNIT – I (BRITISH)

J. M. Synge : Riders to the Sea

UNIT– II (AMERICA)

Tennessee Williams : Lord Byron’s Love Letter

UNIT – III (INDIA)

Asif Currimbhoy : The Refugee

UNIT- IV :

Presentation Skills -Writing Letters – Précis Writing – Wring an Essay, Paragraph, Dialogues, Punctuation

UNIT-V:

Note Making, Resume Preparing, Interview & Group Discussion

Books for Reference:

Elias, M., Plays in One Act. Chennai: Orient BlackSwan, 2013.

Sujatha K., Ed. On the Stage: One-Act Plays. New Delhi: Orient BlackSwan, 2011.

A Book on Development of Soft Skills- Dr.V.Ayothi & Dr.K.Meena

Core Course - IV Film Appreciation (Theory)

Course Code: 18UVC4CC4

Hours: 4

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To understand appreciate and assimilate the nuances of film and the world of cinema.

Unit 1

Cinema as an institution. The origin of cinema. Film review. Appreciation. Criticism. Definitions. Qualities of film critic. Responsibilities of a film critic. Film and society. Film and politics. Shaping society. Film as an experience, Environment, Commodity and Communication Media.

Unit 2

Approaches to studying film. Narrative and Non Narrative films. Structure of a narrative film. Cinematic codes. Mise-en-scene. Setting. Props. Costume. Performance and movement. Lighting. Camera and Camera movement. Editing. Sound. Narrative

Unit 3

Genre, star and auteur. French new wave. Neo Realism. German Expressionism. Third world Cinema. Political Cinema. Representation of gender and sexuality. Soviet montage cinema.

Unit 4

Film audience. Audience positioning. Audience as the meaning makers. Hero worship. Fan clubs. Problematizing the film audience

Unit 5

Study of Great Indian and International filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurusowa, Ingmar Bergman and others.

Books for study and reference:

1. Turner, Graeme. Film as social practice, Routledge, London, 1993
2. Monoco, James. How to read a film, Routledge, London, 2001
3. Nelmes, Jill. An introduction to film studies, Routledge, London, 1996
4. Vasudev, Aruna. The new Indian cinema, Macmillan, Delhi, 1986
5. Oxford guide to world cinema, Oxford, London, 2000

Allied Course IV – Media Culture and Society (Theory)

Course Code: 18UVC4AC4

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To understand the dynamics of media culture and society and study the core concepts in the critical reading of the media.

Unit 1

Media-Definition-Scope –Media Saturation. The Manufacture and management of information.

Unit 2

Media Determinants: Owners and controlling companies; Media institutions, the State and the law; Media self-regulation and control, Economic determinants, Advertisers, Audiences, Media personnel, Sources.

Unit 3

Media Techniques: (Class presentations) Selection, The rhetoric of the image, Image and text, the effects of camera and crew; Set-ups, Film and sound editing; Interpretive frameworks, Visual coding, Narrative.

Unit 4

Media Ideology: Defining ideology, Ideology in the classroom.

Unit 5

Audience Relationship: Problematizing audiences, Audience positioning, Subjectivity, Pleasure.

Books for study and reference:

1. Len Masterman, Teaching the Media, Comedia Publishing Group, London. 1985.
2. James Lull, Media, Communication, Culture - A Global Approach, Polity Press, UK. 2000.
3. Ed. Michael Gurevitch & others, Culture, Society, and the Media, Routledge, London. 1988.
4. Alvarado, Gutch and Wollen, Learning the Media, Macmillan Education Ltd. 1987.

Core Practical - IV Television Production (Practical)

Course Code: 18UVC4CP4

Hours: 4

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

- 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 – 10 minutes
- Shoot a AD Commercial
- Produce a short Programme for Commercial and Non – Commercial – 10 min (max)

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 storyboard on any of the above-mentioned format.

Allied Practical – IV Radio Production (Practical)

Course Code: 18UVC4AP4

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

- ❖ To make students understand the process of radio programme production.
- ❖ To introduce the students to the field of radio and audio recording.

PRACTICAL OUTLINE

- Scripting for radio
- Radio jingles
- Radio interviews
- Radio dramas
- Radio features
- Radio documentaries
- Radio quiz
- Discussion programmes
- Game shows
- Special audience programmes
- Radio programmes for development of community
- Radio commercials and PSA
- Radio news

References

Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: Modern Radio Production-Production, Programming and Performance. Wadsworth. Thompson Learning, 2000.

Mcleish, Robert; Radio Production-A Manual for Broadcasters. Wadsworth. Thompson Learning, 1994.

Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: Announcing: Broadcast communication today. Wadsworth. Thompson Learning, 2001

Non-Major Elective –II Fundamentals of Information Technology (Theory)

Code : 18UCS4NME2

Hours : 2

Credits : 2

Total Marks :100

External Marks : 75

Internal Marks : 25

Objective:

To Provide the Basic Concepts in Information Technology

Unit I

Introduction to Computers - Generation of Computers - Classification of Digital Computer - Anatomy of Digital Computer.

Unit II

CPU and Memory - Secondary Storage Devices - Input Devices - Output Devices.

Unit III

Introduction to Computer Software - Programming Language – Operating Systems - Introduction to Database Management System.

Unit IV

Computer Networks - WWW and Internet - Email - Web Design

Unit V

Computers at Home, Education, Entertainment, Science, Medicine and Engineering - Introduction to Computer Security - Computer Viruses, Bombs, Worms.

Text Book:

1. Fundamentals of Information Technology, Alexis Leon And Mathews Leon, Vikas Publishing House Pvt. Ltd, 2009

Reference Book:

1. Fundamentals of Computers and Information Technology, M.N Doja, 2005

SKILL BASED ELECTIVE-I PAGE MAKER

Course Code :18UCS5SBE1
Hours : 2
Credits : 2

Total Marks :100
External Marks : 75
Internal Marks : 25

Objectives:

- To impart knowledge in advanced skills in creating and designing newsletters, brochures and quality publications.
- To become experts in typesetting and editing.

UNIT I:

Getting Started with Adobe Page Maker 7.0 - Creating a Publication - Working with Text.

UNIT II:

Modifying Text - Working with Multiple Pages

UNIT III:

Working with Graphics - Formatting Text

UNIT IV:

Using Advanced Graphics - Adding Color and Using Mail Merge

UNIT V:

Working in Long Documents - Publishing Electronically.

Text Book:

1. Adobe PageMaker 7.0, Kevin Proot, Cengage Learning

Recommended Web sites

1. http://handouts.tamu.edu/html/Adobe_Pagemaker.html
2. <http://allgraphicdesign.com/graphics/graphics-software/layoutsoftwareadobepagemaker/>
3. http://online.caup.washington.edu/courses/larcwi01/LARC440/pagemaker_home.html

Non-Major Elective –II Photo Editing (Theory)

Course Code: 18UVC4NME2

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To provide knowledge in the print media for the students to function in any area of publishing house.

Unit 1

Fundamentals of computer graphics: file format- bitmapped and object oriented graphics, color depth and resolution, compression, image modes, print and online formats.

Unit 2

Photoshop tool box and palette, selection tools, moving pixels, cropping selection, types, painting and drawing tools, editing tools; color modes, color picker, color palette, custom color and predefined, color options and editing modes.

Unit 3

Layer techniques: creating new layer, deleting layer, manipulating layers, translucent overlays, special effects, merging layers and masks.

Unit 4

Paths techniques - drawing tools, saving and deleting, importing and exporting, converting, filling and stroking, silhouettes and clipping.

Unit 5

Filters and retouching techniques: blur, distortion, noise, pixilated, render, sharpen, stylize, video, etc. tonal correction, color correction, dust spots, blemishes, wrinkles corrections and backgrounds.

Books for study and reference:

1. Adobe creative team . Adobe Photoshop CS4 Classroom in a book, Adobe Press 2008.
2. Adobe Photoshop CS6 Bible, Brad Dayley, DaNae Dayley, Wiley India Pvt Ltd.

Skill Based Elective - I Page Maker (Theory)

Course Code: 18UVC4SBE1

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To develop the skill in the field of printing sector which is used with page maker software.

Unit 1

About the Work Area-Using the toolbox- Creating and opening publications-About templates-Opening templates. Working with pages: Adding and deleting pages - Viewing pages-Adding text and graphics to templates Building your own template.

Unit 2

Specifying a save option preference: -Saving publication with a new or in a different location. About Master Pages: -Creating master pages-Applying master pages -Applying Grids.Text formatting and word processing: selecting text or text objects importing text-Editing text-Threading text blocks-Threading text frames.

Unit 3

Balancing columns - controlling page and column breaks Adding jump lines. Setting text preferences: About formatting text-Formatting characters Formatting paragraphs - Setting indents and tabs - Adding rules above or below paragraphs Using paragraph styles - Understanding how text is composed -Tracking type-Setting word and letter spacing.

Unit 4

Manipulating an object using the control palette- Grouping and ungrouping objects Locking objects- Masking objects-Aligning and distributing objects -Rotating, skewing, and reflecting objects. Drawing and editing lines and shapes-Using frames- Changing the stacking order of objects - Deleting an object - Manipulating an object using the control palette.

Unit 5

Working with Long Publications, Publishing Electronically

Books for study and reference:

Adobe PageMaker 7.0, Kevin Proot, Cengage Learning

B.Sc. VISUAL COMMUNICATION – III YEAR – SEMESTER V

Core Course V –MEDIA CREATIVITY (Theory)

Course Code: 18UVC5CC5

Hours: 5

Credit: 5

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

1. To explore the hidden creative ideas among students.
2. To learn the principles and practices of creative thinking.
3. To understand how creative thinking can be used in the media.
4. To impart creativity through a workshop pattern with worksheets and group assignments.

Unit 1

WHAT IS CREATIVITY? Elements of creativity – Sources of ideas and ideation techniques – Practicals – Idea progression and follow through – General creativity development – Rules of Creativity – Brain storming.

Unit 2

CREATIVE WRITING The visual element – Design application – Audio-visual application – Practicals – Journalistic writing and script writing, visualizing – Translation of concepts into workable ideas

Unit 3

MEDIA AND CREATIVITY Idea generation techniques – Spider mapping on ideas – Creative approach to scripting – Journalistic creativity – Practical's: Creative communication techniques in newsletters and journals – Identification of target.

Unit 4

SOLUTIONS FOR COMMERCIAL OBJECTIVES 9 Advertising and Public Relations (PR) – Event management – Campaign ideas – Practicals: slogan writing – Colour – Ambience in aiding creativity in ads.

Unit 5

TECHNOLOGICAL SOLUTIONS 9 Novelty propagation – Internet and creativity – Social networking for popularization of new ideas – Practicals.

Books for study and reference:

1. Denise G. Shekerjian. Uncommon Genius: How Great Ideas are Born, Penguin Books, New York, 1991.
2. Tim Hurson. Think Better: An Innovator's Guide to Productive Thinking, McGraw-Hill, New York, 2007.
3. S.P. Dhanavel. English and Soft Skills, Orient Black Swan, Chennai, 2010.
4. Michael Michalko. Cracking Creativity: The Secrets of Creative Genius, Ten Speed Press, California, 2001

Core Course VI - MEDIA LAW & ETHICS

Course Code: 18UVC5CC6

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

OBJECTIVES

1. To understand the basics of Media laws and Ethics
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

UNIT – I Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Press and the public opinion.

UNIT – II Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporates – Ad. Revenue – Editorial policy – implications of foreign press in India.

UNIT- III News selection – News values – Journalists as gatekeepers – sources of news – maintaining confidentiality – investigative journalism – sting operations – fair practice and professionalism – cases of unfair journalism.

UNIT – IV Media and the Judiciary, Legislature and the Executive – Media Laws – violations and restrictions – media censorship – recent cases.

UNIT-V Role and powers of Press Council – Responsibilities of the Advertising Standards Council- Prasar Bharati : Responsibilities and powers and limitations – Broadcasting Council- Broadcasting codes – Film Censor Board: role and functions – other media regulatory bodies of the government

Reference:

Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet Publications, 1988. Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.

Nalini Rajan (Ed.). Practicing Journalism. London: Sage Pub. 2005.

Joseph, N.K. Freedom of the Press. New Delhi: Anmol Pub. 1997

Ahuja B.N. Audio Visual Journalism. New Delhi. Surjeet Pub. 2000.

Shrivastava, K.M. Radio and Television Journalism. New Delhi: Sterling Pub. 1989.

Core Course VII - Media and Tourism (Theory)

Course Code: 18UVC5CC7

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To gathering knowledge about the media and role of the media in department of tourism.

Unit 1

TOURISM AND THE MEDIA: Mass Media's Role in Tourist's Decision Making Process – Tourism Media Relations - Media Department Services –Calendar and Cultural Promotion Events – Adventure Tourism, Sports Tourism, Eco Tourism , Space Tourism, Medical Tourism, Festival Tourism, Journalist's Tourism etc. – Tourism Research.

Unit 2

ART AND PRINT MEDIA: News Papers and Magazines: Story Ideas – Series of Stories – Image Libraries – Print Editorials – Press Releases – Features – Free-Standing News Paper Inserts (FSIs) – Itineraries – Travel Getaways – Tour Guides – Pull out Maps – Poster Series - Tourism Promoting Arts and Paintings.

Unit 3

FILM AND TOURISM: Role of Films in Attracting Tourists – Films Highlighting Tourist Spots of Different Cities of the World – Ethnographic Films Exhibiting Different Cultures of the World – Identifying Major Commercial Spots - Tourists Attraction towards Film Sets (Walt Disney Sets, Jurassic Park Sets of Hollywood) –Film Award Functions – Documentary Films Tourism.

Unit 4

TOURISM TELEVISION: Virtual Tourism: Tourism Through Satellite TV Channels – Streaming Videos –Television Programs – Television Channels– Food Tourism – Adventure Tourism.

Unit 5

ELECTRONIC TOURISM: Electronic Market Place for Tourism: Tourism Through Internet – Online Tourism Guide Books – Online Air Travel Bookings – Booking for Hotel Room – Booking for Car Hire – Online Currency Converter – Booking for Sports Events – Interoperability Systems – Video Clippings on Tourism – International Travel Media Relations.

Books for study and reference:

1. Christian Nelson, 2003, Tourism and the Media, 254 PP, Hospitality Press.
2. Tesone, 2005, Hospitality Information Systems and E.Commerce, John Wiley and Sons Ltd.
3. Schroeder.J.E. 2002, Visual Consumption, Routledge, Co.
4. David Crouch, 2003, Visual Culture and Tourism, Berg, Oxford.

Major Based Elective-I - Photojournalism Practical

Course Code: 18UVC5MBE1

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

To understand and use the unique nature of photo language as a medium for effective communication.

Unit 1

Thinking Photo journalism- good news picture, photographs for spot news, general news, feature, picture story, file, sports; essential qualities, news value, Picture analysis, develop picture idea; mental awareness. Creative Alternatives - Goal setting, Pre visualization, Graphic Ideation.

Unit 2

Newspaper organization, business Skills and professional organization. - Photographs for newspapers, magazines, where? How? - Wire services - Printing newspaper - elements of production- shooting, copy fitting, cropping and sizing and layout. - Supportive Skills- writing style, cut line, news story, news lead, feature and picture.

Unit 3

Sports and action – requirements - sports shooting tips - Interpreting action, dynamic composition, foreground and background, shutter speeds, follow through, shadow for impact, fireworks, framing, angle, lighting.

Unit 4

Feature photography – shelf life, good feature photographs, captions, and soft news, planning to cover an event – B/W, color and Illustration feature photographs. The picture story – history, elements, features, structure – how to shoot.

Unit 5

Digital photography – camera and control, making the transition, revitalizing images, picture processing, digitizing, scanning, managing color and printing.

Books for study and references:

1. Robert L. Kerns, Photo Journalism, Prentice-Hall Inc., Englewood Cliffs, N. J.1980.
2. Chuck Delaney, Photo Journalism 1, New York Institute of photography, New York, USA 1993.
3. Chuck Delaney, Photo Journalism 2, New York Institute of photography, New York, USA 1993.
4. Ibarra Gonzalez, S. J, Photo Language, A Manual for Facilitators, Sonoluse/Asia, 1981
5. Tom Ang, Digital Photography, Mitchell Beazley, Octopus Publishing Group Ltd. London, UK 2001

Core Practical V - Documentary Film Production Practical

Course Code: 18UVC5CP5

Hours: 4

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

To developing overall creative skills in the production of Documentary film making techniques.

Unit 1

Documentary-Definition-Types of documentaries –Data Collections

Unit 2

Non-Fiction, Real Characters

Unit 3

Social Issues – Gender Orientation – Economic – Welfare Schemes – Social Evils – Health & Hygiene – Nature – Environment – Psycho-Social – Humanity – Scientific – Travel & Tourism – Heritage – Historical – Rural Problems – Community.

Unit 4

Preparation of Shooting Script – Production Schedule – Shooting Schedule.

Unit 5

FINAL CUTTING: Submission of the Finished Footage with Titles, Sub-Titles, Transitional and other Graphic/Animation Effects.

AUDIO MIXING I:Voice-Over/Dubbing Commentary Using a Sound Editing Software, Sound Cut Pro Software.

AUDIO MIXING II: Mixing Sound Effects and Background Music wherever necessary.

Books for study and reference:

1. The Documentary Hand Book, Peter Lee-Wright, UK, London.
2. Introduction to Documentary, Bill Nichols, Indiana University Press | Bloomington & Indianapolis

**SKILL BASED ELECTIVE-II
COREL DRAW**

Course Code : 18UCS5SBE2
Hours : 2
Credits : 2

Total Marks :100
External Marks : 75
Internal Marks : 25

Objective :

- The main objective of the training is to give publishers, project, managers, designers and architects
- Systematic understanding and practical experience of the CorelDraw drawing tools and applications
- Drafting and powerful drawing environment, design professional quality pages, artwork and create text effects, flyers, menus, letters and others.

Unit I :

CorelDraw Basics

Unit II :

Drawing and Selecting

Unit III :

Working with Text

Unit IV :

Working with Images

Unit V:

Page Layout and Background

Text Book :

DTP Course Kit, Vikas Gupta, Dreamtech Press, 2009.

**SKILL BASED ELECTIVE-III
DREAM WEAVER**

Course Code: 18UCS5SBE3
Hours : 2
Credits: 2

Total Marks: 100
External Marks: 75
Internal Marks: 25

Objective:

- To understand Dream Weaver for designing web pages.
- To implement various methods in designing webpage
- To train students in Style Sheet and JavaScript

UNIT I:

Introduction to Dreamweaver CS4 - Working with Dreamweaver Websites.

UNIT II:

Working with Web Pages - Working with HTML Tables - Framesets and Frames.

UNIT III:

Introduction to Cascading Style Sheets.

UNIT IV:

Working with Templates - Working with Flash Contents and HTML Forms.

UNIT V:

Working with JavaScript - Finalizing the Site.

Text Book:

1. Dreamweaver CS4 in Simple Steps, Kogent Learning Solutions Inc, Dreamtech Press, 2010

SKILL BASED ELECTIVE-II - Television Production Management

Course Code: 18UVC5SBE2

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Unit I:

Production Process, Planning and Management, Understanding different Production Environment

Unit II:

Pre-production — research, scripts, planning and organizing production, location management

Unit III:

Floor Management and Studio Management. Single and Multiple Camera Production, Set Design, background

Unit IV:

Post-production Process: Linear and Non-linear editing process (technologies and applications) Special Effects, Graphics and animation

Unit V:

Budgeting, Talent management, Auditions, Organizing the production Team, delivering the finished product.

References

Zettl, Hebert. Television Production Handbook. Wadsworth. Thompson Learning, 2000

Zettl, Hebert. Video Basics. Wadsworth. Thompson Learning, 2001

Skill Based Elective - III DREAM WEAVER (Theory)

Course Code: 18UVC5SBE3

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To develop the skill in the field of new media which is used with Dream Weaver software.

Unit 1

Customizing Your Workspace: Touring the workspace, Switching and splitting views, Working with panels, Selecting a workspace layout, Adjusting toolbars, Personalizing preferences, Creating custom keyboard shortcuts, Using the Property inspector

Unit 2

HTML Basics: What is HTML?, Writing your own HTML code Frequently used HTML 4 codes, Where Is HTML Going?

Unit 3

CSS Basics: What is CSS?, HTML vs. CSS formatting CSS box model HTML defaults Formatting text , Formatting objects Multiples, classes, and IDs.

Unit 4

Getting a Quick Start: Using the Welcome screen, Selecting a CSS layout, Modifying the page title, Changing headings, Inserting text, Inserting images, Adjusting text fonts, colours, sizes, Previewing a page in Live view, Previewing pages in a browser.

Unit 5

Creating a Page Layout: Web design basics, working with thumbnails and wireframes, previewing your completed file, modifying an existing CSS layout, adding a background image to the header.

Text Book: Dreamweaver CS4 in Simple Steps, Kogent Learning Solutions Inc, Dreamtech Press, 2010.

B.SC VISUAL COMMUNICATION – III YEAR – SEMESTER VI

Core Course VIII - Media Research Orientation (Theory)

Course Code: 18UVC6CC8

Hours: 6

Credit: 5

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To provide knowledge to the students in the field of media research methods and make a research report about the media.

Unit 1

The need and relevance of media research. Responsibility and Involvement. Scientific and nonscientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.

Unit 2

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.

Unit 3

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non structured. Telephone and personal interviews. Questionnaire construction methods.

Unit 4

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design.

Unit 5

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.

Books for study and reference:

1. Hansen, Andres et al., Mass Communication Research Methods, Macmillan Press Ltd, London, 1998
2. Wimmer, D Roger and Dominick R Joseph, Mass Media Research- An Introduction, Wadsworth Publishing Company, California 1991
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.

Core Course XI - PUBLIC RELATIONS (Theory)

Course Code: 18UVC6CC9

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Objective:

To provide knowledge in the evaluation of Public Relations.

Unit 1

Public Relations – Definition, Elements of PR – functions of PR – Need of PR – history of PR ,growth of PR in India, - Public relations - propaganda and public opinion - PR as a Management.

Unit 2

Stages of PR – Planning, Implementation research, evaluation, PR practitioners and media relations – Press Conference - Press release exhibition and other PR tools – Communication with the public – internal and external, employer, employee relations - Community Relations.

Unit 3

PR in India – Public and Private Sectors – PR Counseling - PR agencies – PR and advertising – PR for media Institutions – Planning for PR campaigns – types of publicity –production – house Journals – Motion pictures, kits, Trade fairs, open house etc.

Unit 4

Shareholders - relations, dealers - relations, - PR for hospitals - PR for charitable institutions - PR for defense - PR for NGOs – PR for political parties - management and case studies.

Unit 5

PR research techniques - PR tools and publicity materials – Traits of Good PRO - PR and law - PR and new technology - code of ethics – International PR – Professional organizations – Emerging Trends

Books for study and reference:

1. J.L Kumar, Mass Media, Anmol Publications Pvt ltd., New Delhi. 2006
2. Alison theaker, The Public Relations, 2nd Edition, Routledge, USA, 2004
3. Jane Johnston, Clara Zawawi, Public Relations: Theory and Practice, Allen& Unwin, 2009

Major Based Elective-II - Advertising Production Practical

Course Code: 18UVC6MBE2

Hours: 6

Credit: 4

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

To developing overall creative skills in the production of advertising.

1. ADVERTISING Photography

To create a advertisement for commercials & Noncommercial (to design a printed materials with own objects)

2. ADVERTISING Videography

To create an advertisement for commercials & Noncommercial (to produce Ad film)

Major Based Elective-III - Multimedia and Web Designing Practical

Course Code: 18UVC6MBE3

Hours: 6

Credit: 4

Objective:

To understand web designing techniques and get equipped with multimedia skills to apply them in other forms of communication.

Total Marks : 100

External Marks: 60

Internal Marks: 40

Unit 1

Creating text in 2D format & 3D object animation, images with special effects and movement.

Unit 2

3-D Rendering: geometric shapes, 3-D shapes with realistic textures, buttons with beveled edges, 3-D lettering, shadows, etc. 3D Modeling and Animation software, Flash, 3D studio Max.

Unit 3

Multimedia techniques: saving Photoshop images as QuickTime Movie frames, video editor, video filters, and interactive presentation design.

Unit 4

Internet- sending and receiving E-mail, browsing the web, multimedia & Net, Desktop Web, Mailing lists, user net news, chatting, conferencing and collaborating, FTP and Telnet.

Unit 5

Web Design- web design tools, front page, Dream Weaver, MM flash, HTML and XML programming - Creation of Home page or linking, dynamics of web page, web development and editing tools, building web site, publishing a site, promote and maintain site.

Books for study and reference:

1. Ackerman C, Mastering Multimedia-Advantage II, BPS Publishers.
2. Mullin Eileen, The Essential Photoshop Book, Galgotia Publication Pvt Ltd., New Delhi, 1997.
3. Cat Woods, Alexander Bicalho with Chris Murray, Mastering 3ds Max 4, SYBEX, BPB Publications, New Delhi, 2001.
4. Christian Crumlish, The ABC of the Internet, BPB Publications, New Delhi, 1998.
5. Peck D, Multimedia: A hands on Introduction, Thomson Learning, 1998
6. Powell Thomas, Web design: The complete Reference, Tata McGraw-Hill, 2000.
7. Vaughan, Multimedia: Making it work, 1999.

Project

Course Code: 18UVC6PW

Hours: 6

Credit: 6

Total Marks : 100

External Marks: 60

Internal Marks: 40

Objective:

To demonstrate the student's competence in a chosen area of specialization, with a view to gaining a placement in the media industry with an evaluated portfolio.

A project proposed and executed in a chosen area of interest related to the course in either **Advertising** or **Television Production** or **Multimedia & Web Designing** or **Photography**. Emphasis will be given to producing work that can be made use of in the industry, which subsequently will help student enter the media Industry with an evaluated portfolio.

1. ADVERTISING

Print materials for advertisements, corporate identity manual, stationery, brochure, posters, newsletter, etc.

2. TELEVISION PRODUCTION

Television presentation of commercial, social ad, interview, music video, documentary, feature, etc.

3. MULTIMEDIA & WEB DESIGNING

Graphic and Multimedia production planned and designed for an animated presentation or a website or any of the kind.

4. PHOTOGRAPHY

Photographs produced with a purpose for Journalism, Fashion, Advertisements, etc.