



THANTHAI HANS ROEVER COLLEGE
PERAMBALUR 621 212.(AUTONOMOUS)



B.Sc. Visual Communication – Course Structure under CBCS

Sem	Course code	Part	Course	Course Title	Hrs/ week	Credit	CIA Marks	SE Marks	Total Marks
I	18UT1	I	Language I	Tamil-I (Kavithai-Sirukathai-Urainadai-Ilakkiya Varalaru)	6	3	25	75	100
	18UE1	II	English I	English-I (Prose for Effective Communication and Grammar)	6	3	25	75	100
	18UVC1CC1	III	Core Course I	Introduction to Visual Communication	5	4	25	75	100
	18UVC1AC1	III	Allied Course I	Contemporary Indian Media Scenario	5	4	25	75	100
	18UVC1CP1	III	Core Practical I	Visual Literacy practical	3	3	40	60	100
	18UVC1AP1	III	Allied Practical I	Drawing practical	3	3	40	60	100
	18UVE	IV	Value Education	Value Education	2	2	25	75	100
TOTAL					30	22	205	495	700
II	18UT2	I	Language II	Tamil-II (Seiyyul- Idaikkala Ilakkiyam- Puthinam- Ilakkiya Varalaru)	6	3	25	75	100
	18UE2	II	English II	English-II (Poetry for Effective Communication and Grammar)	6	3	25	75	100
	18UVC2CC2	III	Core Course II	Advertising Basics	4	4	25	75	100
	18UVC2AC2	III	Allied Course II	Art Appreciation	5	3	25	75	100
	18UVC2CP2	III	Core Practical II	Advertising Lab	4	4	40	60	100
	18UVC2AP2	III	Allied Practical II	Graphics Design Lab	3	3	40	60	100
	18UES	IV	Environmental Studies	Environmental Studies	2	2	25	75	100
TOTAL					30	22	205	495	700

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

IV

	18UVC6CC8	III	Core Course VIII	Media Research Orientation	6	5	25	75	
	18UVC6CC9	III	Core Course IX	Public Relation	5	4	25	75	

	18UVC6MBE2	III	Major Based Elective II	Advertising Production Practical	6	4	40	60	
	18UVC6MBE3	III	Major Based Elective III	Multimedia and Web Designing Practical	6	4	40	60	
	18UVC6PW	III	Project	Project	6	6	40	60	
	18UGS	IV	Gender Studies	Gender Studies	1	1	25	75	
		V	Extension Activities	NCC/NSS/CULTURAL/SPORTS		1			
	TOTAL				30	25	195	405	
	Grand Total				180	140			4

V

	18UVC6CC8	III	Core Course VIII	Media Research Orientation	6	5	25	75	100
	18UVC6CC9	III	Core Course IX	Public Relation	5	4	25	75	100
	18UVC6MBE2	III	Major Based Elective II	Advertising Production Practical	6	4	40	60	100
VI	18UVC6MBE3	III	Major Based Elective III	Multimedia and Web Designing Practical	6	4	40	60	100
	18UVC6PW	III	Project	Project	6	6	40	60	100
	18UGS	IV	Gender Studies	Gender Studies	1	1	25	75	100
		V	Extension Activities	NCC/NSS/CULTURAL/SPORTS		1			
	TOTAL				30	25	195	405	600
	Grand Total				180	140			4300

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

***Not Considered for Grand Total and CGPA**

Non Major Electives Courses: Students have to choose one of the courses offered by other departments during semester II and III respectively.

***Internal – 25 Marks- External (Record Album) – 25 Marks and Viva – 50 Marks.**

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60

3. Separate passing minimum is prescribed for Internal and External marks

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

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

* for those who studied Tamil upto +2 (Regular Stream)

** Syllabus for other Languages should be on par with Tamil at Degree level

those who studied Tamil upto 10th or +2- but opt for other languages in degree level under

Part I should study special Tamil in Part IV

*** Examination at the end of the next semester.

Extension activities shall be outside the instruction hours.

Core Course – I Introduction to Visual Communication (Theory)

Hrs/ week: 5 hrs

Credits: 4

Maximum Marks: 100

Course code: 18UVC1CC1

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- communication etiquette. Understanding communication SMCR Model.

Unit 2

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

Unit 3

Sensation and perception. Learning and thinking. Human Intelligence and Artificial Intelligence. Aptitude and personality development. Motivation and creativity. Schools of psychology. Application of psychological concepts of visual communication. Various stages of design process – problem identification.

Unit 4

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

Unit 5

History of human Communication seen as four revolutions-oral- written- printing and audiovisual technology - its impact in every day life.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
48	3	9	3	41	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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)

Hrs/ week: 5 hrs

Maximum Marks: 100

Credits: 4

Course code: 18UVC1AC1

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 - ethics of journalism. Globalization and news flow. Press conferences in India

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 Independent art in radio journalism.

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. - Oscar Nominated Indian films.

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. . Television Rating Point.

Unit 5

Cyber Journalism- Internet and Information Revolution- Fundamentals of cyber media- Internet vs TV- Impact and Future of web Journalism- Online Advertising. -Advantages and Disadvantages of Online Advertisements.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
48	20	16	30	26	NATIONAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

Books for study and reference :

1. Mass Communication in India. Keval J. 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. Durgadass Basu- Prentice hall- New Delhi- 1998.
5. Mass Communication Principles and Concepts. Seema Hasan- CBS Publishers & Distributors Pvt Ltd- India 2010

CorePractical - I Visual Literacy (Practical)

Hrs/ week: 3 hrs

Credits: 3

Maximum Marks: 100

Course code: 18UVC1CP1

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– Interpretation - Modern Image Makers. Types of painting

Unit 2

Principles of perspective. Gestalt Laws. Composition. Light and shade. Surface textures. Building visual vocabulary by exaggeration. Distortion. Stylization. And Abstraction. -Body Language.

Unit 3

The psychology of human perception. Form perception. Types of Perceptions. Depth and distance perception. Binocular and monocular cues. Perceptual constancy. Illusion. The visual and personal identity.

Unit 4

. . Line- Form- Texture- Color- space and volume. Principles of design.– Signs -Symbols – Abstract Language - 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. Visual reality.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
48	11	2	1	37	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

Books for study and reference: Rendering with Pen and Ink. Robert W. Gill. Thames and Hudson- London- 1981.

1. Anatomy perspective and composition. Stan Smith- Macdonald- U.S.A.- 1984.
2. 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- IDrawing(Practical)

Hrs/ week: 3 hrs

Credits: 3

Maximum Marks: 100

Course code: 18UVC1AP1

Objective:

Learn 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- acrylic paints .- Applied Art.

Unit 2

Application of visual elements and six major types of visual elements. Creating images of reality. - Pixel- point of view-Visual presentations using principles of perspective- composition- light and shade- surface textures.

Unit 3

Study of human anatomy – forms and postures- Mosaic - Mural - Opaque Paper -portrait Stick figures- cartoon characters and story board. Advance graphic board and its usage.

Unit 4

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

Unit 5

Study of trees- buildings- landscape- cityscape- seascape- Interior Drawing etc.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
39	3	5	0	35	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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.

Core Course II- Advertising Basics (Theory)

Hrs/ week: 4 hrs

Credits: 4

Maximum Marks: 100

Course code: 18UVC2CC2

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- Types of Advertisements- Nature & Scope of Advertising- Roles of Advertising- Societal Communication- Marketing & Economic- Functions of Advertising.
– Media -Purpose. Latest trends in Advertisement.

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. Relationship of Agency with people Legal Aspects & Ethical Issues. Conceptualization - Ideation .

Unit 3

Consumerism. Consumer Act & Consumer Protection- Consumer Research. Consumer Behaviour Models. Consumer Decision Process. Problem Recognition- Information search and Evaluation. Purchase and Post Purchase Behaviour. Advertisement - Social Responsibilities (PSA)

Unit 4

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

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- Content Creation.

Number of Topics relevance on

Total Number of Topics	Local	Regional	National	Global	Category Based on %
	65	23	11	11	

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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)

Hrs/ week: 5 hrs

Credits: 3

Maximum Marks: 100

Course code: 18UVC2AC2

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- Western mounaments- temples in the Deccan. Neo Classism – Degenerate Art – Impressionism.

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- Freedom of arts and Social responsibility of the Artist- Indian Aesthetics- Aesthetic values- Aesthetic experience - Beauty- the Rasas.Independent Artists.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
71	3	4	40	20	NATIONAL

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)

Hrs/ week: 4 hrs

Credits: 4

Maximum Marks: 100

Course code: 18UVC2CP2

Objective:

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

Unit 1

Origin of Advertisement - Development of advertising -Types of Layout-Emphasis by Space: Emphasis of Heading- Emphasis of Illustration- Emphasis to Text- Emphasis to Trademark- Emphasis by White Space- Logos.- Structure of Medium.

Unit 2

Designing multicolour advertisement for promoting the image of any consumer product to be published in Newspapers and journal.Types of Headlines – Writing Style.

Unit 3

Designing Poster Advertisement for the promotion of Tourism Development of National Heritage - Wildlife Sanctuaries - Monuments of India- Commercial and Non-commercial. Public sector posters..Techniques – Strategies.

Unit 4

Designing Banner Advertisement and motion poster 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)

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
71	5	5	40	25	National

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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.

Core Practical - II Advertising Lab (Practical)

Hrs/ week: 4 hrs

Maximum Marks: 100

Credits: 4

Course code: 18UVC2CP2

Objective:

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

11

Unit 1

Types of Layout- Emphasis by Space: Emphasis of Heading- Emphasis of Illustration- Emphasis to Text- Emphasis to Trademark- Emphasis by White Space- Logos.

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- Commercial and Non-commercial. Public sector posters.

Unit 4

Designing Banner Advertisement and motion poster 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)

Total Number of Topics

Number of Topics relevance on

Category Based on %

Local

Regional

National

Global

21

3

6

3

15

GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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)

Hrs/ week: 3 hrs

Credits: 3

Maximum Marks: 100

Course code: 18UVC2AP2

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- Volume- Value- Contrast and Color— Color Theory – Color Scheme -Print and Pattern -Basic Information.

Unit 2

Lines of different thickness- Curves of different thickness- Shapes of different kinds- Patterns of different kinds- Distortion of different kinds – Generic Skills – Background – Concept.

Unit 3

Typography- Logo design- Letterhead- Visiting card- Envelope- GIFs.

Unit 4

Page Layout: Brochure- Newsletter- Pamphlet- Print Advertisement etc....

Unit 5

Cartoons- Story board-Graphical Design – [Digital Publishing](#), etc...

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
30	6	1	1	28	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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.

Core Course - III

Basic Photography (Theory)

Hrs/ week: 5 hrs

Credits: 4

Maximum Marks: 100

Course code: 18UVC3CC3

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- Differences of traditional and modern photography – Types of Film Cameras and its usage –**Visual perception**– Different types of Camera Lenses- Filters- Bellows- Converters and Tripods- Slider and Dolly.

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. Adobe Lightroom**

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.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
76	8	8	20	41	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

Books for study and reference: The 35mm Photographer’s Handbook – Julian Calder and John Garret. 1990. Marshall Editions Ltd.- London.

1. The Complete 35mm Source Book. Michael Buscellle. Michael Beazly Pub.- London.
2. Photography- Barbara London and John Uptan. Harper Collins College Publishers- New York.
3. Gorham Kindem- Robert B. Musburger- Introduction to Media Production.

Allied Course - III Printing Process and Publication (Theory)

Hrs/ week: 5 hrs

Credits: 4

Maximum Marks: 100

Course code: 18UVC3AC3

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- Printing materials and procedures- process of graphic art production- Type & Typography- development and classification of types Printing of Indian Script -Printing style after 19th Century – Popular Printing Museums. Traditional Vs Modern Printing Styles.

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

Culture of Printing -Printing Processes –Fabric Printing – 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-Articles- Cover Stories-Newsletter- Tabloid News- Classifieds for commercial-PSA- NGO's.etc

Number of Topics relevance on

Total Number of Topics	Local	Regional	National	Global	Category Based on %
48	7	7	13	27	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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)

Hrs/ week: 3 hrs

Credits: 3

Maximum Marks: 100

Course code: 18UVC3CP3

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 - 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. Experimental Techniques – Creative Photographic Techniques.

Unit 3

Exposure– Double Exposure – Overexposed Exposure - Multiple 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..

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
43	16	8	7	21	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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 Manual 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)

Hrs/ week: 3 hrs

Credits: 3

Maximum Marks: 100

Course code: 18UVC3AP3

Objective:

To understand art and craft of evolving scripts for media.

Unit 1

First Draft - Concepts of Script Writing- Types of Scripts- Importance of Script- Research for Script-- **Dramatic Writing** Fiction: **Story idea- synopsis- plot and story**- Finding the Story - **sub plot- plot patterns**- Major character and minor character development. **Form – Functions** **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 series- 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- storyboard. Virtual StoryBoard - its features.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
54	15	18	17	24	GLOBAL

(Green – local , Blue- National , Pink – regional , Brown – Global]

- 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 Photography (Theory)

Hrs/ week: 2 hrs

Credits: 2

Maximum Marks: 100

Course code 18UVCS3NME1

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- Lightmeters-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.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
46	10	9	5	22	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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.

Core Course - IV Film Appreciation (Theory)

Hrs/ week: 4 hrs

Credits: 4

Maximum Marks: 100

Course code: 18UVC4CC4

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.. Introduction to World Cinema.

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 - Piracy of New Films.

Unit 5

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

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
67	5	9	0	43	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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)

Hrs/ week: 3 hrs

Credits: 3

Maximum Marks: 100

Course code: 18UVC4AC4

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. Dynamics of Culture- trends in Media.– Contexts of Political- Historical- – Social – Economical .

Unit 2

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

Unit 3

MediaTechniques: (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 Changes by perspective. Ideology in the classroom and real world.

Unit 5

Audience Relationship: Problematizing audiences- Audience positioning- Subjectivity- Pleasure. .Opportunities – Exposures.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
39	24	10	20	6	LOCAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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)

Hrs/ week: 4 hrs

Credits: 3

Maximum Marks: 100

Course code: 18UVC4CP4

- 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- album songs-vlogs- Teasers and Trailers for events 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)
- Practicing live streaming through social media

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
7	6	6	5	7	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

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.

SKILL BASED ELECTIVE-II - Television Production Management

Hrs/ week: 2 hrs
Maximum Marks: 100

Credits: 2
Course code: 18UVC5SBE2

Unit I:

Production Process- Planning and Management- Understanding different Production Environment

Unit II:

Pre-production — research- scripts- planning and organizing production- location management- Announcement.

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- Music - sound designing – sfx – Art Department.

Unit V:

Budgeting- Talent management- Auditions- Organizing the production Team- delivering the finished product. Releasing Process.

Number of Topics relevance on

	Local	Regional	National	Global	
Total Number of Topics					Category Based on %
33	11	6	3	15	GLOBAL

(Green – local ,Blue- National , Pink –regional , Brown – Global]

References

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

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

Allied Practical – IV Radio Production (Practical)

Hrs/ week: 3 hrs

Credits: 3

Maximum Marks: 100

Course code: 18UVC4AP4

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
- Radiojingles
- Radio interviews
- Radiodramas
- Radiofeatures
- Radiodocumentaries
- Radioquiz
- Discussion programmes
- Gameshows
- Special audience programmes
- Radio programmes for development of community
- Radio commercials and PSA
- Radionews
- Future Radio; Podcasts- 5G technology radio ; speed- seamless signal transmission- low lag time- and low network losses.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
20	8	5	7	8	LOCAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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 earning- 1994.

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

Non-Major Elective –II Photo Editing (Theory)

Hrs/ week: 2 hrs

Credits: 2

Maximum Marks: 100

Course code: 18UVC4NME2

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 objectoriented graphics-. Media Influence–Basics of Photo Editing – Purpose – Types – Tools -color depthand 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. Mobile Photo Editing appslike snapseed-canva-prisma photo editor

Unit 3

Layer techniques:creating new layer- deleting layer- manipulating layers- translucentoverlays- 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- wrinklescorrectionsand backgrounds clone stamp-Healing brush

Number of Topics relevance on

Total Number of Topics	Local	Regional	National	Global	Category Based on %
52	18	12	16	17	LOCAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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 IndiaPvt Ltd.

Skill Based Elective - I Page Maker (Theory)

Hrs/ week: 2 hrs

Credits: 2

Maximum Marks: 100

Course code: 18UVC4SBE1

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 objectsimporting 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

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
44	10	14	15	18	GLOBAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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)

Hrs/ week: 5 hrs

Credits: 5

Maximum Marks: 100

Course code: 18UVC5CC5

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. Six strategies of creativity in media; Goal setting- divergent thinking- Seek inspiration- experience- use a template- Tap into membership.

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

Unit 5

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

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
47	13	13	9	19	GLOBAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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 CourseVI- MEDIA LAW & ETHICS

Hrs/ week: 5 hrs

Credits: 4

Maximum Marks: 100

Course code: 18UVC5CC6

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- Importance – Impact of Press– Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom– Constitutional provisions – Reasonable restrictions – Press and the public opinion.–The Equal Time Rule .

UNIT – II

Media agenda – Role of Media agenda - Types 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 – Media Managing – Reporting Methods - cases of unfair journalism. informative system - solid compatibility

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- Future Journalism.

Number of Topics relevance on

Total Number of Topics	Category Based on %				
	Local	Regional	National	Global	
61	18	14	16	22	GLOBAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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)

Hrs/ week: 5 hrs

Credits: 4

Maximum Marks: 100

Course code: 18UVC5CC7

Objective:

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

Unit 1

TOURISM AND THE MEDIA: Role of Tourism and the media- Impact of Tourism and the Media - Relationship of Media and Tourism- 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-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.adventure tourism statistics Nationally and Internationally.

Unit 5

ELECTRONIC TOURISM: ElectronicMarket Place for Tourism: Tourism Through Internet – Online Tourism Guide Books – Online Air Travel Bookings– Booking for HotelRoom – Booking for Car Hire –Online Currency Converter – Booking for Sports Events – InteroperabilitySystems –Video Clippingson Tourism – International TravelMedia Relations.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
61	23	21	15	22	LOCAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

Books for study and reference: Christian Nelson- 2003- Tourism and the Media- 254 PP- Hospitality Press.

1. Tesone- 2005- Hospitality Information Systems and E.Commerce- John Wiley and Sons Ltd.
2. Schroeder.J.E. 2002- Visual Consumption- Routledge- Co.
3. David Crouch- 2003- Visual Culture and Tourism- Berg- Oxford.

Major Based Elective-I - Photojournalism Practical

Hrs/ week: 5 hr

Credits: 4

Maximum Marks: 100

Course code: 18UVC5MBE1

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. Photo Journalism Movement - Origins in war photography- Golden age - Ethical- Legal considerations

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 - printing.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
81	20	18	24	23	NATIONAL

[Green – local , Blue- National , Pink – regional , Brown – Global]

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

Hrs/ week: 4 hrs

Maximum Marks: 100



Credits: 3

Course code: 18UVC5CP5

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.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
38	30	2	2	5	LOCAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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-III DREAM WEAVER(Theory)

Hrs/ week: 2 hrs

Credits: 2

Maximum Marks: 100

Course code: 18UVC5SBE3

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.



Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
38	13	3	6	28	GLOBAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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

B.SC VISUAL COMMUNICATION – III YEAR – SEMESTER VI

Core CourseVIII - Media Research Orientation(Theory)

Hrs/ week: 6 hrs

Credits: 5

Maximum Marks: 100

Course code:18UVC6CC8

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.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
56	21	5	4	26	GLOBAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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)

Hrs/ week: 5 hrs

Credits: 4

Maximum Marks: 100

Course code: 18UVC6CC9

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. PR as a Management – Tools and techniques of PR ; Newsletter – Business event - partnerships.

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. 4 models of Public Relations- Excellence theory - Fully functioning society theory - Key definitions - classifications of PR

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- blogging- 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.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
70	38	10	19	9	LOCAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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

Hrs/ week: 6 hrs

Credits: 4

Maximum Marks: 100

Course code:
18UVC6MBE2

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)

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
2	2	0	0	0	LOCAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]



Major Based Elective-III - Multimedia and Web Designing Practical

Hrs/ week:6 hrs

Credits: 4

Maximum Marks: 100

Course code:18UVC6MBE3

Objective:

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

Unit 1

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

Unit 2

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

Unit 3

Multimedia techniques: saving Photoshop images as QuickTime Movie frames-underwater- arial- scientific- still photography- pet photography- product photography - video editor- video filters- and interactive presentation design

Unit 4

Internet- sending and receiving Email- 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;

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
51	22	8	5	16	LOCAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

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

Hrs/ week: 6 hrs

Credits: 6

Maximum Marks: 100

Course code: 18UVC6PW

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.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
19	9	4	7	2	NATIONAL

[Green – local ,Blue- National , Pink –regional , Brown – Global]

