

2025

# B.Sc. Visual Communication

## Course Structure and Syllabus

(For the candidates admitted from the academic year 2025-2026 onwards)

Choice Based Credit System- Learning Outcomes Based Curriculum Frame Work

(CBCS-LOCF)



**THANTHAI HANS ROEVER COLLEGE**  
**(Autonomous)**

(Accredited with 'A' Grade by NAAC (3rd cycle) with CGPA 3.23 out of 4)

**ELAMBALUR, PERAMBALUR – 621 220**



## **Programme Outcomes (POs)**

Upon successful completion of the **Undergraduate Programme in Visual Communication**, students will be able to:

1. Understand and apply foundational concepts in design, film, photography, animation, and new media communication.
2. Evaluate media content critically and make informed judgments based on social, cultural, and ethical perspectives.
3. Demonstrate strong communication skills through visual, verbal, and written mediums to convey ideas clearly and creatively.
4. Employ industry-standard software and emerging technologies such as AR/VR, digital filmmaking, and graphic design tools in media production.
5. Produce media content that reflects awareness of societal issues, media ethics, and inclusive communication practices.
6. Work effectively in interdisciplinary and multicultural teams, showing leadership and accountability in project-based learning.
7. Understand and respond to the evolving media landscape including digital storytelling, influencer culture, and AI in media.
8. Exhibit curiosity, entrepreneurial mindset, and continuous learning attitude to adapt and innovate in the visual communication industry.

## **Programme Specific Outcomes (PSOs)**

Students graduating from the Visual Communication program will be able to:

1. **PSO1:** Create high-quality media projects using digital photography, video production, editing, animation, and graphic design tools.
2. **PSO2:** Apply communication and media theories to produce meaningful, contextually relevant, and impactful media content.
3. **PSO3:** Develop campaigns and visual narratives that respond to social challenges such as gender equality, environmental awareness, and cultural diversity.
4. **PSO4:** Gain expertise in trending domains like social media content creation, UX/UI design, OTT media production, and brand storytelling.
5. **PSO5:** Build a strong portfolio for careers in journalism, filmmaking, advertising, public relations, animation, and multimedia design

**B.Sc. Visual Communication**

Choice-Based Credit System – Learning Outcome-Based Curriculum Framework

(For the candidate admitted from the academic year 2025 -2026)

Semester	Part	Course Code	Title of the Course	Int. Hrs / Week	Credits	End Sem. Exam Hrs	Max. Marks			
							CIA	ESE	Total	
<b>I</b>	I	25UT1/H1/F1	Language –I	6	3	3	25	75	100	
	II	25UEI	English-I	6	3	3	25	75	100	
	III		25UVC1CC1	Introduction to Human Communication	5	5	3	25	75	100
			25UVC1CP1	Drawing (Practical)	4	4	3	40	60	100
			25UVC1AC1	Graphic Designing	4	3	3	25	75	100
			25UVC1AP1	Graphic Design (Practical)	3	3	3	40	60	100
	IV	25UVE	Value Education	2	2	3	25	75	100	
			Value Added Course*	--	2*	3	50	50	100*	
<b>Total</b>				<b>30</b>	<b>23</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>	
<b>II</b>	I	25UT2/H2/F2	Language -II	6	3	3	25	75	100	
	II	25UE2	English-II	6	3	3	25	75	100	
	III		25UVC2CC2	Understanding Visual Communication	5	5	3	25	75	100
			25UVC2CP2	Photography (Practical)	3	3	3	40	60	100
			25UVC2AC2	Visual Art and Aesthetics	3	3	3	25	75	100
			25UVC2AP2	Publication Design (Practical)	3	2	3	40	60	100
	IV		25UVC2NME1	Storytelling and Script writing	2	2	3	25	75	100
			25UES	Environmental Studies	2	2	3	25	75	100
		Value Added Course*	--	2*	3	50	50	100*		
<b>Total</b>				<b>30</b>	<b>23</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>800</b>	
<b>III</b>	I	25UT3/H3/F3	Language -III	6	3	3	25	75	100	
	II	25UE3	English-III	6	3	3	25	75	100	
	III		25UVC3CC3	Multimedia Technologies and Standards	6	5	3	25	75	100
			25UVC3CP3	Audio - Visual Editing	4	3	3	40	60	100
			25UVC3AP3	Web Designing	4	3	3	40	60	100
	IV		25UND2NME2	Image Editing and Colour Management	2	2	3	25	75	100
			25UVC3SE1	Design Thinking	2	2	3	25	75	100
		Value Added Course*								
<b>Total</b>				<b>30</b>	<b>21</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>	

Semester	Part	Course Code	Title of the Course	Int. Hrs / Week	Credits	End Sem. Exam Hrs	Max. Marks		
							CIA	ESE	Total
IV	I	25UT4/H4/F4	Language –IV	6	3	3	25	75	100
	II	25UE4	English-IV	6	3	3	25	75	100
	III	25UVC4CC4	Film Appreciation and Analysis	6	5	3	25	75	100
		25UVC4CP4	Animation and Character Design	5	4	3	40	60	100
		25UVC4AC3	Photo Journalism	4	3	3	25	75	100
	IV	25UND4SE2	Professional Photography	2	2	3	25	75	100
		25UHW	Health and Wealth	1	1	--	--	--	100
		Value Added Course*	--	2*	3	50	50	100*	
<b>Total</b>				<b>30</b>	<b>21</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>
V	III	25UVC5CC5	Advertising and Brand Communication	5	4	3	25	75	100
		25UVC5CC6	User Experience Design	5	4	3	25	75	100
		25UVC5CC7	Public Relations	5	4		25	75	100
		25UVC5CP5	Advanced 3D Texturing and Sculpting	5	4	3	40	60	100
		25UND5DE11	Writing for Mass Media	4	4	3	25	75	100
		25UND5DE12	Mass Communication Theories	4	4	3	25	75	100
		25UND5DE21	Documentary Filmmaking	4	4	3	25	75	100
	25UND5DE22	Digital Marketing	4	4	3	25	75	100	
	IV	25USS	Soft Skills	2	2	3	25	75	100
			Summer Internship	--	2*	3	--	--	100
		Value Added Course*	--	2*	3	50	50	100*	
<b>Total</b>				<b>30</b>	<b>26</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>
VI	III	25UVC6CC8	Media Culture in Tamil Nadu	6	5	3	25	75	100
		25UVC6CC9	Media Entrepreneurship	6	5	3	25	75	100
		25UVC6CC10	Cyber security Training for Media Professionals	6	4	3	25	75	100
		25UVC6PW	Capstone Project	3	3	3	40	60	100
		25UND6DE31	Video Editing Techniques	4	4	3	25	75	100
		25UND6DE32	Mobile Journalism	4	4	3	25	75	100
	25UND6DE41 25UND6DE42	Media and Sustainable Development Critical Issues in Media	4	4	3	25	75	100	
	IV	25UGS	Gender Studies	1	1	3	25	75	100
	V		Extension Activity	--	1	--	--	--	--
		Value Added Course*	--	2*	3	25	75	100*	
<b>Total</b>				<b>30</b>	<b>26</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>
<b>Total</b>				<b>180</b>	<b>140</b>				<b>4300</b>

Sem.	Course Code	Credits	Title of the Course	CC / AC / DE / SE / GS / EVS / VE / VAC	Category			Sem. Exam	Max. Marks		
					Theo. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total
I	25UVC1CC1	5	Introduction to Human Communication	CC	4	1	-	3 Hrs.	25	75	100
<b>Pre-Requisite:</b>											
<b>Course Objectives:</b> The purpose of learning this course is:											
1. Identify and categorize the various forms of communication utilized across different contexts.											
2. Analyze communication as a skill, expression form, and organized process.											
3. Evaluate common communication barriers and create effective methods to improve listening skills.											
4. Illustrate the principles of interpersonal communication to establish and maintain relationships.											
5. Create and deliver effective public speeches and multimedia presentations.											
<b>Course Outcomes:</b>											
<b>CO1:</b> Describe types of communication, evaluate their effects, and design effective communication plans.											
<b>CO2:</b> Examine communication barriers and processes to generate constructive solutions.											
<b>CO3:</b> Apply nonverbal and listening skills to build strong professional relationships											
<b>CO4:</b> Utilize effective communication styles to handle conflict and negotiate.											
<b>CO5:</b> Design and deliver effective presentations utilizing appropriate technology tools											
<b>Unit-I</b>	<b>Foundations of Communication</b>									15Hrs.	
Communication: Definition, types of Communication, Need for and the Importance of Human and Visual Communication Nature of communication, Communication as expression, skill, and process Understanding Communication: SMCR Model Communication in different contexts: interpersonal, group, organizational, and mass communication											
<b>Unit-II</b>	<b>Communication Processes and Language</b>									15 Hrs.	
Communication as a process and a Product Message, Meaning, Connotation, Denotation, Culture/Codes, etc. Flow of Communication, barriers to Communication Levels of communication: Technical, Semantic, and Pragmatic The semiotic landscape: language and visual communication, narrative representation											
<b>Unit-III</b>	<b>Nonverbal Communication and Listening Skills</b>									15Hrs.	
Introduction to nonverbal communication: types and functions Understanding body language, facial expressions, gestures, and posture The importance of active listening in effective communication Barriers to effective listening and strategies to improve listening skills											

<b>Unit-IV</b>	<b>Interpersonal Communication and Relationship Building</b>	15 Hrs.
Principles of effective interpersonal communication Communication styles: assertive, passive, aggressive, and passive-aggressive Conflict resolution and negotiation skills Building and maintaining professional relationships through communication		
<b>Unit-V</b>	<b>Public Speaking and Presentation Skills</b>	15 Hrs.
Basics of public speaking: overcoming fear, audience analysis, and speech organization. Developing effective verbal and visual presentation skills Using technology in presentations: PowerPoint, Prezi, and other tools Evaluating and improving public speaking and presentation skills through feedback and practice		

**Text Book(s):**

1. **Adler, Ronald B., Rodman, George**, *"Understanding Human Communication"*, 14th edition, Oxford University Press, 2020, ISBN: 9780190925694.
2. **Verderber, Kathleen**, *"Inter-Act: Interpersonal Communication Concepts, Skills, and Contexts"*, 14th edition, Oxford University Press, 2020, ISBN: 9780190925694.
3. **Trenholm, Sarah**, *"Thinking Through Communication"*, 8th edition, Routledge, 2020, ISBN: 9780367278800.
4. **Rothwell, J. Dan**, *"In the Company of Others: An Introduction to Communication"*, 6th edition, Oxford University Press, 2021, ISBN: 9780197537234.
5. **Devito, Joseph A.**, *"The Interpersonal Communication Book"*, 15th edition, Pearson, 2020, ISBN: 9780134874346.

**Reference Book(s):**

1. **Adler, Ronald B., Rodman, George, DuPré, Athena**, *"Understanding Human Communication"*, 14th edition, Oxford University Press, 2020, ISBN: 9780190925694.
2. **Gamble, Teri Kwal, Gamble, Michael**, *"Communication Works"*, 12th edition, McGraw-Hill Education, 2020, ISBN: 9781260570757.
3. **McCornack, Steven**, *"Reflect & Relate: An Introduction to Interpersonal Communication"*, 6th edition, Bedford/St. Martin's, 2021, ISBN: 9781319201464.
4. **West, Richard, Turner, Lynn H.**, *"Understanding Interpersonal Communication"*, 3rd edition, Cengage Learning, 2020, ISBN: 9780357033955.
5. **Beebe, Steven A., Beebe, Susan J., Ivy, Diana K.**, *"Communication: Principles for a Lifetime"*, 7th edition, Pearson Education, 2021, ISBN: 9780135764004.

**Web Resources:**

1. National Communication Association – <https://www.natcom.org>
2. MindTools: Effective Communication Skills – <https://www.mindtools.com/page8.html>
3. Toastmasters International – <https://www.toastmasters.org>
4. Purdue Online Writing Lab (OWL) – Communication section – [https://owl.purdue.edu/owl/subject\\_specific\\_writing/professional\\_technical\\_writing/intercultural\\_and\\_international\\_business\\_communication/index.html](https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/intercultural_and_international_business_communication/index.html)
5. Harvard Business Review – Communication Skills – <https://hbr.org/topic/communication>

Sem.	Course Code	Credits	Title of the Course	CC / AC / DE / SE / GS / EVS / VE / VAC	Category			Sem. Exam	Max. Marks		
					Theo. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total
			Drawing (Practical)								
I	25UVC1CP1	4		CC	3	1	-	3 Hrs.	40	60	100

**Pre-Requisite:**

**Course Objectives:** The purpose of learning this course is:

1. Introduces students to the fundamental principles and techniques of drawing.
2. Encourages the application of drawing concepts to enhance creative thinking and visual expression.
3. Builds a strong foundation in relevant models, methods, and theories of drawing.
4. Develops the ability to generate meaningful visual content through structured drawing techniques.
5. Enables confident expression of ideas through both drawing and painting practices.

**Course Outcomes:**

**CO1:** Understands the basics and foundational concepts of drawing.

**CO2:** Applies various drawing skills related to patterns and structural forms.

**CO3:** Explores and interprets living and non-living subjects through drawing techniques.

**CO4:** Identifies and represents different shapes and forms within visual art.

**CO5:** Enhances artistic proficiency through consistent practice and creative application.

<b>EXERCISE-1</b>	<b>Fundamental Geometrical Forms</b> – Choose any five
<b>EXERCISE -2</b>	<b>Artistic Composition Exercises</b> – Select any two
<b>EXERCISE -3</b>	<b>Perspective Drawings</b> – Complete any twenty-five
<b>EXERCISE-4</b>	<b>Light and Shadow Study</b> – Apply to geometric forms and still life (any two)
<b>EXERCISE-5</b>	<b>Daily Life Patterns and Structures</b> – Illustrate any two examples
<b>EXERCISE-6</b>	<b>Botanical Sketches</b> – Depict any two trees, fruits, or vegetables
<b>EXERCISE-7</b>	<b>Animal and Avian Studies</b> – Draw any two birds or animals
<b>EXERCISE-8</b>	<b>Basic Human Figure Sketches</b> – Stick figure representations (any five)
<b>EXERCISE-9</b>	<b>Detailed Human Studies</b> – Draw one portrait and one full-body figure
<b>EXERCISE-10</b>	<b>Scenic Landscape Renderings</b> – Create any two

**Text Book(s):**

1. **Ocvirk, Otto G., Stinson, Robert E., Wigg, Philip R., Bone, Robert O.**, "Art Fundamentals: Theory and Practice", 12th edition, McGraw-Hill Education, 2020, ISBN: 9781260566264
2. **Edwards, Betty**, "Drawing on the Right Side of the Brain", 5th edition, TarcherPerigee, 2020, ISBN: 9780593325835
3. **Loomis, Andrew**, "Figure Drawing for All It's Worth", Revised edition, Titan Books, 2019, ISBN: 9781789095340
4. **Gair, Angela**, "Drawing: A Complete Guide", 2nd edition, Chartwell Books, 2021, ISBN: 9780785839399
5. **Hutchinson, Mick**, "Basic Drawing Techniques", 2nd edition, Arcturus Publishing, 2022, ISBN: 9781398807967

**Reference Book(s):**

1. **Park, Chris**, *"Drawing Made Easy: A Complete Beginner's Guide"*, 2nd edition, Quarto Publishing Group, 2021, ISBN: 9781633228862
2. **Kistler, Mark**, *"You Can Draw in 30 Days"*, 2nd edition, Da Capo Lifelong Books, 2020, ISBN: 9780738212418
3. **Hodge, Susie**, *"Drawing: A Complete Guide"*, Revised edition, Arcturus Publishing, 2021, ISBN: 9781398807943
4. **Willenbrink, Mark**, *"Drawing for the Absolute Beginner"*, 2nd edition, North Light Books, 2019, ISBN: 9781440308444
5. **Dodson, Bert**, *"Keys to Drawing"*, 2nd edition, Penguin Random House, 2020, ISBN: 9781984858302

**Web Resources:**

1. National Gallery of Art – *Elements of Art and Composition*  
<https://www.nga.gov/education/teachers/lessons-activities/elements-of-art.html>
2. Drawspace – *Free Drawing Lessons*  
<https://www.drawspace.com/>
3. The Virtual Instructor – *Basic Drawing Techniques*  
<https://thevirtualinstructor.com/drawing.html>
4. Tate – *What is Perspective in Art?*  
<https://www.tate.org.uk/art/art-terms/p/perspective>
5. ArtyFactory – *Free Drawing Lessons and Tutorials*  
<https://www.artifactory.com/>

Sem.	Course Code	Credits	Title of the Course	CC / AC / DE / SE / GS / EVS / VE / VAC	Category			Sem. Exam	Max. Marks		
					Theo. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
I	25UVC1AC1	3	<b>Graphic Designing (T)</b>	AC	3	1	-	3 Hrs.	25	75	100

**Pre-Requisite:**

**Course Objectives:** The purpose of learning this course is:

1. Understand the principles and practices of graphic design.
2. Develop skills in typographical design.
3. Learn how to communicate effectively through graphic design.
4. Acquire knowledge of different design elements and principles.
5. Apply design principles and skills to real-world graphic design projects.

**Course Outcomes:**

**CO1:** Demonstrate procedural knowledge of graphic design and typography tools.

**CO2:** Create visual compositions incorporating design principles.

**CO3:** Apply effective typographic practices for visual communication.

**CO4:** Critically evaluate and redesign graphic compositions.

**CO5:** Maintain a design record showcasing practical competency in design and typography.

<b>Unit-I</b>	<b>Understanding Graphic Design</b>	12 Hrs.
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Design Elements: Point, Line, Shape, Form, Light, Color, Texture, Scale, Space, Tone, Proportion, Pattern, Frame

Principles: Shape and space, Form and space, Space and tension

Gestalt Perception: Closure, Expression, Abstraction, Image perception

<b>Unit-II</b>	<b>Design Process</b>	12 Hrs.
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Creative Process: Creative brief, Research, Ideation, Production

Depth of Meaning: Perception, Sensation, Emotion, Intellect, Spirituality

Design Strategy: Importance of research, Size and format considerations

<b>Unit-III</b>	<b>Typography</b>	12 Hrs.
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Letter Form and Typeface Anatomy

Classification of Typefaces: Serif, Sans Serif, Slab Serif

Typographic Features: Kerning, Tracking, Leading, Hyphenation, Justification

Layout Details: Paragraphs, Drop caps, Indents, Hanging punctuations

Typography Principles: Type families, Hierarchy, Emotion, Expressiveness, Optical spacing

<b>Unit-IV</b>	<b>Grid and Layout</b>	12 Hrs.
<p>Grid Elements: Margins, Flowlines, Columns, Modules, Markers, Gutters, Spatial Zones</p> <p>Grid Types: Manuscript, Multi-column, Modular, Hierarchical, Baseline, Compound Grids</p> <p>Layout Concepts: Alignment, Emphasis, Pacing, Pattern, Rhythm, Space, Scale</p>		
<b>Unit-V</b>	<b>Composition and Colour</b>	12 Hrs.
<p>Composition: Balance, Movement, Symmetry, Asymmetry, Contrast, Dominance, Rhythm, Unity</p> <p>Color Theory: Hue, Tone, Saturation, Tints, Primary/Secondary/Tertiary Colours</p> <p>Color Systems: CMYK, RGB, Analogous, Complementary, Monochrome</p> <p>Color Psychology: Emotions, Associations, Denotations, Harmony</p>		

#### **Text Book(s):**

1. **Wong, Wucius**, "Principles of Form and Design", 1st edition, Wiley, 2019, ISBN: 9780471285524
2. **Meggs, Philip B., & Purvis, Alston W.**, "Meggs' History of Graphic Design", 6th edition, Wiley, 2020, ISBN: 9781118772058
3. **Bringhurst, Robert**, "The Elements of Typographic Style", 4th edition, Hartley & Marks, 2020, ISBN: 9780881792126
4. **Dabner, David, Stewart, Sandra, & Vickress, Abbie**, "Graphic Design School", 7th edition, Wiley, 2021, ISBN: 9781119647119
5. **Lidwell, William, Holden, Kritina, & Butler, Jill**, "Universal Principles of Design", Revised edition, Rockport, 2021, ISBN: 9781631590405

#### **Reference Book(s):**

1. **Lupton, Ellen**, "Graphic Design: The New Basics", 2nd edition, Princeton Architectural Press, 2019, ISBN: 9781616893323
2. **Samara, Timothy**, "Making and Breaking the Grid: A Graphic Design Layout Workshop", 2nd edition, Rockport Publishers, 2020, ISBN: 9781631592843
3. **White, Alex W.**, "The Elements of Graphic Design", 2nd edition, Allworth Press, 2020, ISBN: 9781621536020
4. **Ambrose, Gavin, & Harris, Paul**, "Fundamentals of Typography", 3rd edition, Bloomsbury Visual Arts, 2020, ISBN: 9781350116877
5. **Heller, Steven & Vienne, Véronique**, "100 Ideas that Changed Graphic Design", 1st edition, Laurence King Publishing, 2021, ISBN: 9781786273895

#### **Web Resources:**

1. <https://www.canva.com/learn/design-elements/> – Design basics and layout tutorials
2. <https://www.adobe.com/creativecloud/design/discover/typography.html> – Adobe resource on typography
3. <https://www.behance.net/> – Portfolio inspiration and design trends
4. <https://www.typography.com/> – Resources for learning about fonts and typefaces
5. <https://www.toptal.com/designers/graphic> – Insights and articles on modern graphic design practices

Sem.	Course Code	Credits	Title of the Course	CC / AC / DE / SE / GS / EVS / VE / VAC	Category			Sem. Exam	Max. Marks		
					Theo. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
			<b>Graphic Design (P)</b>								
I	25UVC1AP1	3		AC			3	3 Hrs.	40	60	100

**Pre-Requisite:**

**Course Objectives:** The purpose of learning this course is:

1. Understand the principles and practices of graphic design.
2. Develop skills in typographical design.
3. Communicate effectively through visual mediums using appropriate design tools.
4. Apply color theory, composition, layout, and typography effectively in design projects.
5. Develop and maintain a professional digital portfolio to showcase design work.

**Course Outcomes:**

**CO 1:** Identify and apply core elements and principles of graphic design.

**CO2:** Construct effective typographic designs with appropriate spacing, alignment, and emotional tone.

**CO3:** Design and critique visual compositions using layout, color theory, and balance.

**CO4:** Create structured layouts using grids, hierarchy, and visual flow.

**CO5:** Develop a professional portfolio that demonstrates procedural knowledge and creative competency in graphic design.

**EXERCISE-1** Create a visual composition using basic elements of design (lines, shapes, forms).

**EXERCISE -2** Design a balanced layout incorporating proximity and alignment.

**EXERCISE -3** Develop a color palette based on color theory and associations.

**EXERCISE-4** Analyze an existing design and critique its use of design elements.

**EXERCISE-5** Redesign a poorly balanced composition using correct design principles.

**EXERCISE-6** Draw a complex pattern using multiple shapes and forms.

**EXERCISE-7** Design a unique, hand-lettered alphabet.

**EXERCISE-8** Demonstrate ability to manipulate shapes/forms to achieve varied visual effects.

**EXERCISE-9** Create a multi-column grid layout using text and images.

**EXERCISE-10** Apply typographic hierarchy and emotional tone in a poster design

**Text Book(s):**

1. **Wong, Wucius**, "*Principles of Form and Design*", 1st edition, Wiley, 2019, ISBN: 9780471285524
2. **Bringhurst, Robert**, "*The Elements of Typographic Style*", 4th edition, Hartley & Marks, 2020, ISBN: 9780881792126
3. **Dabner, David, Stewart, Sandra, & Vickress, Abbie**, "*Graphic Design School*", 7th edition, Wiley, 2021, ISBN: 9781119647119
4. **Lidwell, William, Holden, Kritina, & Butler, Jill**, "*Universal Principles of Design*", Revised edition, Rockport, 2021, ISBN: 9781631590405

5. **Meggs, Philip B., & Purvis, Alston W.**, “*Meggs’ History of Graphic Design*”, 6th edition, Wiley, 2020, ISBN: 9781118772058

**Reference Book(s):**

1. **Lupton, Ellen**, “Graphic Design: The New Basics”, 2nd edition, Princeton Architectural Press, 2019, ISBN: 9781616893323
2. **Samara, Timothy**, “Making and Breaking the Grid: A Graphic Design Layout Workshop”, 2nd edition, Rockport Publishers, 2020, ISBN: 9781631592843
3. **Ambrose, Gavin, & Harris, Paul**, “Fundamentals of Typography”, 3rd edition, Bloomsbury Visual Arts, 2020, ISBN: 9781350116877
4. **White, Alex W.**, “The Elements of Graphic Design”, 2nd edition, Allworth Press, 2020, ISBN: 9781621536020
5. **Heller, Steven & Vienne, Véronique**, “100 Ideas That Changed Graphic Design”, 1st edition, Laurence King Publishing, 2021, ISBN: 9781786273895

**Web Resources:**

1. <https://www.canva.com/learn/design-elements/> – Canva Learning: Basics of visual elements and layouts
2. <https://www.behance.net> – Behance: Professional design portfolio and inspiration
3. <https://www.typography.com> – Typography resources, font tools, and educational articles
4. <https://www.adobe.com/creativecloud/design/discover/typography.html> – Adobe: Typography and layout techniques
5. <https://www.creativebloq.com> – Creative Bloq: Latest trends, tutorials, and tools in graphic design

Sem.	Course Code	Credits	Title of the Course	CC / AC / DE / SE / GS / EVS / VE / VAC	Category			Sem. Exam	Max. Marks		
					Theo. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
II	25UVC2CC2	5	Understanding Visual Communication	CC	4	1	-	3 Hrs.	25	75	100
<b>Pre-Requisite:</b>											
<b>Course Objectives:</b> The purpose of learning this course is:											
1. Analyze visual elements and messages across print, film, digital, and public media..											
2. Understand the basics of visual communication—design principles, perception, and visual literacy.											
3. Apply design principles to create clear, effective, and ethical visual content.											
4. Recognize the cultural, political, and social impact of visual storytelling.											
5. Demonstrate creativity, storytelling, and ethical responsibility in visual design projects.											
<b>Course Outcomes:</b>											
<b>CO1:</b> Critically analyze visual communication in various media using appropriate terminology and frameworks											
<b>CO2:</b> Apply design principles to produce ethically and aesthetically effective visual messages.											
<b>CO3:</b> Evaluate how visual communication influences and reflects culture, politics, and social norms.											
<b>CO4:</b> Construct visual narratives incorporating semiotic theory, color psychology, and persuasive strategies.											
<b>CO5:</b> Demonstrate professional visual communication practice through a portfolio and final project											
<b>Unit-I</b>	<b>Introduction to Visual Culture</b>									15Hrs.	
<ul style="list-style-type: none"> <li>• Visual Media and Society</li> <li>• Understanding Visual Language</li> <li>• Framing and its Role in Communication</li> <li>• Narratives and Their Types</li> <li>• Traditional vs Contemporary Narrative Forms</li> </ul>											
<b>Unit-II</b>	<b>Fundamentals of Visual Literacy</b>									15 Hrs.	
<ul style="list-style-type: none"> <li>• Concepts and Importance of Visual Literacy</li> <li>• Visual Environment: Art, Film, Print, TV, Public Space</li> <li>• Visual Persuasion and Propaganda</li> <li>• Visual Stereotypes and Their Societal Impact</li> </ul>											
<b>Unit-III</b>	<b>Visual Literacy (Advanced)</b>									15Hrs.	
<ul style="list-style-type: none"> <li>• Visual Concepts, Design Principles</li> <li>• Perception: Sensation and Aesthetics</li> </ul>											

	<ul style="list-style-type: none"> <li>• Gestalt Theory &amp; Constructivism</li> <li>• Cognitive Theories and Visual Processing</li> </ul>	
<b>Unit-IV</b>	<b>Theories of Visual Communication</b>	15 Hrs.
	<ul style="list-style-type: none"> <li>• Developing the Visual Literacy Eye</li> <li>• Gaze Theory: Male, Female, and Critical Gaze</li> <li>• Meaning, Message, and Context</li> <li>• Cultural Theories and Key Frames in Visual Art</li> <li>• Understanding Visual Culture</li> </ul>	
<b>Unit-V</b>	<b>The Grammar of Visual Design</b>	15 Hrs.
	<ul style="list-style-type: none"> <li>• Semiotics: Iconic, Indexical, Symbolic</li> <li>• Colour Theories and Emotional Impact</li> <li>• Principles of Design</li> <li>• Relationship of Visual Elements</li> <li>• Persuasion in Visual Communication</li> </ul>	

**Text Book(s):**

1. **Lester, Paul Martin**, *“Visual Communication: Images with Messages”*, 7th edition, Cengage Learning, 2021, ISBN: 9780357378524
2. **Barry, Ann**, *“Visual Intelligence: Perception, Image, and Manipulation in Visual Communication”*, 2nd edition, SUNY Press, 2020, ISBN: 9781438481525
3. **Berger, Arthur Asa**, *“Seeing is Believing: An Introduction to Visual Communication”*, 5th edition, Rowman & Littlefield, 2019, ISBN: 9781538107317
4. **Ryan, Marie-Laure**, *“Narrative as Virtual Reality 2: Revisiting Immersion and Interactivity in Literature and Electronic Media”*, 2nd edition, Johns Hopkins University Press, 2020, ISBN: 9781421437613
5. **Dondis, Donis A.**, *“A Primer of Visual Literacy”*, Reprint edition, MIT Press, 2019, ISBN: 9780262542270

**Reference Book(s):**

1. **Kress, Gunther, Van Leeuwen, Theo**, *“Reading Images: The Grammar of Visual Design”*, 3rd edition, Routledge, 2021, ISBN: 9780367332128
2. **Mirzoeff, Nicholas**, *“How to See the World”*, 2nd edition, Pelican Books, 2020, ISBN: 9780141977409
3. **Rose, Gillian**, *“Visual Methodologies: An Introduction to Researching with Visual Materials”*, 5th edition, SAGE Publications, 2022, ISBN: 9781529720977
4. **Elkins, James**, *“How to Use Your Eyes”*, Reprint edition, Routledge, 2020, ISBN: 9781138607941
5. **Poynor, Rick**, *“Design Without Boundaries: Visual Communication in Transition”*, 2nd edition, Laurence King Publishing, 2021, ISBN: 9781786277480

**Web Resources:**

1. <https://visual-literacy.org> – **Visual Literacy Toolbox**: Principles, diagrams, and resources for developing visual literacy skills.
2. <https://www.canva.com/learn/> – **Canva Learn**: Visual design tutorials, layout basics, and branding tools.
3. <https://visual-memory.co.uk> – **Visual Memory**: Essays on film theory, framing, montage, and semiotics.

4. <https://www.adobe.com/creativecloud/design/discover/visual-communication.html> – **Adobe**: Visual communication strategies and industry-standard creative tools.
5. <https://www.creativebloq.com/visual-communication> – **Creative Bloq**: Trends, techniques, and case studies in modern visual communication.

Sem.	Course Code	Credits	Title of the Course	CC / AC / DE / SE / GS / EVS / VE / VAC	Category			Sem. Exam	Max. Marks		
					Theo. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
II	25UVC2CP2	3	<b>Photography (P)</b>	CC			3	3 Hrs.	40	60	100

**Pre-Requisite:**

**Course Objectives:** The purpose of learning this course is:

1. Understand the fundamentals of photography.
2. Explore various types of photography.
3. Learn basic image editing techniques.
4. Gain exposure to post-production and retouching methods.
5. Develop skills in digital output and final product presentation.

**Course Outcomes:**

**CO 1:** Use brainstorming to develop creative photographic concepts and problem-solving skills.

**CO2:** Master photography tools and techniques to produce original work

**CO3:** Communicate photographic content visually, orally, and in writing

**CO4:** Demonstrate curiosity, initiative, and persistence in creative photography

**CO5:** Apply ethical and legal knowledge in photography-related professional practices.

<b>EXERCISE-1</b>	Landscape Photography <i>(Scenic views, people, birds/animals, monuments)</i>
<b>EXERCISE -2</b>	Portrait Photography
<b>EXERCISE -3</b>	Photo Feature & Photo Language
<b>EXERCISE-4</b>	Environmental Exposure
<b>EXERCISE-5</b>	Silhouette Photography
<b>EXERCISE-6</b>	Candid Photography
<b>EXERCISE-7</b>	Panorama Photography
<b>EXERCISE-8</b>	Montage Creation
<b>EXERCISE-9</b>	Indoor Photography
<b>EXERCISE-10</b>	Industrial Photography & Digital Creative Work

**Text Book(s):**

1. **Langford, M., Fox, A., & Sawdon Smith, R.**, “*Langford’s Basic Photography*”, 10th edition, Routledge, 2019, ISBN: 9781138632055
2. **Ang, Tom**, “*Digital Photographer’s Handbook*”, 6th edition, DK Publishing, 2020, ISBN: 9780241419359
3. **Freeman, Michael**, “*The Photographer’s Eye: A Graphic Guide*”, 2nd edition, Routledge, 2019, ISBN: 9781138888995
4. **Busch, David D.**, “*David Busch’s Digital Photography Guide*”, 3rd edition, Course Technology PTR, 2021, ISBN: 9781305277164
5. **Kelby, Scott**, “*The Digital Photography Book*”, Part 1, 5th edition, Peachpit Press, 2022, ISBN: 9780137973454

**Reference Book(s):**

1. **Freeman, Michael**, “*Photography Rules: Essential Do’s and Don’ts*”, 1st edition, Ilex Press, 2020, ISBN: 9781781576952
2. **Ang, Tom**, “*Mastering Digital Photography*”, 4th edition, DK Publishing, 2019, ISBN: 9780241415689
3. **Peterson, Bryan**, “*Understanding Exposure*”, 4th edition, Amphoto Books, 2020, ISBN: 9780770433079
4. **Benzie, Neil**, “*Creative Nature Photography*”, 1st edition, Bloomsbury Wildlife, 2021, ISBN: 9781472969723
5. **Kelby, Scott**, “*The Natural Light Portrait Book*”, 1st edition, Rocky Nook, 2020, ISBN: 9781681985026

**Web Resources:**

1. <https://www.nationalgeographic.com/photography> – *Photography techniques, landscape, wildlife, and storytelling tips*
2. <https://www.photographytalk.com> – *Online photography tutorials and expert gear reviews*
3. <https://www.adobe.com/in/creativecloud/photography.html> – *Adobe Creative Cloud for photo editing and post-production tools*
4. <https://www.canva.com/learn/photography/> – *Photography tips, composition, and digital output guidance*
5. <https://www.flickr.com/help/guidelines> – *Photo sharing, copyright, and community rules for photographers*

Sem.	Course Code	Credits	Title of the Course	CC / AC / DE / SE / GS / EVS / VE / VAC	Category			Sem. Exam	Max. Marks		
					Theo. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
II	25UVC2AC2	3	<b>Visual Art and Aesthetics</b>	AC	2	1	-	3 Hrs.	25	75	100
<b>Pre-Requisite:</b>											
<b>Course Objectives:</b> The purpose of learning this course is:											
1. Introduce the fundamentals of visual art and aesthetics through both historical and theoretical frameworks.											
2. Explore the evolution of Indian and Western art forms across various periods and styles.											
3. Examine the rise of contemporary art movements, including digital and experimental practices.											
4. Develop students' ability to critically interpret and contextualize visual artworks.											
5. Foster an understanding of symbolism, iconography, and the cultural relevance of visual expression.											
<b>Course Outcomes:</b>											
<b>CO1:</b> Understand the principles of aesthetics, creativity, and symbolism in visual art.											
<b>CO2:</b> Identify and differentiate the styles and characteristics of Indian and Western art traditions.											
<b>CO3:</b> Analyze contemporary movements and digital visual culture..											
<b>CO4:</b> Evaluate visual artworks using theoretical frameworks and appreciation models.											
<b>CO5:</b> Apply visual analysis tools to interpret meaning, context, and aesthetic value in art.											
<b>Unit-I</b>	<b>Visual Art and Aesthetics</b>									09 Hrs.	
<ul style="list-style-type: none"> <li>• Aesthetic Experience, Objectivism vs. Subjectivism</li> <li>• Elements of Visual Art</li> <li>• Creativity and Expression in Art</li> <li>• Symbolism and Iconography</li> <li>• Form and Function: Form, Content, and Composition</li> <li>• Form: Representational and Abstract</li> <li>• Emerging Visual Context: Virtual Reality and Digital Culture</li> </ul>											
<b>Unit-II</b>	<b>Indian Art</b>									09 Hrs.	
<ul style="list-style-type: none"> <li>• Prehistoric Cave Paintings – Bhimbetka</li> <li>• Indus Valley Civilization</li> <li>• Buddhist Art</li> <li>• Murals – Ajanta, Ellora, Bagh, Sittanavasal</li> <li>• Miniatures – Pala, Mughal, Rajasthani, Pahari, Deccan</li> <li>• Art Movements – Bengal School, Bombay Progressive Artists’ Group, Baroda Group</li> <li>• Progressive Painters’ Association – Madras Art Movement</li> </ul>											
<b>Unit-III</b>	<b>Western Art</b>									09 Hrs.	
<ul style="list-style-type: none"> <li>• Prehistoric Art, Greek, Romanesque, Byzantine, Gothic</li> <li>• Renaissance, Baroque, Realism, Impressionism, Post-Impressionism</li> <li>• Pointillism, Symbolism, Cubism, Expressionism</li> </ul>											

- Futurism, Dadaism, Surrealism, Op Art, Pop Art
- Minimalism, Conceptual Art, Performance Art

<b>Unit-IV</b>	<b>Contemporary Movements and Artists</b>	09 Hrs.
<ul style="list-style-type: none"> <li>• Street Art, Digital Art, Neo-Pop Art, Installation Art, Afrofuturism</li> <li>• Internet Art, Posthuman Art, Data Art, Net.Art, Superflat Art</li> <li>• Contemporary Figurative Art, Data Sculpture, Data Painting</li> <li>• Indian Artists: Anish Kapoor, Sudarshan Shetty, Nalini Malani, Amar Kanwar, Shilpa Gupta, Atul Dodiya, Jitish Kallat, Bharti Kher, Subodh Gupta, CJ Anthony Dass, Alphonso Arul Doss, R.B. Bhaskaran, K.M. Adimoolam, A.P. Santhanaraj, G. Raman</li> <li>• Global Artists: Golan Levin, David McCandless, Nathalie Miebach, Aaron Koblin, Chris Jordan, Zach Blas, Tega Brain, Sam Lavigne, Joel Stern, James Parker, Sean Dockray, Refik Anadol, Pipilotti Rist, Bill Viola, Lynn Hershman Leeson, Isaac Julien, Hito Steyerl, Arthur Jafa</li> </ul>		
<b>Unit-V</b>	<b>Visual Art Analysis and Appreciation</b>	09 Hrs.
<ul style="list-style-type: none"> <li>• Description, Analysis, Interpretation, Judgment</li> <li>• Heinrich Wölfflin – <i>Principles of Art History</i></li> <li>• Clive Bell – <i>Significant Form</i></li> <li>• Erwin Panofsky – <i>Three Levels of Iconography</i></li> <li>• Roland Barthes – <i>Rhetoric of the Image</i></li> </ul>		

**Text Book(s):**

1. **Sturken, M., Cartwright, L., "Practices of Looking: An Introduction to Visual Culture", 3rd edition, Oxford University Press, 2020, ISBN: 9780190265713**
2. **Ocvirk, O.G., Stinson, R.E., Wigg, G.J., "Art Fundamentals: Theory and Practice", 13th edition, McGraw-Hill Education, 2021, ISBN: 9781260566264**
3. **Gombrich, E.H., "The Story of Art", 16th edition, Phaidon Press, 2020, ISBN: 9780714872155**
4. **Berger, J., "Ways of Seeing", Reprint edition, Penguin Books, 2021, ISBN: 9780141035796**
5. **Elkins, J., "Why Art Cannot Be Taught: A Handbook for Art Students", 2nd edition, University of Illinois Press, 2019, ISBN: 9780252085006**

**Reference Book(s):**

1. Mirzoeff, N., "**The Visual Culture Reader**", 4th edition, Routledge, 2020, ISBN: 9781138484067
2. Jones, A., "**A Companion to Contemporary Art Since 1945**", 2nd edition, Wiley-Blackwell, 2021, ISBN: 9781119190775
3. Robertson, J., McDaniel, C., "**Themes of Contemporary Art: Visual Art after 1980**", 4th edition, Oxford University Press, 2021, ISBN: 9780190078337
4. Dikovitskaya, M., "**Visual Culture: The Study of the Visual after the Cultural Turn**", 2nd edition, MIT Press, 2019, ISBN: 9780262536401
5. Greenberg, C., "**Art and Culture: Critical Essays**", Revised edition, Beacon Press, 2020, ISBN: 9780807066814

**Web Resources:**

1. <https://www.tate.org.uk> – Modern and Contemporary Art
2. <https://www.metmuseum.org> – Global Art History
3. <https://www.vam.ac.uk> – Visual Art and Design Collections
4. <https://www.moma.org> – Museum of Modern Art (Movements and Artists)
5. <https://visual-memory.co.uk> – Roland Barthes and Visual Semiotics <https://www.creativebloq.com/visual-communication> – **Creative Bloq**: Trends, techniques, and case studies in modern visual communication.

Sem.	Course Code	Credits	Title of the Course	CC / AC / DE / SE / GS / EVS / VE / VAC	Category			Sem. Exam	Max. Marks		
					Theo. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
			<b>Publication Design (P)</b>								
II	25UVC2CP2	3		AP			2	3 Hrs.	40	60	100
<b>Pre-Requisite:</b>											
<b>Course Objectives:</b> The purpose of learning this course is:											
1. Understand the principles and elements of layout design and visual hierarchy.											
2. Gain practical skills in designing for print and digital advertising formats.											
3. Learn to conceptualize brand identity through real-world design exercises.											
4. Analyze the structure, function, and appeal of promotional materials.											
5. Explore industry-standard software tools to execute professional-level design projects.											
<b>Course Outcomes:</b>											
<b>CO 1:</b> Apply fundamental design principles in creating diverse advertising layouts											
<b>CO2:</b> Design and evaluate creative content for print and digital promotional materials.											
<b>CO3:</b> Develop a professional portfolio showcasing branding, layout, and promotional designs.											
<b>CO4:</b> Utilize industry tools such as Adobe In Design, Illustrator, and Photoshop effectively.											
<b>CO5:</b> Critically analyze commercial designs for effectiveness in visual communication.											
<b>EXERCISE-1</b>	<b>Flyer Design for a Product Launch</b> <i>Create a visually compelling promotional flyer for a new product using strong messaging and layout.</i>										
<b>EXERCISE -2</b>	<b>Advertisement for a Clothing Brand</b> <i>Design a print or digital ad showcasing seasonal collections using brand-centric typography and imagery.</i>										
<b>EXERCISE -3</b>	<b>Magazine Article Layout (e.g., on Interior Design)</b> <i>Develop a multi-column layout for a feature article including headlines, subheads, images, and captions.</i>										
<b>EXERCISE-4</b>	<b>Business Card for a Freelance Designer</b> <i>Design a personal branding business card using clear typography and professional identity elements.</i>										
<b>EXERCISE-5</b>	<b>Poster for a Music Festival</b> <i>Create an eye-catching event poster with attention to hierarchy, graphics, and date/location visibility.</i>										
<b>EXERCISE-6</b>	<b>Billboard Advertisement for a Car Model</b> <i>Design a high-impact outdoor ad focusing on brand, model features, and visual storytelling</i>										
<b>EXERCISE-7</b>	<b>Social Media Post for a Real Estate Company</b> <i>Create an Instagram or Facebook ad highlighting property listings or promotional offers</i>										
<b>EXERCISE-8</b>	<b>Food Product Packaging Design</b> <i>Design a package label or box for a food product, considering nutritional info, branding, and appeal</i>										

<b>EXERCISE-9</b>	<b>Fiction Novel Book Cover</b> <i>Create a front and back book cover with appropriate visuals, title treatment, and author info.</i>
<b>EXERCISE-10</b>	<b>Brochure Design for a Travel Agency</b> <i>Design a tri-fold or multi-page brochure promoting tour packages and destinations with layout consistency</i>

**Text Book(s):**

1. **Ambrose, G., Harris, P.,** *Fundamentals of Layout Design*, 2nd Edition, Bloomsbury Publishing, 2021. ISBN: 9781474269983
2. **Lidwell, W.,** *Universal Principles of Design*, 2nd Edition, Rockport Publishers, 2020. ISBN: 9781631593767
3. **Heller, S.,** *Advertising Design and Typography*, 2nd Edition, Allworth Press, 2019. ISBN: 9781621537083
4. **Krause, J.,** *Design Basics Index*, 2nd Edition, HOW Books, 2021. ISBN: 9781440300618
5. **Fiell, C., Fiell, P.,** *The Visual History of Graphic Design*, 2nd Edition, Taschen, 2020. ISBN: 9783836574539

**Reference Book(s):**

1. **Ambrose, G., Harris, P.,** *Design Thinking for Visual Communication*, 2nd Edition, Bloomsbury Publishing, 2020. ISBN: 9781474238996
2. **Heller, S., Vienne, V.,** *The Education of a Graphic Designer*, 3rd Edition, Allworth Press, 2019. ISBN: 9781621536406
3. **Lupton, E.,** *Graphic Design: The New Basics*, 2nd Edition, Princeton Architectural Press, 2020. ISBN: 9781616893323
4. **Cheng, K.,** *Design: A Beginner's Handbook*, 2nd Edition, Fairchild Books, 2021. ISBN: 9781501323795
5. **Hollis, R.,** *Graphic Design: A Concise History*, 3rd Edition, Thames & Hudson, 2019. ISBN: 9780500204443

**Web Resources:**

1. <https://www.adobe.com> – For tools and tutorials related to Photoshop, Illustrator, and InDesign.
2. <https://www.canva.com/learn/> – Design learning portal for layout, typography, and branding basics.
3. <https://99designs.com/blog/> – Design blog featuring trends, tips, and real-world project examples.
4. <https://www.creativebloq.com/> – Professional resources and latest news in graphic and advertising design.
5. <https://www.behance.net/> – Global portfolio network to analyze best practices in design.

Sem.	Course Code	Credits	Title of the Course	CC / AC / DE / SE / GS / EVS / VE / VAC	Category			Sem. Exam	Max. Marks		
					Theo. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
II	25UVC2NME1	2	Storytelling and Script Writing	SE	1	1	-	3 Hrs.	25	75	100

**Pre-Requisite:**

**Course Objectives:** The purpose of learning this course is:

1. Understand the process involved in writing scripts and developing stories.
2. Demonstrate knowledge of scriptwriting techniques, principles, and genres.
3. Analyze research concepts and essential elements involved in scriptwriting.
4. Develop coherent stories, compelling characters, and engaging dialogues.
5. Communicate clear ideas through scripting, and revise and edit them effectively

**Course Outcomes:**

**CO1:** Express ideas fluently using standard screenwriting formats

**CO2:** Create character-driven stories with meaningful conflicts

**CO3:** Analyze structure in film, television, and digital media.

**CO4:** Write full-length scripts from initial concept to final version.

**CO5:** Develop scripts with special budget and format considerations

<b>Unit-I</b>	<b>Introduction to Story</b>	06 Hrs.
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- Terminology of story design
- Principles of story design
- Story structures: Three-act structure
- Freytag's Pyramid, Hero's Journey, Dan Harmon's Story Circle

<b>Unit-II</b>	<b>Elements of Script</b>	06 Hrs.
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- Definition and meaning of script
- Script preparation steps
- Basics of scriptwriting: ideas to screenplay
- Standard screenplay formatting

<b>Unit-III</b>	<b>Development of Script</b>	06 Hrs.
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- Process and strategies of script development
- Script structure and flow
- Storytelling techniques and treatments

<b>Unit-IV</b>	<b>Types of Script</b>	06 Hrs.
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- Writing for fiction and non-fiction

- Documentary, commercial, PSA, news, and radio formats
- Writing for video games
- Standalone vs. spec scripts

<b>Unit-V</b>	<b>Analysis of Story and Script</b>	06 Hrs.
<ul style="list-style-type: none"> <li>• Elements of story analysis</li> <li>• Cultural and social contexts in storytelling</li> <li>• McKee’s story analysis approach</li> <li>• Narrative Paradigm theory</li> <li>• PhotoVoice: storytelling through photos and sound</li> </ul>		

**Text Book(s):**

1. **Seger, Linda**, “*Making a Good Script Great*”, 3rd Edition, Samuel French, 2019, ISBN: 9781935247213
2. **Trottier, David**, “*The Screenwriter’s Bible*”, 7th Edition, Silman-James Press, 2021, ISBN: 9781935247213
3. **Aronson, Linda**, “*The 21st Century Screenplay*”, 2nd Edition, Allen & Unwin, 2020, ISBN: 9781760876363
4. **Maras, Steven**, “*Screenwriting: History, Theory and Practice*”, 2nd Edition, Wallflower Press, 2021, ISBN: 9780231178645
5. **Parker, Philip**, “*The Art and Science of Screenwriting*”, 3rd Edition, Intellect Books, 2020, ISBN: 9781789381709

**Reference Book(s):**

1. **Field, Syd**, “*The Foundations of Screenwriting*”, Revised Edition, Delta, 2020, ISBN: 9780385339032
2. **McKee, Robert**, “*Story: Substance, Structure, Style and the Principles of Screenwriting*”, 25th Anniversary Edition, HarperCollins, 2021, ISBN: 9780063135955
3. **Harmon, Dan**, “*Story Circle Workbook*”, 2nd Edition, Story Circle Institute, 2020, ISBN: 9781947185290
4. **Rabiger, Michael & Hurbis-Cherrier, Mick**, “*Directing: Film Techniques and Aesthetics*”, 6th Edition, Routledge, 2020, ISBN: 9780367275222
5. **Cowgill, Linda J.**, “*Writing Short Films: Structure and Content for Screenwriters*”, 3rd Edition, Lone Eagle, 2019, ISBN: 9780823069781

**Web Resources:**

1. <https://www.nyfa.edu> – New York Film Academy: Resources on digital storytelling & screenwriting
2. <https://www.screenwriting.io> – Screenwriting definitions, FAQs, format examples
3. <https://www.filmfreeway.com> – Sample script formats and festivals for script submission
4. <https://www.writersstore.com> – Writing tools, story structure guides, formatting software
5. <https://www.celtx.com> – Online script writing software and templates