

**ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
ETHIRAJ SALAI, CHENNAI 600008**

*Accredited with 'A' Grade by NAAC
College with Potential for Excellence*



Syllabus

of

**B.Sc Visual Communication
(Self - Financing)**

to be offered from the academic year 2015-16

under the

CHOICE BASED CREDIT SYSTEM

BY

DEPARTMENT OF VISUAL COMMUNICATION

ETHIRAJ COLLEGE FOR WOMEN

CHENNAI -600 008

ETHIRAJ COLLEGE FOR WOMEN

DEPARTMENT OF VISUAL COMMUNICATION

(Self Supporting)
REVISED SYLLABUS OF JUNE 2015

Department of Visual Communication is revising syllabi to be followed with effect from the academic year 2016. The Department follows the CBCS pattern introduced by the Government of Tamil Nadu in 2008. Under this pattern the Bachelors Degree course consists of five components. Part IV and Part V components will seek to build the capacity of the students and provide inputs for his or her social service and social analysis capabilities.

Every academic year is divided into two semester sessions. Each semester will have a minimum of 90 working days and each day will have 5 working hours. Teaching is organized into a modular pattern of credit courses. Credit is normally related to the number of hours a teacher teaches a particular subject. It is also related to the number of hours a student spends learning a subject or carrying out an activity.

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of B.Sc Visual Communication course shall be required to have passed the Higher Secondary Examinations conducted by the Government of Tamil Nadu, or an Examination accepted as equivalent thereto by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A candidate shall be eligible for the award of the Degree only if he/ she has undergone the prescribed course for a period of not less than 3 academic years, passed the examinations of all the 6 semesters prescribed.

3. COURSE OF STUDY:

The main subject of study for bachelor degree shall consist of the following:

PART I : Foundation courses exclusive for languages

PART II : English

PART III: Core courses/ Allied subjects I and II - Job and skill oriented components

PART IV: Non-major electives and skill based subjects

PART V: Extension activities/ Sports/ NCC

4. PASSING MINIMUM:

A candidate shall be declared to have passed in each/paper/ practical of the main subject of study wherever prescribed, if she secured NOT LESS THAN 40% of the marks prescribed for the examination.

5. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

PART I, II, III & IV

Successful candidates passing the examinations and securing the marks

(i) 60% and above (ii) 50% and above but below 60% in the aggregate shall be declared to have passed the examination in the FIRST and SECOND class respectively. All the other successful candidates shall be declared to have passed the examination in the THIRD class.

Candidates who pass all the examinations (Part I, II, III, IV) prescribed for the course in the FIRST APPEARANCE ITSELF ALONE are eligible for ranking.

6. QUESTION PAPER PATTERN:

Unless and otherwise specified in the syllabus for each paper, the pattern of question paper shall be as follows:

COMPONENT	NATURE OF THE QUESTION	MAXIMUM MARKS
PART A	Definition	20 Marks
PART B	Understanding Descriptions/ Problems	40 Marks
PART C	Application/ Analysis/ Synthesis/ Evaluation	40 Marks

PART A: Definition 10 questions, two from each unit

PART B: Can choose 5 questions, out of 8 covering all the five units

PART C: Can have 2 questions to be answered out of 3 questions covering all the five units

CHOICE BASED CREDIT SYSTEM (From 2015- 2018batch onwards)
COURSE PROFILE

COURSE CODE	COURSE TITLE	Hrs/Week	CREDIT	MARKS		
SEMESTER I						
				CA	SE	TOTAL
PART I	TAMIL/HINDI/FRENCH/SANSKRIT	5	3	40	60	100
PARTII	ENGLISH	5	3	40	60	100
PART III	CORE1: COMMUNICATION BASICS (T)	5	4	40	60	100
VC15/1C/CBS						
VC15/1C/PTY	CORE2: BASIC PHOTOGRAPHY (P)	5	4	40	60	100
VC15/1A/ADG	CORE3: ART AND DESIGN (P)	6	5	40	60	100
PART IV		2	2	-	50	50
UG15/1N/BTA	1a – BASIC TAMIL					
UG15/1N/ATA	1b –ADVANCED TAMIL					
VC15/1N/BDG	1c – BASICS OF DRAWING (P)					
	SOFT SKILL PAPER OFFERED BYENGLISH DEPARTMENT	2	3	-	50	50
TOTAL		30	24			
SEMESTER II						
PART I	TAMIL/HINDI/FRENCH/SANSKRIT	5	3	40	60	100
PARTII	ENGLISH	5	3	40	60	100
PART III	CORE1: GENDER AND MEDIA(T)	5	4	40	60	100
VC15/2C/GAM						
VC15/2C/ADE	CORE2: ADVERTISING ESSENTIALS (P)	5	4	40	60	100
VC15/2A/GAD	ALLIED: GRAPHIC ART DESIGN (P)	6	5	40	60	100
PART IV		2	2	-	50	50
UG15/1N/BTA	1a – BASIC TAMIL					
UG15/1N/ATA	1b –ADVANCED TAMIL					
VC15/2N/PDN	1C-PRINCIPLES OF DESIGN (P)					
	SOFT SKILL PAPER OFFERED BYENGLISH DEPARTMENT	2	3	-	50	50
TOTAL		30	24			

COURSE CODE	COURSE TITLE	Hrs/Week	CREDIT	MARKS		
SEMESTER III						
				CA	SE	TOTAL
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	5	3	40	60	100
PARTII	ENGLISH	5	3	40	60	100
PART III VC15/3C/TVP	CORE1: TELEVISION PRODUCTION(T)	5	4	40	60	100
VC15/3C/APY	CORE2: ADVANCED PHOTOGRAPHY(P)	5	4	40	60	100
VC15/3A/FSS	ALLIED: FILM STUDIES (P)	6	5	40	60	100
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	2	3	-	50	50
PART IV	ENVIRONMENTAL STUDIES	2	2	-	50	50
TOTAL		30	24			
SEMESTER IV						
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	5	3	40	60	100
PARTII	ENGLISH	5	3	40	60	100
PART III VC15/4C/MCS	CORE1:MEDIA,CULTURE AND SOCIETY(T)	5	4	40	60	100
VC15/4C/SCW	CORE2: SCRIPT WRITING PRACTICAL (P)	5	4	40	60	100
VC15/4A/RPN	ALLIED: (OPTION 1) RADIO PRODUCTION (T)	6	5	40	60	100
VC15/4A/DAN	(OPTION 2) DIGITAL 2 D ANIMATION (P)					
	SOFT SKILL PAPER OFFERED BY ENGLISH DEPARTMENT	2	3	-	50	50
PART IV	VALUE EDUCATION	2	2	-	50	50
TOTAL		30	24			

COURSE CODE	COURSE TITLE	Hrs/Week	CREDIT	MARKS		
SEMESTER V						
				CA	SE	TOTAL
VC15/5C/MON	CORE:1 MEDIA ORGANISATION(T)	6	4	40	60	100
VC15/5C/MRH	CORE:2 MEDIA RESEARCH (T)	6	4	40	60	100
VC15/5C/VTA	CORE:3 VISUAL TEXT ANALYSIS(T)	6	4	40	60	100
VC15/5C/VPN	CORE:4 VIDEO PRODUCTION (P)	6	4	--	100	100
VC15/5C/DAP	DIGITAL 3D ANIMATION (P)	6	4	40	60	100
TOTAL		30	20			
SEMESTER VI						
VC15/6C/PPE	CORE:1 PROFESSIONAL PRACTICE (P)	6	4	40	60	100
VC15/6C/INP	CORE:2 INTERNSHIP (P)	7	4	-	-	100
VC15/6P/PRO	CORE:3 PROJECT (P)	17	15	-	-	100
PART V	NCC/NSS/YOGA/SPORTS/ RRC/ROC/CSS/CC		1			
		30	24			

* (T) – Theory * (P) – Practical

TOTAL HOURS AND CREDITS

	HOURS/WEEK	CREDITS
I SEMESTER	30	24
II SEMESTER	30	24
III SEMESTER	30	24
IV SEMESTER	30	24
V SEMESTER	30	20
VI SEMESTER	30	24
TOTAL	180	140

COURSES OFFERED TO OTHER DEPARTMENTS

SEM	COURSE TITLE	COURSE CODE	TOTAL HOURS	LECTURE HOURS	TUTORIAL HOURS	PRACTICAL HOURS	CREDITS
I	BASICS OF DRAWING	VC15/1N/BDG (P)	2	-	-	2	2
II	PRINCIPLES OF DESIGN	VC15/2N/PDN (P)	2	-	-	2	2

* (P)-Practical

TEMPLATE FOR EVALUATION PATTERN

SEM	COURSE CODE	CONTINUOUS ASSESSMENT					TOTAL *	END SEM +	TOTAL +
		TEST I	TEST II	QUIZ/ ASSIGN MENT/ SEMINA R/ FIELD VISIT	PARTICIPAT ORY LEARNING				
I	VC15/1C/CBS	10	10	10	10	40	60	100	
I	VC15/1C/PTY	10	10	10	10	40	60	100	
I	VC15/1A/ADG	10	10	10	10	40	60	100	
II	VC15/2C/GAM	10	10	10	10	40	60	100	
II	VC15/2C/ADE	10	10	10	10	40	60	100	
II	VC15/2A/GAD	10	10	10	10	40	60	100	
III	VC15/3C/TVP	10	10	10	10	40	60	100	
III	VC15/3C/APY	10	10	10	10	40	60	100	
III	VC15/3A/FSS	10	10	10	10	40	60	100	
IV	VC15/4C/MCS	10	10	10	10	40	60	100	
IV	VC15/4C/SWG	10	10	10	10	40	60	100	

IV	VC15/4C/MCS	10	10	10	10	40	60	100
IV	VC15/4A/RPN	10	10	10	10	40	60	100
IV	VC15/4A/DAN	10	10	10	10	40	60	100
V	VC15/5C/MON	10	10	10	10	40	60	100
V	VC15/5C/MRH	10	10	10	10	40	60	100
V	VC15/5C/VTA	10	10	10	10	40	60	100
V	VC15/5C/VPN	10	10	10	10	-	-	100
V	VC15/5C/DAP	10	10	10	10	40	60	100
VI	VC15/6C/PPE	10	10	10	10	40	60	100
VI	VC15/6C/INP	10	10	10	10	-	-	100
VI	VC15/6P/PRO	10	10	10	10	-	-	100

*Continuous Assessment will be conducted for 40 marks

+End Semester Examination will be conducted for 100 marks which will be converted to 60 marks

Rubrics for Continuous Assessment Evaluation

Assignment	Contents/Originality/ Presentation/Schematic Representation and Bibliography
Seminar	Organisation/Subject Knowledge/ Visual Aids/ Confidence level/ Presentation
Participatory Learning	Answering questions/Clearing Doubts/Participation in discussion/Attendance/ Communication and Language
Field Trip	Participation/Preparation/ Attitude/ Leadership
Case Study	Finding the Problem/ Analysis/ Solution/ Justification
Project	Preliminary Work/Design/Content/ Presentation

SEMESTER I
COMMUNICATION BASICS

TEACHING HOURS: 75

CREDITS: 4

COURSE CODE: VC15/1C/CBS

L T P: 3 2 0

OBJECTIVES:

To enable students to

- Understand the fundamental concepts of human communication
- Critically understand how models and theories illuminate the nature of human interaction
- Demonstrate conceptual understanding of presentation skills associated with business and professional contexts

COURSE OUTLINE

UNIT I

Definition of Communication – Types of Communication- Functions of Communication- Principles of Communication – Barriers to Communication – Culture and Communication – Models of Communication- SMCR Model, Lasswell Model, Shannon and Weaver Model, Osgood and Schramm Models

(20 hours)

UNIT II

The Language–The nature of Verbal Communication- Barriers in Verbal Communication – Gender Differences in verbal communication- Listening – Personal Listening Styles- Non verbal Communication – Characteristics of Non verbal Communication- Functions of Non verbal communication- Types of Non verbal Communication

(20hours)

UNIT III

Communication in groups – Definition of a group- Goals of groups – Types of groups – Characteristics of groups – Cultural influences on group communication-Problem solving in groups

(10hours)

UNIT IV

Public Communication –Persuasive speaking – characteristics of persuasion- Types of persuasion- Creating the persuasive message –Theories of Persuasion- Hypodermic needle theory-Individual difference theory-Cognitive theory -Personal influence theory

(10 hours)

UNIT V

Presentation Skills - Using effective body language-Voice control for comprehension, interest and enhanced meaning- Analyzing the audience and setting objectives- Structuring the presentation- Writing introductions and conclusions- Organizing information clearly - Use of Visual Aids

(15 hours)

BOOKS RECOMMENDED

1. B.Adler Ronald, Rodman George ,**Understanding Human Communication**, 2006, Oxford University Press.
2. Vito De, Joseph, **Human Communication-The Basics Course**,2007,Pearson, Boston.
3. Wood, Julia,**Communication mosaics: An introduction to the field of communication** (3rd ed.). 2004,Belmont, CA: Thomson/Wadsworth.

BOOKS FOR REFERENCE

1. Narula Uma ,**Communication Models**,2006,Atlantic.
2. Duck, Steve and McMahan.T David,**The Basics of Communication – A relational perspective**, 2009,Sage Publications.
- 3.Berko,M.Roy and Wolvin, Andrew, **Communicating-** 9th Edition, 2004, Houghton Mifflin College. USA

ONLINE SOURCES

1. www.iacact.com
2. www.comprofessor.com
3. www.slillsyouneed.com
4. www.helpguide.org
5. www.oum.edu.my

END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

SECTION A

Answer ALL questions(10x2=20 marks)

Each answer should not exceed 50 words

SECTION B

Answer any FIVE (out of eight)questions(5x8=40 marks)

Each answer should not exceed 300 words

SECTION C

Answer any TWO (out of four)questions(2x20=40 marks)

Each answer should not exceed 1200 words

Questions to be included from all units for Section A and B.

SEMESTER I

BASIC PHOTOGRAPHY (PRACTICAL)

TEACHING HOURS: 75

CREDITS: 4

COURSE CODE: VC15/1C/PTY

L T P : 3 0 2

OBJECTIVES:

To enable students to

- Get specialized training in shooting photographs
- Understand and use photographs as a medium of effective communication

COURSE OULTINE

UNIT I

History of photography -Types of photography-Types of cameras - Film - types and functions - Black and white processing & printing **(15 hours)**

UNIT II

Aperture -Shutter speed - Focus -Exposure-Factors affecting exposure-Depth of field - Lens - types and functions **(15 hours)**

UNIT III

Types of lights -Types of lighting –Controlling lights -Natural and artificial lights -Types of light meters **(15 hours)**

UNIT IV

Subject - Golden rule of composition- Rule of thirds – Balance **(15 hours)**

UNIT V

Digital photography-File formats- image quality and memory cards. Film scanner-printers-Special effects techniques

(15hours)

Methodology:

Theoretical inputs combined with practical sessions and the execution of various assignments.

BOOKS RECOMMENDED

1. Langford Michael , Fox Anna & Smith Sawdon Richard , **Basic Photography, eighth edition**, 2007,Focal Press.
2. Langford Michael , Fox Anna & Smith Sawdon Richard , **Starting Photography, eighth edition** ,Focal Press.
3. Evan Duncan, Portraits, 2009, Ava essentials.

BOOKS FOR REFERENCE

1. Harcourt Davies, Paul **Photographer's practical book**, 2005,David &Charles.
2. Evans Duncan, **Digital Photography**, 2006, Ava essentials.
3. Child John, **Studio Photography 3rd Edition**, 2005, Focal Press.

ONLINE SOURCES

1. www.photographytips.com
2. www.betterphotography.com
3. www.digitalphotographyschool.com
4. www.allthingsphotography.com
5. www.photographytutplus.com

SEMESTER-I

ART AND DESIGN (PRACTICAL)

TEACHING HOURS: 90

CREDITS:5

COURSE CODE: VC15/1A/ADG

L T P : 2 2 3

OBJECTIVES:

To enable students to

- Understand the elements and principles of visuals and appreciate the infinite details of the environs and one's role in them.
- Explore specifically the concept of art theory to visual communication.

COURSE OUTLINE

UNIT I

Elements of Design: Dots - Line - Colours – value - shape- Form – Texture -Structure - Contrast - Radiation - Conceptual Design Exercise.

(15 hours)

UNIT II

Principles of Design : Balance - unity - Symmetry- Contrast – Emphasis –Pattern – Movement - and Rhythm . Repetition - Proximity-White Space- Negative space- Shape-Spacing - Exercise.

(20 hours)

UNIT III

Drawing : Pencil study. Basic shapes- cylinder- box match box- cubes- vertical – soft drink bottles- designed bottle- sphere- Cone - lamp stand oval- egg - Leaves- pastels - Flowers- flower pot- Poster color, opaque color- pencils- color- black pen- landscape-

(20 hours)

UNIT IV

Perspective Drawing: Drawing plan- parallel perspectives- angular perspectives- ellipse in perspective. Anatomy of Typography- Families- Types of Fonts- Script- Sans serif - Helvetica - Bold -Italic -Alignment -Exercise

(20 hours)

UNIT V

Coloring : Preparing Grey scales- pencils, preparing color, color wheels, achromatic, monochromatic, warm and cool contrast, complimentary, analogs colors.

(15 hours)

Methodology:

Theory and Practical sessions with exhaustive lab work on various assignments.

BOOKS RECOMMENDED

1. Rodwell Jenny, **Drawing A Complete Course**, 2002, Hamlyn.
2. Barrons, **The Basics of Drawing**, 2005

BOOKS FOR REFERENCE

1. Barrons, **All About Techniques in Drawing**, 1998
2. Barrons, **All About Techniques in Pastel**, 1998
3. Barrons, **All About Techniques- Anatomy for the Artists**, 2003
4. Knight Carolyn with Glaser Jessica, **The Graphic Design Exercise Book**, 2010

ONLINE SOURCES

1. www.drawsketch.com
2. www.drawspace.com
3. www.robbinsdesign.org
4. www.typeanddesignemporium.wordpress.com

SEMESTER II

GENDER AND MEDIA

TEACHING HOURS: 75

CREDITS: 4

COURSE CODE: VC15/2C/GAM

L T P: 3 2 0

OBJECTIVES

To enable students to

- Understand and analyze issues of gender and media from a critical perspective
- Explore the effects of media images on the construction of gender identities
- Familiarize the students towards the challenges faced by women professionals in the media industries
- Sensitize the students to become socially conscious, gender sensitive media professionals

COURSE OUTLINE:

Unit I

Definition of gender-Differences between sex and gender-Gender Identity- Gender Roles- Gender Stereotyping- Gender Ambiguity- Gender Fluidity- Gender Mainstreaming – Gender Budgeting-Gender differences in different situations- Various forms of mass media- Influence of Media in our society

(10 hours)

Unit II

Representation of women in Print Media – What and Who makes the news? – Global and Indian news media : A skewed reflection of women – Disproportionate media coverage of women's issues-Gender stereotypes in print medium

(15 hours)

Unit III

Representation of Women in print and television Advertisements – Cultural globalization and beauty ideals- Representation of women in television- Distorted portrayals and their impact-New Media representations – Representation of women and transgender in films- Use of feminist methods to critique media representations

(20 hours)

Unit IV

Women professionals in the media- Challenges faced by women in the media industries- Glass Ceiling in media- Access to media by women

(15 hours)

Unit V

Media as a tool – Media’s role in perpetuating and challenging gender bias-Actions to be taken by mass media to promote a balanced and non-stereotyped portrayal of women

(15 hours)

BOOKS RECOMMENDED

1. Rosalind, Gill, **Gender and the Media**, 2007, Polity Press, UK,
2. Gauntlett, David. **Media, Gender and Identity: An Introduction**, Routledge, 2002, London.
3. Dines, Gail and Humez, M. Jean (Eds.), **Gender, Race, and Class in Media: A Text-Reader**, 2003, Sage Publications, California.

BOOKS FOR REFERENCE

1. Datta, Bishaka, ‘**And who will make the chapattis?: A study of all women panchayats in Maharashtra**’, 1998, Stree Publications, Kolkata.
2. Mehta, Malti and Sharma, S.R., **Gender Class and Media**, 2013, Sarup Book Publishers Pvt.Ltd. New Delhi.

ONLINE SOURCES

1. www.unesco.org
2. www.gsdrc.org
3. go/topic-guides/gender/gender-and-media
4. www.mccc.edu
5. www.womensmediacenter.com

END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

SECTION A

Answer ALL questions (10x2=20 marks)

Each answer should not exceed 50 words

SECTION B

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

SECTION C

Answer any TWO (out of four) questions (2x20=40 marks)

Each answer should not exceed 1200 words

Questions to be included from all units for Section A and B.

SEMESTER II

ADVERTISING ESSENTIALS (PRACTICAL)

TEACHING HOURS: 75

CREDITS: 4

COURSE CODE: VC15/2C/ADE

L T P: 3 0 2

OBJECTIVES:

To enable students to

- Provide specialized training in the advertising industry
- Develop overall creative and technical skills in production of advertisements

COURSE OUTLINE:

UNIT I

Definition of Advertising –evolution and growth of Advertising - relevance of advertising in the marketing mix – classification of advertising – various media for advertising-Social & Economic benefits of advertising **(15 hrs)**

UNIT II

Product-definition, classification-Target audience-Market segmentation- Branding-Brand positioning- Brand Equity **(15 hrs)**

UNIT III

Creativity in Advertising - Big Idea – Copy writing-types and functions- Headlines-basics, types and functions-Slogans-basics, types and functions- Understanding visualization in advertising -Illustration –methods-Layout- types-Copy preparation **(15 hrs)**

UNIT IV

The advertising agency- pitching for accounts– agency – client interface: the parameters – creative and media briefing process-Types of Agencies, Agency Structure and Function, Media related decisions **(15 hrs)**

UNIT V

Research in advertising; Advertising ethics; Advertising & law - Emerging trends/issues & development in advertising **(15hrs)**

Methodology

Theoretical inputs through classroom lectures, student presentations, and interaction with advertising personnel and industry visits.

BOOKS RECOMMENDED

1. Sharma, Sangeehta and Singh, Rajiv, **Advertising: Planning and Implementation**, 2006, Prentice-Hall of India Pvt Ltd, New Delhi
2. Batra, Rajeev, Myers, G. John and Aaker, A. David, **Advertising Management**, 1996, Prentice-Hall of India Pvt Ltd, New Delhi.
3. Wells, D. William, Burnett, John and Moriarty, Sandra, **Advertising Principles and Practice** (7th Edition), 2006, Saurabh Printers Pvt Ltd, Noida.

BOOKS FOR REFERENCE

1. Chunnawala S.A. and Sethia KC., **Foundations of Advertising-theory and Practice**, 2000, Himalaya Publishing House.
2. Evans, Judith, Cheryl Dangle Cullen, **Challenging the Big Brands**, 2003
3. Cheverton, Peter, **Understanding Brands**, 2006
4. Dennison, dell, **The Advertising Handbook**, 2006

ONLINE SOURCES

1. www.mheducation.com
2. www.mu.ac.in
3. www.adsoftheworld.com
4. www.managementstudyguide.com
5. www.brandtwist.com

Internship

The students are expected to go on an internship programme in an advertising agency for a period of 15 days at the end of I year during summer vacation.

SEMESTER II

GRAPHIC ART DESIGN (PRACTICAL)

TEACHING HOURS: 90

CREDITS:5

COURSE CODE: VC15/2A/GAD

L T P: 2 1 4

OBJECTIVES

To enable students to

- Understand the elements and principles of visuals and appreciate the infinite details of the environs and one' role in them.
- Study the form and structure of animate and inanimate objects and understand its utilitarian value in presenting the visuals.

COURSE OUTLINE

UNIT I

Graphic Design – Definition - History- Applications. Visual art - Visual images – categories of Visuals - Illustrations -Identity design – Sign - Symbol –Logo

(10hours)

UNIT II

Principles of Design : Balance - Unity - Symmetry- Contrast – Emphasis –Pattern – Movement - and Rhythm . Repetition - Proximity -White Space- Negative space- Shape-Spacing – Exercise - Division of Negative and Positive space - Optical illusion art.

(15 hours)

UNIT III

Typography - Structure - Design and Function - Types - Study of Alignments – Grid- Appeal.

(15 hours)

UNIT IV

Simple image editing - Colour change - Image extraction - Merging of images - Smoothing of sharp edges - Text on images- Remove red eyes - Working with layers- Filters and layers.

(20 hours)

UNIT V

Creation of Symbol -Logo- Corporate identity - Visiting Card designing - poster design - Invitation Card – Cover page design – Types of Typography – Advertising.

(30 hours)

Methodology

Exposure through lectures and practical classes to elements and principles of design and the design process coupled with practical exercises on communication of messages/ideas through Computer aided Image editing software and Graphic software.

BOOKS RECOMMENDED

1. N.N. Sarker, **Art and Print production** ,Oxford Press, 2009
2. Chungreen, **Design it yourself**, Rockport,China 2004
3. David Earls, **Designing Typefaces**, Rotovision, 2002
4. Barch Peter, **A Photoshop The Essential Visual Reference Guide**.

BOOKS FOR REFERENCE

1. Morioka Adams,**Logo Design** Workbook,Rockport,2006
2. Crow.C.Wendell, **Communication Graphics**, Prentice-hall, Englewood Cliffs, N.J., 1986
3. Bridgewater.Peter, **An Introduction to Graphic Design**, Chartwell Books, N.J., 1987

ONLINE SOURCES

1. www.artyfactory.com
2. www.thevirtualinstructor.com
3. www.designinstruct.com
4. www.designcrowd.co.in
5. www.prepressure.com
6. www.davidairey.com
7. www.adhemas.com

NON MAJOR ELECTIVE

PART IV

BASICS OF DRAWING (PRACTICAL)

NME:1

COURSE CODE: VC15/ 1N/ BDG

CREDITS:2

TEACHING HOURS :30

OBJECTIVES

To enable students to

- Acquire the skills of drawing using different medium
- Study the form and structure of animate and inanimate objects

UNIT I

Shapes- Forms- Strokes practicing in different medium- controlling the form- geometrical form of objects- controlling the lines- controlling the strokes in different medium.

(10 hours)

UNIT II

Light and contrast-drawing shadows- block shading- tonal range of a drawing -gradations - in different medium - composition and layout.

(10 hours)

UNIT III

Drawing depth- perspective- landscape in perspective- gradation and blending in perspective- still life models - interior model - exterior model.

(10 hours)

Materials required:

Papers, Graphite pencils, charcoal, dry pastels, pad, clip, pins, cello tape, board, and eraser.

BOOKS FOR REFERENCE

1. Barrons, **The Basics of Drawing**, 2005

NON MAJOR ELECTIVE

PART IV

PRINCIPLES OF DESIGN (PRACTICAL)

NME-2

COURSE CODE: VC15/2N/PDN

CREDITS: 2

TEACHING HOURS: 30

COURSE OUTLINE

OBJECTIVES:

To enable students to

- Understand and learn the techniques to visualize in art and applied art.
- Equip the students to visualize and to compose conceptual design and layout.

UNIT I

Elements of Design: Dots - Line - Colours – value - shape- Form – Texture

(10 hours)

UNIT II

Principles of design: Balance- unity - Symmetry- Contrast – Emphasis –Pattern –Movement - and Rhythm .

(10 hours)

UNIT III

Function of colors- 2 D Designing in Monotonous Colour , Layouts: different types: Alignment, using grid, rulers, wrap - typography – fonts and families.

(10 hours)

BOOKS FOR REFERENCE

1. N.N. Sarker, **Art and Print production** ,Oxford Press, 2009
2. Chungreen, **Design it yourself**,Rockport,China 2004

SEMESTER III
TELEVISION PRODUCTION

TEACHING HOURS: 75

CREDITS: 4

COURSE CODE: VC15/3C/TVP

LTP: 3 1 0

OBJECTIVES

To enable students to

- understand the medium Television technically and aesthetically.
- acquire technical skills in the production process.
- produce television programmes of various genres.

COURSE OUTLINE

UNIT I

Visual Grammar – Principles of Visual Grammar - Visual Language - TVP Process – Basic and Expanded Studio TV System – Production Elements – Cast and Crew

(15 hours)

UNIT II

Working of television - Production Standards – NTSC – PAL – SECAM - Aspect Ratio – Video Formats – VHS – SVHS - U-Matic – Beta – Hi 8 – Digital -

(15 hours)

UNIT III

How a TV camera works – Techniques and Operation – Types - Digitization Process - Electronic Characteristics of a Camera - Shot – Angle – Zoom – Lens - Picture Composition – Camera Movements - Camera Mounting Equipments – Floor Plan - ENG – EFP

(15 hours)

UNIT IV

Lighting – Basics – Types of Lights – Color Temperature - Lighting Techniques – Lighting for Different Situations – Indoor - Outdoor – Chromakeying - Audio – Basics – Microphones – Types – Pick up Patterns – Principles of Audio Editing

(15 hours)

UNIT V

Editing — Grammar of Edit – Functions of Editing - Online and Off line Editing - Linear and NLE- Input and Output formats of Editing Software - Interface Workflow – Elements and Tools – Concepts of Bins and Folders – A/V Tracks – Ordering Footage – Rough Cut – Transitions - Capturing and Digitizing — Optical and Mechanical Effects – Analog and Digital Effects – Final Cut – Quality Compressions - Editing for Short Films, Advertisements, Music Videos, PSAs and Documentaries

(15 hours)

REFERENCE BOOKS

1. Zettl, Herbert, *Television Production Handbook*, Thomson Wadsworth, 2006
2. Belavadi Vasuki, *Video Production Handbook*, Oxford University Press , 2008
3. Millerson Gerald, *Video Production Handbook*, Focal Press, 2006

ONLINE RESOURCES

1. www.thevideoeffect.tv
2. www.elementsofcinema.com
3. <http://screencraft.org>
4. www.movieoutline.com
5. <http://blcklst.com>

END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

SECTION A

Answer ALL questions(10x2=20 marks)

Each answer should not exceed 50 words

SECTION B

Answer any FIVE (out of eight) questions(5x8=40 marks)

Each answer should not exceed 300 words

SECTION C

Answer any TWO (out of four) questions(2x20=40 marks)

Each answer should not exceed 1200 words

Questions to be included from all units for Section A and B.

SEMESTER III

ADVANCED PHOTOGRAPHY (PRACTICAL)

TEACHING HOURS: 75

CREDITS: 4

COURSECODE: VC15/3C/APY

LTP: 2 0 3

OBJECTIVES

To enable students to

- get trained in photography catering to the industry
- get specialized training in shooting photographs

COURSE OUTLINE

UNIT I

Cameras and Lenses - Getting Exposure Right - Choosing Lenses - Standard Lens - Wide Angle Lenses - Telephoto Lenses - Tele Zooms - Fish Eye Lens and Fast Lens

(15 hours)

UNIT II

Understanding and Handling Light - Adapting Day Light - Direct Light - Diffused Light - Reflected Light - Controlling and Measuring Light

(15 hours)

UNIT III

Rules - Picture with the Impact - The Focal Point - Center of Interest - Perspective and View Point

(15 hours)

UNIT IV

Shapes and Form - Pattern and Outline – Movement - Zone System - Using Filters - Cropping

(15 hours)

UNIT V

Professional Photography – Genres of Photography - Production Process

(15 hours)

Methodology

Theoretical inputs with intensive lab work and practical sessions to achieve competence in the field

REFERENCE BOOKS

1. Michael Langford. *Advanced Photography*, Sixth Edition, focal press, 2001
2. Dave Saunders. *Professional advertising photography*, Mere Hurst Press, London, 1988
3. Alain Solomon. *Advertising Photography*, American photographic publishing and imprint of Watson, Guptill Publication, New York, 1987.

ONLINE RESOURCES

1. www.photographytips.com
2. www.betterphotography.com
3. <http://www.photographymad.com/pages/view/10-top-photography-composition-rules>
4. <http://webneel.com/famous-photographers>
5. <http://121clicks.com/articlesreviews/list-of-famous-photographers-in-india>

SEMESTER III

FILM STUDIES (PRACTICAL)

TEACHING HOURS: 90

CREDITS: 5

COURSE CODE: VC15/3A/FSS

LTP: 4 0 2

OBJECTIVES

To enable students to

- Enable the students to understand various key elements of film production
- Encourage the students to appreciate aesthetics of regional, national and international films.

COURSE OUTLINE

UNIT I

What is Cinema? –Film as Experience – Entertainment - Commodity and Communication medium - History of Indian Cinema – Silent Era –Talkies

(18 hours)

UNIT II

Introduction to Major Movements and Theories - Classic Hollywood Cinema, Neo-Realism, French New Wave, Indian Cinema - Introduction to the Film Theories of Sergei Eisenstein, Andre Bazin , Auteur Theory, Christian Metz and Laura Mulvey

(18 hours)

UNIT III

Introduction to the Basic Terminology of Filmmaking - Mise en Scene - Long Takes - Deep Focus Shots (close up, medium shot, long shot) – Principles of Continuity Editing - Jump Cut - Sound – Diegetic and Non – Diegetic

(18 hours)

UNIT IV

Introduction to Film Genres - The Major Genres: Narrative, Avant-garde, Documentary - Other genres: Thriller – Melodrama – Musical - Horror – Western - Fantasy – Animation - Film Noir Expressionist Historical – Mythological - Road Movies

(18 hours)

UNIT V

Film Appreciation and Criticism – Awards - The Production, Distribution and Reception of Films - Censorship

(18 hours)

Methodology

Theoretical inputs supported by ample illustrations from films and group/individual exercises in technical analysis.

RECOMMENDED TEXT BOOKS

1. Bordwell, K. and Thomson, K. *Film Art –An Introduction*, Knopff, New York, 1990
2. Dick, Bernard, *Anatomy of film*, Bedford, St. Martin's, 2000
3. Nelmes, Jill, *An Introduction to film studies*, Routledge, 2003
4. Tasker Yvonne, *Fifty great contemporary film makers*, Blackwell, 2004
5. Turner, Graeme, *Film as social practice*, Routledge, 1999

ONLINE RESOURCES

1. <http://faculty.cua.edu/johnsong/hitchcock/pages/montage/montage-1.html>
2. <http://www.asu.edu/courses/fms504/total-readings/mulvey-visualpleasure.pdf>
3. <http://www.goldenglobes.com/articles/brief-history-indian-cinema>
4. <http://www.newsonair.com/100-YEARS-OF-INDIAN-CINEMA.asp>
5. http://www.pictureshowman.com/articles_genhist_censorship.cfm
6. <http://www.indiabix.com/group-discussion/censorship-in-movies-our-culture/>

SEMESTER IV

MEDIA, CULTURE AND SOCIETY

TEACHING HOURS: 75

CREDITS: 4

COURSECODE: VC15/4C/MCS

L T P: 3 2 0

OBJECTIVES

To enable students to

- understanding media content, audiences and popular culture
- learn the power of media and effects of media

COURSE OUTLINE

UNIT I

Why study media? - Understanding mass media - Characteristics of mass media - Functions of mass media - Power of mass media - Media in Indian Society - Nature and Scope

(15 hours)

UNIT II

Audience making - Active Vs Passive audience - Theories on audience- Effects of Mass Media on Individual, Society and Culture - Basic issues – Prosocial and Antisocial effects

(15 hours)

UNIT III

Media as Consciousness Industry - Social Construction of Reality by Media - Rhetoric of the Image, Narrative etc - Media Myths (Representation, Stereotypes etc.) - Cultural Studies Approach to Media - Audience as Textual Determinant - Audience as Readers, Audience Positioning, Establishing Critical Autonomy

(15 hours)

UNIT IV

Media and Popular culture - Commodities, Culture and Sub-culture, Popular Texts, Popular Discrimination, Politics - Popular Culture, Popular Culture Vs People's Culture, Culture Shock - Celebrity Industry - Personality as Brand Name, Hero-Worship etc - Acquisition and Transformation of Popular Culture – Media Now – Understanding Media - Culture and Technology - Facing the Future

(15 hours)

UNIT V

Globalization-Media Giants- Structural Trends in the Media Industry- Growth- Changing Technology- Integration: Horizontal and Vertical- Concentration of Ownership- Cultural Imperialism

(15 hours)

RECOMMENDED TEXT BOOKS

1. Len Masterman, *Teaching the media*, Comedia Publishing Group, London, 1985
2. Grossberg, Lawrence et al, *Media-Making: Mass Media in a popular culture*. Sage Publications, 1998
3. Tim O'Sullivan and Brian Duttar, *Studying the media- An introduction*, Arnold, London, 2003.

REFERENCE BOOKS

1. Chris Newhold and Oliver Boyd, *The Media Book*, Arnold, London, 2002.
2. Ciaran McCullagh, *Media Power*, Palgrave, London, 2002.

ONLINE SOURCES

1. www.sparknotes.com
2. www.tracesofthereal.com
3. www.mrpopculture.com
4. www.mediaculturesociety.org

END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

SECTION A

Answer ALL questions(10x2=20 marks)
Each answer should not exceed 50 words

SECTION B

Answer any FIVE (out of eight) questions(5x8=40 marks)
Each answer should not exceed 300 words

SECTION C

Answer any TWO (out of four) questions(2x20=40 marks)
Each answer should not exceed 1200 words

Questions to be included from all units for Section A and B.

SEMESTER IV

SCRIPT WRITING (PRACTICAL)

TEACHING HOURS: 75

CREDITS: 4

COURSE CODE: VC15/4C/SWG

L T P : 3 0 2

OBJECTIVES

To enable students to

- learn the techniques of script writing.
- visualize a script and prepare story boards.

COURSE OUTLINE

UNIT I

Script Writing as a Creative Enterprise - Creativity Process - Stages in Craft of Script Writing
- Basic Story Idea, Narrative Synopsis Outline, Scene Breakdown and Full-fledged Script

(15 hours)

UNIT II

Beginning – Middle – End – Conflict – Development - Climax and Denouement - Story,
Storyline, Plot and Treatment - Principles of Suspense and Surprise - Point of Attack –
Exposition – Planting - Point of View – Pace – Tone - Subject – Title – Opening – Contrast –
Coincidence - Tension Release, Laughter

(15 hours)

UNIT III

Character Biography – Character Archetypes – Character Arc - Creating Effective Characters
- Character Checklist - Guiding Principles for Effective and Credible Characters

(15 hours)

UNIT IV

Media and Script Formats – Storyboards - Writing versus Directing

(15 hours)

UNIT V

Writing Scripts for Television and Radio Programmes – PSA – Commercials

(15 hours)

Methodology

Theoretical inputs on the art of script writing and progressively structured exercises in script writing.

REFERENCE BOOKS

1. Sujatha, *Thirai Kathai Yezhudhuvadhu Yeppadi* ?, Uyirmai Pathippagam, Chennai, 2002
2. Miller, William, *Screen Writing for narrative film and television*, London, Columbus Books, 1998
3. Wright, Kate, *Screenwriting is Storytelling*, New York, The Brekeley Publishing Group, 2004

ONLINE RESOURCES

1. <http://www.script-o-rama.com/snazzy/table.html>
2. <http://www.simplyscripts.com/movie.html>
3. <http://www.dailyscript.com/movie.html>
4. <http://www.screenplaydb.com/film/all/>
5. <http://thescriptlab.com/screenwriting-101/screenplay/download-scripts#>

SEMESTER IV

RADIO PRODUCTION (Option 1)

TEACHING HOURS: 90

CREDITS: 5

COURSE CODE: VC15/4A/RPN

LTP: 4 0 2

OBJECTIVES

To enable students to

- expose the students to the fundamentals of Radio Production.
- understand the basics of Radio Communication and Audio Technology.

COURSE OUTLINE

UNIT I

Characteristics of the medium - Types of Radio Station - Organizational Structure – Radio Studio – Studio Layout - Acoustics

(15 hours)

UNIT II

Production in Modern Radio – Recorded Programme Production – Live / On Air Production – Dramas- Documentaries – News Production – Interview – Commercials - Radio Ethics - Cues and links – Phone ins – Listeners Participation – Vox Pop

(20 hours)

UNIT III

Microphones – Types and Pick up patterns - Sound – Basics - Elements and Nature of Sound

(20 hours)

UNIT IV

Post Production –Splicing – Electronic Editing- Editing Principles- Dubbing – Advantages of Dubbing

(20 hours)

UNIT V

Audio Editing – Audio Software – Introduction to Nuendo – tool, elements, shortcuts – Slicing – Looping – Dubbing – Editing Techniques – Audio Console – Recording system – Mixing techniques – Linear and Non linear Sound Editing – Audio Output Formats – Audio Compression Formats – Audio Transitions – Sound Effects

(15 hours)

REFERENCE BOOKS

1. Robert McLeish, *Radio Production*, 5th Edition, Focal Press, 2007
2. Carl Hausman, Fritz Messere, Philip Benoit, *Modern radio Production – Production, Programming and performance*, 7th Edition, Thomson Publication, 2007
3. David E. Resse, Lynne S. Gross, Brain Gross, *Radio Production Worktest*, 2005

ONLINE RESOURCES

1. <http://jfredmacdonald.com>
2. www.academia.edu
3. www.newsonair.com
4. www.allindiaradio.gov.in

END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

SECTION A

Answer ALL questions(10x2=20 marks)

Each answer should not exceed 50 words

SECTION B

Answer any FIVE (out of eight) questions(5x8=40 marks)

Each answer should not exceed 300 words

SECTION C

Answer any TWO (out of four) questions(2x20=40 marks)

Each answer should not exceed 1200 words

Questions to be included from all units for Section A and B.

SEMESTER IV

DIGITAL 2 D ANIMATION (PRACTICAL)

(Option 2)

TEACHING HOURS: 90

CREDITS 5

COURSE CODE: VC15/4A/DAN

LTP: 2 2 3

OBJECTIVES

To enable students to

- Explore the art of animation, primarily that of traditional and contemporary animation techniques and genres. It enables to integrate other multimedia and to understand its utilitarian value in presenting the visuals.

COURSE OUTLINE

UNIT I

Basics of Flash Software – Creating Shapes - Using the Primitive Tools - Drawing with Pen - Pencil and Line Tools - Editing Shapes - Using the Selection Tools - Managing Color – Gradients - Importing Files

(15 hours)

UNIT II

Animation - Setting property key frames for scale and rotation – Key frames – Creating a transition effect using alpha, tint, brightness – Frame by frame animation - Adding a motion tween - Adding shape tween .

(15 hours)

UNIT III

Flash –Working in Timeline – symbol - Break apart - Motion guide - Mask layers – button - animated buttons - Intro to scripting. Web colors and gradients - publishing - Video- sound.

(20 hours)

UNIT IV

Concepts - principles of visual components -use of space, line, color, - communicating emotion –meaning - lighting techniques – Character animation.

(20 hours)

UNIT V

Bouncing ball – Character walk cycle - Back ground tracing – E greetings - PSA – web page layouts - pop ups - character animation – Ad Banner – Product, Idea, Service.

(20 hours)

RECOMMENDED BOOKS

1. Curits Nathan, Modular web design, Pearson Education, New Delhi, 2011.
2. Willard, Web Design, A beginner's guide, Tata Mc Graw -Hill, Delhi, 2010.
3. Robert Reinhardt, Flash CS3 Professional Video Studio Techniques.

REFERENCE BOOKS

1. Jennifer Niederst Robbins, Learning Web Design, O'Reilly Media , Inc, Canada, 2007
2. Powell, Web Design : The Complete Reference, Tata c Graw –Hill, New Delhi, 2009.
3. Kevin Peaty , Glenn Kirk Patrick, Flash Cartoon Animation: Learn from the Pros.
4. Chris Jackson, Flash Cinematic Tecniques: Enhancing Animated Shorts and Interactive Storytelling 1 st Edition.
5. Clifford J. Parrott , Sandro Corsaro, Hollywood 2D Digital Animation: The New Flash Production Revolution 1st Edition.

ONLINE SOURCES

1. www.learnwebdesignonline.com
2. www.howto buildwebsites.com
3. www.animationtoolwork.com
4. www.help.adobe.com
5. www.adobepress.com

SEMESTER V

MEDIA ORGANISATION

COURSE CODE: VC15/5C/MON

CREDITS: 4

TEACHING HOURS: 90

LTP: 3 2 0

OBJECTIVES

To enable students to

- study from an historical perspective the development of communication media with special reference to India
- understanding the global media scenario and new media trends

COURSE OUTLINE

UNIT I

Indian media- An Overview - Media Organization and Design - Conceptual Issues - Media as Business and Social Institution - Media Entrepreneurship - Greiner's Development Model of a Company

(18 hours)

UNIT II

Organization Structure - Behavior in Media Organization and Organizational Behavior - Nature and Structure of different Media Organizations - AIR/DD - Private Satellite Channels - Production Houses - Employment Opportunities in Indian Media Industry - Group Behavior - Innovation and Creativity - Culture of Organization

(18 hours)

UNIT III

Economy of Indian Media - Economics of Media-Relationship between Supplier and Buyer, Leisure Time Activity - Cost Factors - Revenue Models - Market Factors - State of the Industry Today

(18 hours)

UNIT IV

Indian Media Promotion - Project Management in Media-Production Project Cycle (PPC), Management Themes in Production Process - Project Planning - Production Strategies, PPC in Practice - Initiation (Ideas, Evaluation and Assessment) - Risk and Impact Assessment - Pre-production - Production Team - Project Specification - Project work plan - Sources of Funds -Budgeting (tools etc.) - Project Responsibility - Production Process (Status Report, Assessment, Negotiation, Completion, Follow-up)

(18 hours)

UNIT V

Indian Media and Audience - Programming Strategies, Audience Rating - Analyzing Programming and Audience Trends Marketing Programs and Selling Space and Time - Different kinds of Contracts and Legal Arrangements - Project Management

(18 hours)

REFERENCE BOOKS

1. Dennis McQuail , *Media studies- key issues and debates*
2. Vanita Kohli, *Indian Media Business*, Sage Publications, 2006
3. David Machin and Theo van leeuwen , *Global media discourse – a critical introduction*

ONLINE RESOURCES

1. <http://docplayer.net/2056356-Planning-of-production-projects.html>
2. <https://www.mynextmove.org/find/browse?c=51>
3. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.476.3955&rep=rep1&type=pdf>
4. <http://marketing.about.com/od/marketingglossary/g/mediastratdef.htm>

END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

SECTION A

Answer ALL questions(10x2=20 marks)

Each answer should not exceed 50 words

SECTION B

Answer any FIVE (out of eight) questions(5x8=40 marks)

Each answer should not exceed 300 words

SECTION C

Answer any TWO (out of four) questions(2x20=40 marks)

Each answer should not exceed 1200 words

Questions to be included from all units for Section A and B.

SEMESTER V
MEDIA RESEARCH

TEACHING HOURS: 90

CREDITS: 4

COURSE CODE: VC15/5C/MRH

L T P: 3 2 0

OBJECTIVES

To enable students to

- get a general orientation to the various methods of research employed by media groups
- learn the techniques of research

COURSE OUTLINE

UNIT I

Science and Research- Definition of Research – The Development of Mass media Research- Media Research and the Scientific Method- Characteristic of Scientific Method – Two Sectors of research : Academic and Private – Research Procedures – Elements of Research

(18 hours)

UNIT II

Sampling – Types of Sampling – Research Approaches – Qualitative Research Methods – Content Analysis – Quantitative Research Methods – Survey Research - Longitudinal Research – Experimental Research

(18 hours)

UNIT III

Research in Print Media– Types of Print Media Research – Research in Electronic Media – Ratings Research – Non Ratings Research

(18 hours)

UNIT IV

Research in Advertising – Copy Testing – Media Research – Campaign Assessment Research– Research in Media Effects – Anti Social and Pro Social Effects of Media Content- Uses and Gratifications – Agenda Setting by Media

(18 hours)

UNIT V

Research in the New Media - Advantages and Disadvantages of Internet Research

(18 hours)

REFERENCE BOOKS

1. Wimmer, D Roger, Dominick, R Joseph., *Mass Media Research – An Introduction*, Thomson Wadsworth, 2005
2. Hansen. Adresse A.L. *Mass Communication Research Methods*
3. Klaus Bruhn Jensen, *A Handbook of media and Communication Research*, 2002

ONLINE RESOURCES

1. www.sjsu.edu/ajeep/docs/IntroToMassMediaResearch.pdf
2. www.humanities.manchester.ac.uk/studyskills/.../methodology.html
3. archives.gadoe.org/.../Types.of.Research.Methods.SERVE%20Center.pdf...
4. <https://explorable.com/statistical-sampling-techniques>
5. www.simplypsychology.org › Research Methods
6. www.socialresearchmethods.net/kb/survey.php
7. https://www.mrs.org.uk/pdf/31_03_03_staveren.pdf

END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

SECTION A

Answer ALL questions(10x2=20 marks)

Each answer should not exceed 50 words

SECTION B

Answer any FIVE (out of eight) questions(5x8=40 marks)

Each answer should not exceed 300 words

SECTION C

Answer any TWO (out of four) questions(2x20=40 marks)

Each answer should not exceed 1200 words

Questions to be included from all units for Section A and B.

SEMESTER V

VISUAL TEXT ANALYSIS

TEACHING HOURS: 90

CREDITS: 4

COURSE CODE: VC15/5C/VTA

L T P: 3 2 0

OBJECTIVES

To enable students to

- understand and interpret media texts
- effectively apply visual analysis tools in analyzing media contents

COURSE OUTLINE

UNIT I

Semiotic Approach -Structuralism- Denotation - Connotation - Different Kind of Signs- Codes - Social Nature of Signs- Meaning - What is Meaning?- Semiotics and the Meaning- Meanings and Difference- Signs and Meaning -Semiotic View of Meaning - Meaning and Competence- Syntagmatic Analysis -Paradigmatic Analysis -Metaphor and Metonymy.

(18 hours)

UNIT II

Marxist Approach - Materialism -The Base and the Super Structure -Class Conflict - Alienation -The Consumer Society -Bourgeois Society -Hegemony – Role of Ideology – Ideological Analysis

(18 hours)

UNIT III

Psychoanalytical Studies of Media - Phallogentrism - Apparatus Theory - Scopophilia - Voyeurism - Fetishism - The Male Gaze - Fantasy - Female Spectators - Male Objectification - The Unconscious -Sexuality –The Human Unconscious - The Oedipus Complex -Defense Mechanisms –Dream Work - Object of Desire - Freud and Lacan

(18hours)

UNIT IV

Feminist Analysis - Feminism: An Overview - Stereotyping - Gendered Stereotypes in Indian Media – Consequences of Sexist Media Representation.

(18 hours)

UNIT V

Application of Visual Analysis Tools to Media Texts - Films – Advertisements – Television
Serials - Print Media

(18 hours)

RECOMMENED TEXTBOOKS

1. Brian Lott and Robert L. Mack, *Critical Media Studies and Introduction*, Wiley Blackwell 2010,
2. Gillian Rose , *Visual Methodologies*, Sage Publications , London, 2001.

REFERENCE BOOKS

1. Daniel Chandler, *The Basics – Semiotics*, 2nd Edition, Routledge, 2007
2. Berger, Arthur Asa, *Media Analysis Techniques*, 3rd Edition, Sage Publications, 2005

ONLINE SOURCES

1. www.zhurnal.ru
2. www.sociology.org.uk
3. www.personalityresearch.org
4. www.gender.cawater-info.net

END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

SECTION A

Answer ALL questions(10x2=20 marks)

Each answer should not exceed 50 words

SECTION B

Answer any FIVE (out of eight)questions(5x8=40 marks)

Each answer should not exceed 300 words

SECTION C

Answer any TWO (out of four)questions(2x20=40 marks)

Each answer should not exceed 1200 words

Questions to be included from all units for Section A and B.

SEMESTER V

VIDEO PRODUCTION (PRACTICAL)

TEACHING HOURS: 90

CREDITS: 4

COURSE CODE: VC15/5C/VPN

L T P: 1 0 5

Every student will have to shoot and edit any video program of their choice

Month I

Pre –Production

Month II

Production

Month III

Post – Production

Month IV

Titling and Graphics

SEMESTER V

DIGITAL 3D ANIMATION (PRACTICAL)

TEACHING HOURS: 90

CREDITS: 4

COURSE CODE: VC15/5C/DAP

L T P : 1 0 5

OBJECTIVES

To enable students to

Learn to create photo-realistic rendering and animations with lighting techniques.

COURSE OUTLINE

UNIT I

User Interface – viewpoints- command panel – Geometry creation – modifying standard object- selecting objects.

(20 hours)

UNIT II

Transform tools – Coordinate system - align coordinate - cloning objects – concepts of the Modifier stack – Modifiers – Shape creations – Basic shape creation functions - Editing splines - Adding splines from a shape – vertex editing – using shape modifiers.

(20 hours)

UNIT III

Compound Objects - Booleans - Lofts - Animation - key framing - Materials –Material editor – Material types – Using Maps - mixing maps –Mapping – Unwrap mapping - Camera types – Framing shot – Camera lenses – Perspective – Moving camera

(20 hours)

UNIT IV

Lighting – Light types – Lighting Techniques - Mental Ray – Rendering - Timeout –Batch render

(10 hours)

UNIT V

Walk through of building in exterior and interior - Creating blankets with bed and cloth using special modifiers – text animation – Creating AVI movie

(20 hours)

RECOMMENDED TEXT BOOKS

1. Kelly L.Murdock,*3ds Max 2008*,Wiley India Pvt Ltd, New Delhi, 2008
2. Autodesk, *3ds Max 8 Essentials* , Elsevier Inc, New Delhi, 2006.
3. Jeffrey M.Harper, Official Training Guide, Mastering Autodesk 3 ds Max 2013, Sybex.
4. Pete Draper , *Deconstructing the Element with 3 ds Max* , Auto desk, 3 rd Edition.
5. John p Chismar, *3ds max Media Animation*, New Riders.

REFERENCE BOOKS

1. Dariush Derakhshani, Randi Lorene Munn, *Introducing 3ds Max 2008*, Wiley Publishing , Canada, 2008.
2. Mark Gerhard, Jeffrey M. Harper, *Mastering Autodesk 3dsMax Design 2011*,_Wiley Publishing , Canada, 2010.
3. Chandler, Matt,et al., *3Ds Max Projects*,3d Total Publishing.
4. Brain L.Smith, *3ds Max Design Architectural Visualization for intermediate users* ,Focal press.
5. Markus Kuhlo and Enrico Eggert, *Architectural; Rendering 3 ds Max and V ray, photorealistic Visualization*, Focal Press

ONLINE SOURCES

1. www.digitalturors.com
2. www.lynda.com
3. www.3dtraining.com
4. www.freelearn110.com

SEMESTER VI
PROFESSIONAL PRACTICE (PRACTICAL)

TEACHING HOURS: 75

CREDITS: 4

COURSECODE: VC15/6C/PPE

L T P: 3 0 2

OBJECTIVES

To enable students to

- face interviews and become competent media professionals
- learn the techniques of preparing an impressive portfolio

COURSE OUTLINE:

UNIT I

Preparation of Curriculum Vitae - Interviewing Skills

(21 hours)

UNIT II

Business Practices - Client-Professional Interface - Legal Contracts - Signing up Forms - Getting Permission for Different Locations

(21 hours)

UNIT III

Introduction to Media Laws - Intellectual Property Rights - Cyber Laws and Crime – Cinematography Act

(21 hours)

UNIT IV

Professional Ethics and Ethical Codes for Media Professionals

(21 hours)

UNIT V

Portfolio Preparation - Only the Student's Best Work - Focus in a Concentration Area - Conceptual Development - Clean, Well Organized, Professional Presentation

(21 hours)

REFERENCE BOOKS

1. M. Neelamalar, *Media Law and Ethics*, Prentice Hall India, 2010.
2. Keval J Kumar, *Mass Communication in India*, Jaico Publishers
3. Dale Carnegie, *How to win friends and influence people*

ONLINE RESOURCES

1. <https://indialawyers.wordpress.com/category/media-law/>
2. www.lawsociety.com.au/community/.../Contracts/index.htm
3. www.wipo.int/about-ip/en/
4. www.iprlawindia.org
5. www.montclair.edu/arts/art-and.../portfolio-preparation-guidelines.
6. www.collegemedia matters.com/2011/01/26/student-journalist-portfolios-how-to-build-sell-your-brand/

SEMESTER VI
INTERNSHIP (PRACTICAL)

COURSE CODE: VC15/6C/INP

DURATION: 200 Hours

CREDITS: 4

OBJECTIVE

- To expose the student to actual situations and day-to-day functioning of the Media Industry.

METHODOLOGY

For a period of one month, the student will be attached to a Media Industry on an Internship basis. The intern will be exposed to the particular area of specialization already chosen. The student has to do a weekly reporting to the faculty guide of the department and update about the progress. A report and viva-voce will complete the process of evaluation.

SEMESTER VI
PROJECT (PRACTICAL)

COURSE CODE: VC15/6P/PRO

CREDITS: 15

OBJECTIVE

To enable students to

- demonstrate their competence in a chosen area of specialization, with a view of gaining a placement in the media industry.

COURSE OUTLINE

Every student will complete a Project (Television Production/Photography/Computer Graphics/Animation/Online Media/Dissertation) on the area of specialization already chosen by them

Emphasis will be given to producing work that can be made use of in the industry.

