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 2018-21

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 2018

Department of Visual Communication is revising syllabi to be followed with effect from the academic year 2018. 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
PARTB	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

COURSE PROFILE

COURSE CODE	COURSE TITLE	Hrs/Week	CREDIT	MARKS		
				CA	SE	TOTAL
SEMESTER I						
PART I	TAMIL/HINDI/FRENCH/ SANSKRIT	5	3	40	60	100
PARTII	ENGLISH	5	3	40	60	100
PART III VC18/1C/UNC	CORE1: UNDERSTANDING COMMUNICATION (T)	5	4	40	60	100
VC18/1C/BAP	CORE2: BASIC PHOTOGRAPHY (P)	5	4	40	60	100
VC18/1A/ARD	CORE3: ART AND DESIGN (P)	6	5	40	60	100
PART IV UG18/1N/BTA UG18/1N/ATA VC18/1N/BAD	1a – BASIC TAMIL 1b –ADVANCED TAMIL 1c – BASICS OF DRAWING (P)	2	2	-	50	50
	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 VC18/2C/IVC	CORE1: INTRODUCTION TO VISUAL COMMUNICATION(T)	5	4	40	60	100
VC18/2C/ADE	CORE2: ADVERTISING ESSENTIALS (P)	5	4	40	60	100
VC18/2A/GRD	ALLIED: GRAPHIC ART DESIGN (P)	6	5	40	60	100
PART IV UG18/1N/BTA UG18/1N/ATA VC18/2N/PRD	1a – BASIC TAMIL 1b –ADVANCED TAMIL 1C- PRINCIPLES OF DESIGN (P)	2	2	-	50	50
	SOFT SKILL PAPER OFFERED BYENGLISH DEPARTMENT	2	3	-	50	50
TOTAL		30	24			

COURSE CODE	COURSE TITLE	Hrs/Week	CREDIT	MARKS		
				CA	SE	TOTAL
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 VC18/3C/TEP	**CORE1: TELEVISION PRODUCTION(T)**	**5**	**4**	**40**	**60**	**100**
VC18/3C/ADP	**CORE2: ADVANCED PHOTOGRAPHY(P)**	**5**	**4**	**40**	**60**	**100**
VC18/3A/FIS	**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 VC18/4C/MCS	**CORE1: MEDIA, CULTURE AND SOCIETY(T)**	**5**	**4**	**40**	**60**	**100**
VC18/4C/SCW	**CORE2: SCRIPT WRITING (P)**	**5**	**4**	**40**	**60**	**100**
VC18/4A/RAP **VC18/4A/D2A**	**ALLIED: (OPTION 1) RADIO PRODUCTION (T)** **(OPTION 2) DIGITAL 2 D ANIMATION (P)**	**6**	**5**	**40**	**60**	**100**
	SOFT SKILL PAPER OFFERED BYENGLISH DEPARTMENT	**2**	**3**	**-**	**50**	**50**
PART IV	**VALUE EDUCATION**	**2**	**2**	**-**	**50**	**50**
TOTAL		**30**	**24**			

COURSE CODE	COURSE TITLE	Hrs/Week	CREDIT	MARKS		
				CA	SE	TOTAL
SEMESTER V						
VC18/5C/MEO	CORE:1 MEDIA ORGANISATION(T)	6	4	40	60	100
VC18/5C/MER	CORE:2 MEDIA RESEARCH (T)	6	4	40	60	100
VC18/5C/VTA	CORE:3 VISUAL TEXT ANALYSIS(T)	6	4	40	60	100
VC18/5C/VIP	CORE:4 VIDEO PRODUCTION (P)	6	4	--	100	100
VC18/5C/D3A	DIGITAL 3D ANIMATION (P)	6	4	40	60	100
TOTAL		30	20			
SEMESTER VI						
VC18/6C/PRP	CORE:1 PROFESSIONAL PRACTICE (P)	6	4	40	60	100
VC18/6C/INT	CORE:2 INTERNSHIP (P)	7	4	-	-	100
VC18/6P/PRT	CORE:3 PROJECT (PROJECT)	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	VC18/1N/BAD (P)	2	-	-	2	2
II	PRINCIPLES OF DESIGN	VC18/2N/PRD (P)	2	-	-	2	2

* (P)-Practical

TEMPLATE FOR EVALUATION PATTERN

SEM	COURSE CODE	CONTINUOUS ASSESSMENT					END SEM +	TOTAL +
		TEST I	TEST II	QUIZ/ ASSIGNMENT/ SEMINAR/ FIELD VISIT	PARTICIPATORY LEARNING	TOTAL *		
I	VC18/1C/UNC	10	10	10	10	40	60	100
I	VC18/1C/BAP	10	10	10	10	40	60	100
I	VC18/1A/ARD	10	10	10	10	40	60	100
II	VC18/2C/IVC	10	10	10	10	40	60	100
II	VC18/2C/ADE	10	10	10	10	40	60	100
II	VC18/2A/GRD	10	10	10	10	40	60	100
III	VC18/3C/TEP	10	10	10	10	40	60	100
III	VC18/3C/ADP	10	10	10	10	40	60	100
III	VC18/3A/FIS	10	10	10	10	40	60	100
IV	VC18/4C/MCS	10	10	10	10	40	60	100
IV	VC18/4C/SCW	10	10	10	10	40	60	100
IV	VC18/4A/RAP	10	10	10	10	40	60	100
IV	VC18/4A/D2A	10	10	10	10	40	60	100

V	VC18/5C/MEO	10	10	10	10	40	60	100
V	VC18/5C/MER	10	10	10	10	40	60	100
V	VC18/5C/VTA	10	10	10	10	40	60	100
V	VC18/5C/VIP	10	10	10	10	-	-	100
V	VC18/5C/D3A	10	10	10	10	40	60	100
VI	VC18/6C/PRP	10	10	10	10	40	60	100
VI	VC18/6C/INT	10	10	10	10	-	-	100
VI	VC18/6P/PRT	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

UNDERSTANDING COMMUNICATION

TEACHING HOURS: 75   **CREDITS: 4**

 COURSE CODE: VC18/1C/UNC   **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

Introduction to communication – Types of Communication- Functions of Communication- Principles of Communication – Barriers to Communication – Culture and Communication – Groups and Leaders -Models of Communication- SMCR Model, Lasswell Model, Shannon and Weaver Model, Osgood and Schramm Models   **(20 hours)**

UNIT II

Verbal Communication–The nature of Verbal Communication- Barriers in Verbal Communication – Gender Differences in verbal communication- Codes of speech- Listening Non verbal Communication – Types - Postures and gestures- face and eyes- voice- touch.

(20hours)

UNIT III

Listening-Importance of Listening-Active listening-Overcoming the barriers of listening- Critical listening -Speaking- Interviewing- Speaker – Audience.

(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
4.Gamble Teri Kwal, et al **Communication Works 9th edition ,** 2010, TATA McGraw-Hill

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.

BASIC PHOTOGRAPHY (PRACTICAL)

TEACHING HOURS: 75   **CREDITS: 4**

COURSE CODE: VC18/1C/BAP   **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

Introduction-History of Photography - Black and White Processing & Printing -Types of Cameras - Film - Types and Functions

           (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 – Metering modes   **(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, Histogram

                                           (15hours)

Methodology:

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

B O O K S   R E C O M M E N D E D

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

ART AND DESIGN (PRACTICAL)

TEACHING HOURS: 90   **CREDITS:5**

COURSE CODE: VC18/1A/ARD   **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.

B O O K S   R E C O M M E N D E D

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.typeanddesignemporia.wordpress.com

INTRODUCTION TO VISUAL COMMUNICATION

TEACHING HOURS: 75   **CREDITS: 4**

COURSE CODE: VC18/2C/IVC   **L T P: 3 2 0**

OBJECTIVES

To enable students to

- Understanding fundamental Visual Communication techniques
- Visually Communicate and execute innovative ideas in various medium
- Analyze and Criticize Visual Content.

COURSE OUTLINE:

Unit I

History of Visual Communication-The Visual Process-Sense-Select-Perceive – Light-Nature of Light-Speed of light – Physiology of eye-Retina-Brain-Colour-Form-Depth and Movement.

(10 hours)

Unit II

Theories of Visual Communication-Gestalt- Illusions-definition & basics; Types of Illusion-Visual Illusion, Perspective Illusions, Geometric Illusions, Colour and Irradiation -Illusions; Similarity, Continuation, Closure, Proximity, Figure and Ground-Constructivism-Perceptual Theories of Visual Communication-Semiotics-Cognitive
(**20 hours**)

Unit III

Perception-definition & concept; Types of Perception-Visual Perception & Graphical Perception; Visual Perception-definition & concept-Language-Nature-Power-Gender-Culture.   **(15hours**)

Unit IV

Media-Typography-Graphic Design-Motion Pictures-Photography-Cartoons-Television and   Video-Computers,   **(15hours)**

Unit V

Pictorial Stereotypes in the Media- Female Stereotypes- African American Stereotypes-Gay and Lesbian Stereotypes.   **(15 hours)**

BOOKS RECOMMENDED

1. Denis McQuail (2010) Mass Communication Theory An introduction, Sixth Edition, Sage Publications London

2. B.Adler Ronald, Rodman George ,**Understanding Human Communication**, 2006, Oxford University Press

BOOKS FOR REFERENCE

1.Paul Martin Lester **'Visual Communication, images with message'** 3rd edition , Thomson Wadsworth
2.Bo Bergstrom , **'Essentials of Visual Communication'**
3**.** Rudolf Arnheim, '**Art and Visual Perception: A Psychology of the Creative Eye'**

ONLINE SOURCES

1.https://www.historyofvisualcommunication.com
2. oscar.go.com
3. https://clios.com/awards
4. https://www.awwwards.com/websites/animation

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.

ADVERTISING ESSENTIALS (PRACTICAL)

TEACHING HOURS: 75   **CREDITS: 4**

COURSE CODE: VC18/2C/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 hours)**

UNIT II

Product-definition, classification-Target audience-Marketing – Digital marketing -Branding-Brand positioning- Brand Equity   **(15 hours)**

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 hours)

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 hours)

UNIT V

Research in advertising; Advertising ethics; Advertising & law - Emerging trends/issues & development in advertising –Public Relations-Tools of Public Relations-Public Relation campaign.   **(15hours)**

Methodology

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

B O O K S   R E C O M M E N D E D

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: VC18/2A/GRD   **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 - Smoothening 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.

B O O K S   R E C O M M E N D E D

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. Bargh 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

BASICS OF DRAWING (PRACTICAL)

NME:1

 COURSE CODE: VC18/ 1N/ BAD   **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

PART IV

PRINCIPLES OF DESIGN (PRACTICAL)

NME-2

COURSE CODE: VC18/2N/PRD   **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

TELEVISION PRODUCTION

TEACHING HOURS: 75   **CREDITS: 4**

COURSE CODE: VC18/3C/TEP   **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.

ADVANCED PHOTOGRAPHY (PRACTICAL)

TEACHING HOURS: 75   **CREDITS: 4**

COURSECODE: VC18/3C/ADP   **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 - Light Meters

(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 - Genres of Photography - Professional Photography - Post Production Process – Lightroom – Enhancing and Manipulation **(15 hours)**

UNIT V

Journalism-Types of Journalism-Photo Journalism-Sports-Travel-Events-Current issues.

(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, NewYork, 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

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SEMESTER III

FILM STUDIES (PRACTICAL)

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TEACHING HOURS: 90   **CREDITS: 5**

COURSE CODE: VC18/3A/FIS   **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

Film Language - Mise en Scene – Cinematography, Editing – Principles of Continuity Editing – Discontinuity 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 of films - CBFC

(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/

MEDIA, CULTURE AND SOCIETY

TEACHING HOURS: 75   **CREDITS: 4**

COURSECODE: VC18/4C/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 - 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

(15 hours)

UNIT V
Understanding Media - Culture and Technology - Gender and Media-Feminism-Stereotypes – Facing the Future.

(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.
4.Gail Dines et al **'Gender,Race and Class in Media'** 2nd Edition Dinez Humez.

REFERENCE BOOKS

1. Chris Newhold and Oliver Boyd, *The Media Book*, Arnold, London, 2002.
2. Ciaran McCullagh, *Media Power*, Palgrave, London, 2002.
3. Denis McQuail (2010) Mass Communication Theory An introduction, Sixth Edition, Sage Publications London.

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.

SCRIPT WRITING (PRACTICAL)

TEACHING HOURS: 75   **CREDITS: 4**

COURSE CODE: VC18/4C/SCW   **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, Treatment

(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 – Subject – Title – Opening – Contrast – Coincidence

(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

Script Formats – Single column, Double column, Rundown, Speculative Script – Storyboards - Writing versus Directing

(15 hours)

UNIT V

Writing Scripts for various genres - 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, *Thiraikathai Yezhudhuvadhu Yeppadi ?***,** Uyirmmai Pathippagam, Chennai, 2002
.   2. Miller,William , *Screen Writing for narrative film and television*, London,Columbus Books, 1998
3. Wright, Kate, ,*Screenwriting is Storytelling*, NewYork,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#

RADIO PRODUCTION
(Option 1)

TEACHING HOURS: 90   **CREDITS: 5**

COURSE CODE: VC18/4A/RAP   **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

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Each answer should not exceed 300 words
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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.

DIGITAL 2 D ANIMATION (PRACTICAL)

(Option 2)

TEACHING HOURS: 90   **CREDITS 5**

COURSE CODE: VC18/4A/D2A   **LTP: 2 2 3**

OBJECTIVES

To enable students to

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

COURSE OUTLINE

UNIT I

History of Animation - Principle of Animation – Basic Drawing – Life Drawing - Importance of Story Boarding – Background Design – Character Design – Perspective – Traditional and Computer generated Animations.

(20 hours)

UNIT II

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

(15 hours)

UNIT V

Character walk cycle - Back ground tracing – E greetings - PSA – E- greetings – Background and Foreground - pop ups - character animation – Ad Banner – Product, Idea, Service.

(20 hours)

RECOMMENDED BOOKS

1. Curits Nathan, <u>Modular web design,</u> Pearson Education, New Delhi, 2011.

2. Willard, <u>Web Design, A beginner's guide</u>, 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

MEDIA ORGANISATION

COURSE CODE: VC18/5C/MEO   **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 – Entrepreneurship and Management skills - 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

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Answer ALL questions(10x2=20 marks)
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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: VC18/5C/MER   **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. Andresse 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

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

VISUAL TEXT ANALYSIS

TEACHING HOURS: 90   **CREDITS: 4**

COURSE CODE: VC18/5C/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 - Phallocentrism - 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

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Each answer should not exceed 1200 words

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

VIDEO PRODUCTION (PRACTICAL)

TEACHING HOURS: 90   **CREDITS: 4**

COURSE CODE: VC18/5C/VIP   **L T P: 1 0 5**

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

Month I

Pre –Production – Idea – Premise – Scripting – Scene Treatment – Shooting Script

Month II

Production – Location – Lighting – Cinematography – Log sheet

Month III

Post – Production – Rough cut – EDL – Final Output – Video Formats

Month IV

Titling and Graphics

DIGITAL 3D ANIMATION (PRACTICAL)

TEACHING HOURS: 90   **CREDITS: 4**

COURSE CODE: VC18/5C/D3A   **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- Walk through of building in exterior and interior - Creating blankets with bed and cloth using special modifiers – text animation – Creating AVI movie

(20 hours)

UNIT V

Adobe After Effect- Puppet Tools- Working in 3D- Animating layers- Working with text, shape layers, and basic animation.

(10 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, *Archtectural; 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

PROFESSIONAL PRACTICE (PRACTICAL)

TEACHING HOURS: 75   **CREDITS: 4**

COURSECODE: VC18/6C/PRP   **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 - Focus in a Concentration Area - Conceptual Development - 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.collegemediamatters.com/2011/01/26/student-journalist-portfolios-how-to-build-sell-your-brand/

INTERNSHIP (PRACTICAL)

COURSE CODE: VC18/6C/INT

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.

PROJECT

COURSE CODE: VC18/6P/PRT   **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.