GURU NANAK COLLEGE (AUTONOMOUS)

(Affiliated to University of Madras and Re-Accredited at 'A' Grade by NAAC)

Velachery Main Road, Velachery, Chennai – 600042.

B.Sc. Visual Communication

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

Syllabus

(For the candidates admitted in the Academic year 2016-17 and thereafter)

VISION

- The vision and mission of the department is to provide state of art facilities in all the four core areas of specialization.
- To develop effective Communication Skill
- To create a better understanding of communication elements and process.
- To give mature guidance regarding media culture and society and other responsibilities
- The department aims at producing culture-conscious, development-oriented, socially responsible and committed media professionals
- To enhance the wholesome personality development of the students during the degree course
- Learn the different languages of visual communication
- To train students in both verbal and nonverbal means of communication.

MISSION

- We aim to build students lay their strong foundation on Art, Media and Design for the benefit of themselves and society.
- To create competent and caring industry professionals who are innovative and resourceful.
- Empowering students with all the knowledge and guidance that they need to become worthy media professionals.
- Enhancing innovative thinking in the field of excellence.
- Providing value-based development of students ultimately enhancing their employability.

PROGRAMME OUTCOME

PO 1 : Understanding the basic concepts of communication, media and culture, media ethics and law

PO 2 : Analyze the relevant topics In advertising and its strategies

PO 3 : Maximize the skills in the use of basic tools, such as mastery of material, equipment, handling cameras, film, lighting, digital technology process in black & white and in color print and work with non-silver materials

PO 4 : The ability to combine the use of drawing, two-dimensional design, and color, beginning with basic studies and continuing the development of advanced capabilities

PO 5 : Equipped to build the digital technology process by adapting, modeling and animations

PROGRAMME SPECIFIC OUTCOME

PSO 1 : Develop a thorough knowledge of media creatively, extensively, interpret and career focused. Well-equipped in all the practical with latest and current industry based technologies. Faculties have vast experience in industrial area, give the impact of this course outcome to the students. The department has high-end well developed infrastructure.

PSO 2 : The highlight of the department is that it focuses on the student's placement during their course of studies, which gains experience and exposed to each desired field. On the whole, communicate effectively by oral, written, graphical and technological means and also have competency in English.

B.SC., VISUAL COMMUNICATION
COURSE STRUCTURE 2016-2019 BATCH

Sem	Part	Course Component	Subject code	Subject Name	Credit	Hours	CIA	ESE	Total
Semester - I	I	Language I	16UFRE141/ 16USAN141/ 16UTAM141/ 16UHIN141	Tamil - I / Hindi - I/ Sanskrit - I/ French - I	3	6	50	50	100
	II	English I	16UENGF41	English- I	3	4	50	50	100
	III	Core I	16UVISC01	Introduction to Visual Communication	4	6	50	50	100
	III	Core II	16UVISC02P	Drawing -I- Practical	4	4	50	50	100
	III	Allied I	16UVISC03	Photography	4	6	50	50	100
	IV	NME/ Basic Tamil/Hindi	16UDAT401 / 16UBAH401 / 16UBAT401 / 16UNME401N	Advanced Tamil-I/Basic Hindi/ Basic Tamil-I / Visual Literacy	2	2	50	50	100
	IV	Soft Skills - I	16UGSLS01	Listening and Speaking skills	3	2	50	50	100
TOTAL CREDITS = 23,TOTAL HOURS=30									
Semester - II	I	Language	16UFRE142 / 16USAN142 / 16UTAM142 / 16UHIN142	Tamil - II / Hindi - II/ Sanskrit - II/ French - II	3	6	50	50	100
	II	English	16UENGF42	English- II	3	4	50	50	100
	III	Core III	16UVISC03	Advertising	4	5	50	50	100
	III	Core IV	16UVISC04P	Photography-P	4	5	50	50	100
	III	Allied II	16UVISA02P	Graphic designing-P	4	6	50	50	100
	IV	NME/ Basic /Advance Tamil	16UADT402/ 16UBAH402 / 16UNME02M	Advanced Tamil – II /Basic Hindi -II / Media organisation	2	2	50	50	100
	IV	Soft Skills - II	16UGSLS02	Reading and writing skills	3	2	50	50	100
TOTAL CREDITS = 23,TOTAL HOURS=30									

B.SC .,VISUAL COMMUNICATION
COURSE STRUCTURE-2016-2019 BATCH

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Semester - III	I	Language	16UFRE143 / 16USAN143 / 16UTAM143 / 16UHIN143	Tamil - III / Hindi - III/ Sanskrit - III/ French - III	3	6	50	50	100
	II	English	16UENGF43	English- III	3	4	50	50	100
	III	Core V	16UVISC305	Film studies	6	5	50	50	100
	III	Core VI	16UVISC06	Media ethics	6	5	50	50	100
	III	Core VII	16UVISC07P	Script Writing-Practical	4	4	50	50	100
	III	Allied III	16UVISA03P	Computer Graphics	4	4	50	50	100
	IV	Soft Skills - III	16UGSLS03	Personality Enrichment	3	2	-	100	100
TOTAL CREDIT = 29,TOTAL HOURS=30									
Semester - IV	I	Language	16UFRE144 / 16USAN144 / 16UTAM144 / 16UHIN144	Tamil - IV / Hindi - IV/ Sanskrit - IV/ French - IV	3	6	50	50	100
	II	English	16UENGF44	English- IV	3	4	50	50	100
	III	Core VIII	16UVISC08	Television production	4	5	50	50	100
	III	Corei IX	16UVISC09P	Television production-P	4	5	50	50	100
	III	Allied IV	16UVISA04P	E-Publishing	5	5	50	50	100
	IV	Soft Skills - IV	16UGSLS04	Computing Skills	3	3	-	100	100
	IV	EVS	16UEVS401	Environmental Studies	2	2	-	100	100
TOTAL CREDITS = 24,TOTAL HOURS=30									

B.SC .,VISUAL COMMUNICATION
COURSE STRUCTURE-2016-2019BATCH

Sem	Part	Course Component	Subject code	Subject Name	Credit	Hours	CIA	ESE	Total
Semester - V	II	Core X	16UVISC10	Mass communication theories	6	6	50	50	100
	II	Core XI	16UVISC11P	Media research	4	9	50	50	100
	II	Core XII	16UVISC12P	Web designing	4	6	50	50	100
	II	Elective – I	16UVISE01P	Film Appreciation	4	8	50	50	100
	IV	Value Education	16UVED401	Value Education	2	1	-	100	100
				**TOTAL CREDITS = 20,TOTAL HOURS=30**					
Semester - VI	III	Core XIII	16UVISC13	Visual text analysis	4	6	50	50	100
	III	Core XIV	19UVISC14P	Advertising Practices	2	6	50	50	100
		Core XV	16UVISC15P	Multimedia-P	4	6	50	50	100
	III	Core XVI	19UVISC16P	Internship	2	6	50	50	100
	III	Elective - III	19UVISE02	Project -Practical	10	6	50	50	100
	V	Extension Activity		Extension Activity	1	-	-	-	-
				TOTAL CREDITS = 23,TOTAL HOURS=30					
				OVERALL CREDITS TOTAL = 142 / HOURS = 180					

PAPER I - INTRODUCTION TO VISUAL COMMUNICATION

SUBJECT CODE : 16UVISC01	THEORY	MARKS 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

To understand the basic concepts in human communication with special reference to visual communication.

UNIT I   18hrs

Need for and the Importance of Human and Visual Communication. Communication a expression, skill and process, Understanding Communication: SMRC-Model

UNIT II   18hrs

Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc. Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation

UNIT III   18hrs

Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Easements/Elements of Design: Line, Shape, Space, Colour, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)

UNIT IV   18hrs

Principles of Visual and other Sensory Perceptions. Colour psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc. Various stages of design process- problem identification, search for solution refinement, analysis, decision making, implementation.

UNIT V   18hrs

Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

REFERENCE BOOKS:

1. Vandermark and Leth, Interpersonal Communication, Cummings Publishing co., California, 1977
2. Kincaid, Lawrence and Wilbur Schramm, Fundamentals of Human Communication, East West Communication Institute, Honalulu, 1974.
3. Harry.C, On Human Communication, John Wiley & Sons, New York, 1957.

WEBSITES:

1. http://www.slideshare.net/arzoosahni/visual-communication-10203255
2. en.wikipedia.org/wiki/Visual communication

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer All Questions (Each In 50 Words)	1-10	2	20
Section B	Short Answer Answer Any 5 Out of 8 Questions (Each In 300 Words)	11-18	8	40
Section C	Essay Answer Any 2 Out Of 5 Questions (Each In 1200 Words)	19-23	20	40

DISTRIBUTION OF QUESTIONS

Sections	Units	No. Of Questions	
		Theory	**Problems**
Section A	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
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	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

SUBJECT CODE :16UVISC02P	PRACTICAL	MARKS 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:
To provide general orientation on visual literacy.

Record I should contain handwork done by students on basic elements of design. There should be minimum of THREE exercises for each topic outlined below for Record I.

Record
* Lines of different thickness
* Curves of different thickness
* Shapes of different forms
* Patterns-of different kinds
* Distortion-of different kinds
* Lettering(fonts) Alphabets
* Fonts Numbers

PAPER II - BASIC PHOTOGRAPHY

SUBJECT CODE :16UVISC02P	THEORY	MARKS 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

Photography Papers that impart professional training in the creation of still imagery. Some of the areas of specialization are; Ad photography, product photography, event photography, fashion photography, Wildlife etc. Students of photography are in huge demand in the media industry.

UNIT I   **18hrs**

Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera. Types of Lenses. Visual Perception.
Experiencing equipment - different types of cameras, lenses, filters, bellows, converters etc.,

UNIT II   **18hrs**

Understanding lighting-indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

UNIT III   **18hrs**

Types of Film-Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and Colour photography-negatives, colour materials, processing and printing.

UNIT IV   **18hrs**

Basic Requirements, Equipment's. Developing Process. Control Factors- Fixing, Washing,
Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques-motion pictures etc., manipulation of image, framing & trimming.

UNIT V   **18hrs**

Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, writing captions, Visual story telling. Photography for Advertising-Consumer and industrial. Planning a shoot-studio, location, set props and casting.

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	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

PAPER TITLE: VISUAL LITERACY

SUBJECT CODE :16UNME01M	THEORY	MARKS 100
SEMESTER: I	CREDITS: 2	TOTAL HOURS: 90

COURSE OBJECTIVES

To Provide General Orientation on Visual Literacy

UNIT I   **18hrs**
Reading Visual Elements – Dot, Lines, Shapes, Forms, Contour, Texture, Scale,
Perspective Etc.

UNIT II   **18hrs**
Picture Reading – Figurative Level – Relationship of Elements, Perception, Constancies
and Perceptual Grouping; Symbolic Level –
Verbalization and Creativity. Visual Building Vocabulary
Exaggeration, Distortion, Stylization and Abstraction.

UNIT III   **18hrs**
Rendering Objects – Still Life, Sketching, Free – Hand Drawing; Color, Form and
Pictorial Space, Emphasis on Surface Characteristics, Exploration of Media, Material and
Scale.

UNIT IV   **18hrs**
Vocabulary of Color – Optical, Pigment, Chromatic, Achromatic, Tone, Shade, Tint,
Value, Saturation Aspects of Color, Meaning of Color, Functions of Color –
Attraction, Association, Retention and Atmosphere, Psychological Impact of Color.

UNIT V   **18hrs**
Effective Understanding of Tools and Different Media of Drawing –Pencil, Crayon, Charcoal,
Pastels, Pen and Ink, Markers, Water Color, Gouache, Acrylic, Oil Color,
Collage and Mixed Medium and Techniques.

Prescribed Books:

H. Kumar Vyas, Design and Environment, National Institute of Design, Ahmadabad.
Robert W. Gill, Rendering with Pen and Ink, Thames and Hudson, 1981
Stan Smith, Anatomy, Perspective and Composition, Macdonals, 1984

Websites:
www.Visual-Literacy.Org
www.Vislit.Org/Visual-Literacy

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	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

I YEAR - SEMESTER II
PAPER V - ADVERTISING

SUBJECT CODE :16UVISC03	THEORY	MARKS 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:
To understand the art of making advertisements and also to understand audience.

UNIT I   **18hrs**
Definition, Nature & Scope of advertising, Roles of Advertising; Societal, Communication, Marketing & Economic. Functions of advertising.

UNIT II   **18hrs**
Based on target audience, geographic area, Media & Purpose. Corporate and Promotional Advertising. Web Advertising.

UNIT III   **18hrs**
Environment, Components -Advertiser, Advertising agency & Media. Consumer behaviour. Latest trends in advertising - (India and abroad). Ad Agency - Structure of small, medium & big agencies, functions. Types of agencies - in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.

UNIT IV   **18hrs**
Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.

UNIT V   **18hrs**
Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & Layout, copy writing - Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting. Story board. Advertising campaign-from conception to execution.

REFERENCES
Sandage, Fryburger and Rotzoll (l996) Advertising Theory and Practice. AAITBS Publishers
Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
Advertising Handbook: A Reference Annuakon Press TV , Radio and Outdoor Advertising.
Different Years ATLANTIS Publications
Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill Jewler, E
(1998): Creative Strategy in Advertising. Thomson Learning

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Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

PRACTICAL – PHOTOGRAPHY

SUBJECT CODE :16UVISC04P	PRACTICAL	MARKS 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

To understand the nuances of photography and lighting techniques.

Photography record should contain at least 15 black and white and 15 colour photographs.
Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test students' knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (minimum)

Exercises
1.   Landscape (scenic, people, birds/animals, monuments)
2.   Portraits
3.   Photo feature, photo language
4.   Environmental exposure
5.   Silhouette
6.   Freezing movement
7.   Panorama
8.   Montage
9.   Indoor photography
10.   Industrial photography
11.   Special effects

PRACTICAL III - GRAPHIC DESIGN II

SUBJECT CODE :16UVISA02P	PRACTICAL	MARKS 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

To understand the concept of visualization and the idea of graphic design form.

Practical - III
Graphic Design II Practical Max. Mark 100 (Practical 75: Record 25)
Record should contain at least THREE exercises each with written briefs, scribbles and final artwork). Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering etc.) created by the students themselves (cutting and pasting from magazine or any other secondary sources will not be allowed).

Record
*   Logo design
*   Letterhead
*   Visiting Cards
*   Brochures
*   Print Advertisements-Black & White, Colour

PAPER IX - MEDIA ORGANIZATION

SUBJECT CODE :16UNME02M	THEORY	MARKS 100
SEMESTER: II	CREDITS: 2	TOTAL HOURS: 90

COURSE OBJECTIVES:

To understand how to manage media and its related responsibilities.

UNIT I   **18hrs**
Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company.

UNIT II   **18hrs**
Behaviour in media Organization and Organizational Behaviour. Nature and Structure of different Media Organizations-AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behaviour, Innovation and Creativity, Culture of organization

UNIT III   **18hrs**
Economics of Media-Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Industry today.

UNIT IV   **18hrs**
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.

UNIT V   **18hrs**
Programming Strategies, Audience Rating-Analysing Programming and Audience Trends Marketing Programs arid selling space and time. Different kinds of contracts and legal arrangements, Project Management.

REFERENCES
Block et al. Managing in the Media. Focal Press, 2001

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	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

PAPER TITLE: MEDIA ETHICS

SUBJECT CODE :16UVIS06	THEORY	MARKS 100
SEMESTER: III	CREDITS: 6	TOTAL HOURS: 90

COURSE OBJECTIVES:

To understand the different medium laws and determine the policies involved in the various departments. To know the values of certain acts and control over media

UNIT I   18hrs

Media – Derived press freedom, Restrictions, limitations; State laws on media control, Contempt of court; defamation- Libel and Slander, Pre independence and post-independence laws (copyright act, press act, RTI, Official secrets act, PrasarBharathi Act, Cable TV ac, Cinematography act, IPC)

UNIT II   18hr

Media determinants, Owners and Controlling companies; State and the law; Advertisers; economic determinants; History of control over media with special reference to Emergency

UNIT III   18hrs

Media Duties, Self-Control and regulations, Official bodies such as Press Council, TRAI, BRAI, IBF, CBFC, their constitution and power.

UNIT IV   18hrs

Values and ethics of media personnel (journalists, advertisers, media organizations), Ethical dilemmas, right to privacy, String Journalism, Yellow Journalism, Misinformation, Disinformation, paid news, vested interests

UNIT V   18hrs

Power of Media in Development; Development and participatory communication; History of Development Communication, investigative journalism and infringement of personal liberty

PRESCRIBED BOOKS:

1. Rao, M. C. (1974). The Press, National Book Trust.
2. Srivastava, K.M. (2005). Media Ethics- Veda to Gandhi and Beyond, Ministry of
3. Information and Broadcasting, Government of India.

REFERENCE BOOKS:

1. Sharma, P.K. (1999). Journalism Ethics, Random Publications.Basu, D.D. (2005). Press Laws, Prentice Hall.
2. Iyer ,V. (2000), Mass Media Laws and Regulations in India, AMI

WEBSITES:

1. www.slideshare.net/SabinaV/introduction-to-media-ethics
2. www.mediaethicsmagazine.com/
3. ethics.journalism.wisc.edu/resources/digital-media-ethics/

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		Theory	**Problems**
Section A	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	2	
	Unit – 5	1	
Section C	Unit – 1	1	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

PAPER TITLE: FLIM STUDIES

SUBJECT CODE :16UVIS05	THEORY	MARKS 100
SEMESTER: III	CREDITS: 6	TOTAL HOURS: 90

COURSE OBJECTIVES:
The course offers a foundation for understanding cinema and it's a relation to culture, technology and aesthetics

UNIT I   **18hrs**
History of Indian Film Industry; Film in the era of freedom movement, Major landmarks inHindi Tamil and other Regional cinema, Indian cinema now

UNIT II   **18hrs**
History of International film- Early Cinema (1893-1903). Silent Era and birth of talkies andColor films- Development of classical Hollywood Cinema, German expressionism, French impressionist cinema, French new wave, Soviet montage, Italian Neorealism

UNIT III   **18hrs**
Film forms (types), Three stages of production-preproduction, production and post production; script basics- story, development, script; storyboard and screenplay; Synopsis and knot; theme, pace and tone; Narrative structure- beginning, middle and end; Conflict, resolution and climax, narrate approaches

UNIT IV   **18hrs**
Mis-en-scene and framing, Importance of miseen scene, Montage; Film as a language; film theories; French impressionism, Soviet formalism (soviet montage); montage and film semiotics, Japanese film, Feministic approach to film, film noir, Neo Realism; Film through the angles of press theories- Authoritarian; social responsibility; Marxian and soviet media theory. Voyeurism, Diegetic, Audience as meaning makers; Lighting and miseen scene in meaning making process

UNIT V   **18hrs**
Auteurs and their styles (International; Sergei Eisentein, Orson welles, Charles Chaplin, William Wyler, Kurasowa, Coppola, Majidi among others) Indian Auteurs (Sathyajit ray, Ritwikghatak, AdoorGopalakrishnan, John Abraham, BaluMahendra, Mahendran, K Balachander, RituparnoGhosh, Shyambenagal, MrinalSen among others) , Film Criticism, Responsibilities of a film critic, editing and post production; Analysis of film and film research; Censorship; Film organizations and bodies

Projects: New auteurs, film analysis, film club activities

PRESCRIBED BOOKS:

1. Thoraval, Yves (2000) The Cinema of India(1896-2000)
2. Roberge, Gaston: The Subject of Cinema
3. Roberge, Gaston (1977): Films for an ecology of Mind

REFERENCE BOOKS:

1. Halliwell;: The Filmgoers Companion 6th Edition
2. Arora: Encyclopedia of Indian Cinema
3. Baskar, Theodor: Eye of the Serpent

WEBSITES:

1. www.filmclass.net/ElementsFilm.htm
2. www.raindance.org/9-elements-of-great-films/
3. www.elementsofcinema.com/cinematography/composition.html

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PAPER TITLE: SCRIPT WRITING

SUBJECT CODE :16UVISC07P	PRACTICAL	MARKS 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90

OBJECTIVES:
To understand the importance of good script and also to develop good script writing skills.

STORYTELLING:
Life as a source -memory, imagination, experience - yours & others. The nature and role of intuition. Universalizing the personal experience - Importance of research. Adaptation from literary works. The differencebetween actually being inspired and stealing ideas.

AUDIOVISUAL WRITING:
What are the elements of visual storytelling? The discipline of writing
a screenplay. The outer manifestation of inner feelings -
The format for writing the Synopsis, Step-outline, Screenplay and Script for a film.

THE ELEMENTS OF SCRIPTWRITING:
Action, Character, Setting, Theme, Structure.
Practicals: One-page character sketches of a fictional character & a real person the student knows personally. Characterisation -
How to establish characters onscreen. The Protagonist and the Antagonist.

Dramatic Need of the protagonist & its relation to the plot. The way the character grows and changes during the film. Establishing characters on screen. Show, do not tell.

Assignment: A character sketch of one of the major characters of a film & an analysis of how the character has been established in the film.

The 3-act structure. Set-Up, Confrontation, Climax, Resolution - Plot, Sub-
plot, weaving them together. The structure of commercial films.

The students would write concepts for short films and bring them to class. Selecting one of these concepts, the students would write a brief step outline for a short film in class. Followed by any type of conflict (Static Conflict, Rising Conflict, and Foreshadowing Conflict. How mystery, surprise and suspense are   used). Finally,   the approved full script for the short filmhas to be submitted in the prescribed format which will be directed by the student in the final year as project.

PRACTICAL V - COMPUTER GRAPHICS I

SUBJECT CODE :16UVISA03P	PRACTICAL	MARKS 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES

DTP for Publication Design: PageMaker (latest version)
Editing and manipulation of image/pictures using Photoshop (latest Versions)

Exercises
1. Design a 'logo' for an
a. Advertising agency
b. Commercial organization
c. Non-profit organization
d. Government agency
e. Service industry
f. Design a 'visiting card' & 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise.
g. Design a 'newsletter' for any one of the above-mentioned agencies.
h. Design the 'front cover' of an in-house journal published by any one of the above mentioned agencies

PAPER TITLE: E- PUBLISHING

SUBJECT CODE :16UVISA04P	PRACTICAL	MARKS 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

To impart knowledge on page making and desiging enabling students to do e-publishing.

Exercises:
1. Front Page Designing
2. Image Designing
3. Content Development
4. Page Designing
5. Page Development
6. Page Alignment
7. E-Book Final out
8. Domain
9. Hosting
10. Uploading
11. Hosting Maintenance

Evaluation of the project will be based on the submission of e-book of the student.

PAPER VI - TELEVISION PRODUCTION

SUBJECT CODE :16UVIS08	THEORY	MARKS 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

To enhance the creativity of students in producing television programmers.

UNIT I   22hrs
Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

UNIT II   22hrs
Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set &design, Research. Locations: In-door, set, on-sights sets, - Outdoor on-sight sets, blue matte. Etc.,

UNIT III   23hrs
Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.,), usage of various types of camera lenses (Normal, Tele, Zoom etc.,), usages of various filters (day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.,) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.,)
Video recording format - Audio on line or off line. Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omnidirectional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.,).

UNIT IV   23hrs
Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing - linear, non-linear, types of editing modes. (assemble mode, insert mode, on line mode) computer editing - time cede roll editing, etc., Television graphics & titling and specials effects, Audio - Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programmes.

REFERENCES
Millerson, G. H (1993) Effective W. Production. Focal Press
Holland, P (1998). The Television Handbook. Routledge

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PRACTICAL VIII - TV PRODUCTION I

SUBJECT CODE :16UVIS09P	PRACTICAL	MARKS 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

To develop overall creative skills in the production of television programmes

Exercises
1. Students should write original scripts for different formats like-documentary and TV commercial (five exercises)-these should be submitted as separate Record
2. Shoot a Short story or Documentary-duration not to exceed 5 Minutes, and
3. Shoot a Commercial - 15 or 20 second spots
4. Each student should do individual projects containing the record and the program Final practical examination will test students on their ability to prepare a complete script and story board on any of the above-mentioned format.

CORE XI
PAPER TITLE: WEB DESIGINING

SUBJECT CODE :16UVISC12P	PRACTICAL	MARKS 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:
To learn the principles of web design and understand the process of designing in graphicform.

Exercises:
1. Filezilla
2. HTML
3. Bitmap Image Designing
4. Animated Web Banner Development
5. Animated Website Development
6. particle Website Development
7. Website Alignment
8. URL Link
9. Details About Domain
10. Details About Hosting
11. Details About Uploading
12. Details About Hosting Maintenance

ELECTIVE II

PAPER TITLE: FILM APPRECIATION

SUBJECT CODE :16UVISE01P	PRACTICAL	MARKS 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:
To understand, assimilate and appreciate the nuances of film and the world of cinema.

Exercises:

1. To watch the international movies
2. To appreciate and criticize films
3. Understand the film making techniques
4. To know the film language
5. To analyze the world famous film directors style

PAPER TITLE: MASS COMMUNICATION THEORIES

SUBJECT CODE :16UVISC10	THEORY	MARKS 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

UNIT I: **18hrs**

Conceptualizing Communication - Dimensions of Communication - Intrapersonal, Interpersonal, Group Communication and Mass Communication - Importance of Verbal and Non-verbal Communication and Role of Kinesics

UNIT II: **18hrs**

Functions and Elements of Mass Communication - Models of Communication: Classical, Intermediary, Interactive, Transactional Models - Aristotle's definition of Rhetoric, Berlo's SMCR Model, Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model - Newcomb's Model of Communication, George Gerbner's Model - Schramm's Interactive Model, and Ecological Model

UNIT III   **18hrs**

Theories and Ideologies of Mass Communication - Media Effects: Hypodermic Needle, Two-Step/Multi-Step Flow Theory - Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Cultivation Theory, Uses and Gratification Theory, Spiral of Silence • Social Learning Theories and Social Change, Developmental & Democratic - participation theory

UNIT IV   **18hrs**

Role of Ideologies in Understanding the Mass Media - Prominent Ideologies in Media studies – Hegemony - Critical Theory - Political Economy – Multiculturalism - Functionalism and Structuralism - Frankfurt School (Adorno, Horkhiemer&Habermas), Print Capitalism (Banedict Anderson) Medium is Message (MacLuhan), Agenda Setting (McComb and Shaw) and Manufacturing Consent (Chomasky)

UNIT V   **18hrs**

Normative Theories of Media - Public opinion and democracy: James Bryce and Walter Lippmann - New Media Theories: From Medium Theory to the Second Media - Age: Postmodern society and network society, Networked Societies and Digital -Convergence.

PRESCRIBED BOOKS:

1. Wood, Julia T: Communication Mosaics: An Introduction to the Field of Communication, 2001. Wadsworth
2. Larson, Charles U; Persuasion-Reception and Responsibility. Wadsworth, 2001.

Wood, Julia T: Communication Mosaics: An Introduction to the Field of Communication,2001. Wadsworth

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PRACTICAL X - PROJECT I

SUBJECT CODE :16UVISE02	THEORY	MARKS 100
SEMESTER: VI	CREDITS: 10	TOTAL HOURS: 90

COURSE OBJECTIVES:

To make the students have a portfolio of their work so that it is helpful for them to meet thedemands of the industry.

Criteria for selecting the topic will be based on area of specialization already chosen by the student. Emphasis will be given to producing work that can, be made use in the industry. Projects can be taken up in any one of the following areas.

1 Advertising Photography
2.3D Animation
3.Web Page Design

Students will start working on their projects-details of the record and project will be provided later.

PAPER TITLE: INTERNSHIP

SUBJECT CODE :16UVISC16	THEORY	MARKS 100
SEMESTER: VI	CREDITS: 2	TOTAL HOURS: 90

COURSE OBJECTIVES

To Help Student Get Exposed to Actual Situations and Functioning of the Media Industry and Experience Reality.

Project

Methodology: The Student Will Be Attached to The Media Industry for A Period of Three Months On an Internship Basis. The Intern Will Be Exposed to A Particular Area of Sp ecialization. The Department in Coordination with The Industry Will Closely Monitor the Progress of the Intern. A Report and A Viva-
Voce Will Complete the Process of Evaluation

PAPER TITLE: ADVERTISING PRACTICES

SUBJECT CODE :16UVISC14P	PRACTICAL	MARKS 100
SEMESTER: VI	CREDITS: 2	TOTAL HOURS: 90

COURSE OBJECTIVE

   To Understand the Art of Making Photographs for The Purpose of Print Advertisement Using the Technic or Topic Listed as Reference for The Image to Be Produced. Student Learn to Create a Professional Photograph for Advertisement On Basis of Lighting and Concepts Behind Marketing Need On Advertising.

Exercise

 The Evaluation Is Based On Submissions of Print Advertisement Developed by The Students Following Classroom Inputs, Using Commercial Photographic Strategies Practiced
.

Photography Topics

Visual of the Product Alone. (Photograph Against Plain Backdrop)
Visual of The Product in A Setting Where It Is Used.
 Visual in Use.
Visual of a Benefit from Using the Product.
Visual Showing the Loss or Disadvantage Resulting from Not Using the Advertised Product
Dramatization of the Headline.
Dramatization of the Evidence.
Dramatizing a detail (In The Product)
 Comparison between Two Brands.
Contrast between Before and After Using the Product.
Visuals Using Trade Characters. Symbolism.
Abstract Illustration. (Logo)
Continuity Strip
Mood Setting Visual.
Visual of the Product in the Package.
Visual of the Product Ingredients or Raw Materials.
Special Effects. (Freezing Movements)
Montage.
Visual with Model.

PRACTICAL IX - MULTI MEDIA

SUBJECT CODE :16UVISC15P	PRACTICAL	MARKS 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTIVES:

To get equipped with multimedia skills and apply that in to other forms of media.
Multimedia: Authoring Tools: Macro-Media Director, 3D Studio Max. Students should be given orientation of multimedia usability issues and interface design basics

Exercises
1.   Creation of text in 2D format and a 3-D object with animation.
2.   Creation of an image using any special effect with movement. (Image before and after the effect)
3.   Animation for an advertisement or concept for 30 seconds. At least FIVE concepts should be included in the record
Note: Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates.

REFERENCES
Hillman, D (1998). Multimedia Learning and Applications
Arora, Deva and Yashwant Multimedia 98: Shaping the future. Tata McGraw- Hill
Vaughan (1999) Multimedia: Making it work
Peck D (1998). Multi-media: A hands on introduction. Thomson Learning

PAPER TITLE: VISUAL TEXT ANALYSIS (THEORY)

SUBJECT CODE :16UVIS13	THEORY	MARKS 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90

COURSE OBJECTS
Understanding the Meaning of Visual Text
AnalysisLearning Strategies for Visual Text analysis
Learning Impact of Visual Text Analysis on Media's Construction of Society

COURSE OUTCOME
Understand the signs and its meaning making process
Ability to know the types of signs and quotes
Understand about the psycho analtic criticism
Learn about the Marxian analysis of visuals
Identify various medium of communication

UNIT I   **15 Hours**
Understanding the Meaning of Visual Text Analysis– Definition and Meaning - Types of Visual
Text- Production of Visual Text for Different Media- Interpretation of Visual Texts –
The Purpose Visual Text-

UNIT II   **15 Hours**
Elements & Principles of Visual Text: The Psychology of the Eye, Perception of
Depth, Distance and Movement
Elements of Visual Text; Sensual, Perceptional, Technological and Compositional Features -
Application of Visual Text Analysis Tools to Different Mediums; Drawing Photography,
Moving Images Web Images

UNIT III   **15 Hours**
Strategies for Visual Text Analysis: Symbolism, Salience, Foreground /Background,
Vectors, Gaze; Panels /Frames and Gutters -
Main Idea, Inferences and Drawing Conclusions of Visual Text -
Semiotic Analysis of Visual Text

UNIT IV   **15 Hours**
Visual Text Analysis Theories: Visual Message and Meanings; the Sender and Receiver
as Psychological Meaning Makers – Different Procedures for Analyzing a Visual Messages

UNIT V   **15 Hours**
Visual Text Analysis On Media's Construction of Society: Narrative and Representation of Class,
Gender, Race, Age, Minorities, Children Etc.- Media Myths; Rhetoric of The
Image, Stereotyping of Visual Text, Masculinity, Feminism

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