

PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636 011



DEGREE OF
BACHELOR OF SCIENCE IN VISUAL COMMUNICATION
(CHOICE BASED CREDIT SYSTEM)

SYLLABUS FOR B.Sc. Visual Communication

FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2015 – 2016 ONWARDS

PERIYAR UNIVERSITY

REGULATIONS FOR B.Sc., (VISUAL COMMUNICATION)

DEGREE COURSE with Semester System

(Effective from the academic year 2015-2016)

REGULATIONS

1. ELIGIBILITY FOR ADMISSION

A pass in Higher Secondary Examination or an Examination accepted as equivalent thereto by the syndicate (**10+2 or 10+3 year Diploma**), subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Bachelor of Science in Visual Communication degree examination** of this university after a course of study of three academic years.

2. DURATION OF THE COURSE

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

3. COURSE OF STUDY

The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time. The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject. Part -I, Part-II, Part – III and Part – IV subjects are as prescribed in the scheme of examination.

4. EXAMINATIONS

The theory examination shall be three hours duration to each paper at the end of each semester. The candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examination. The practical examinations for UG course should be conducted at the end of the even semester.

4. (a) Submission of record note books for practical examinations

Candidates appearing for practical examinations should submit bonafide Record Note Books prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the concerned Head of the department from the institution of the candidate certified that the candidate has performed the experiments prescribed for the course. For such candidates who do not submit Record Books, zero (0) marks will be awarded for record note books.

5. Revision of Regulations and Curriculum

The University may revise /amend/ change the Regulations and Scheme of Examinations, if found necessary.

6. (a). Passing Minimum – Theory

The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks out of 100 (**CIA – 10 marks out of 25 and EA – 30 marks out of 75**) in the University examination in each theory paper.

6. (b). Passing Minimum – Practical

The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks put together out of 100 (**CIA – 16 marks out of 40 and EA – 24 marks out of 60**) in the University examination in each practical paper.

7. Question Paper Pattern for B.Sc. Visual Communication Course

7.1(a). THEORY - Question Paper Pattern [EA] (Total Marks: 75)

PART – A (10 x 2 = 20 Marks)

(Answer ALL questions), (Two questions from each unit)

PART – B (5 x 5 = 25 Marks)

(Answer ALL questions) & (One question from each unit with Internal Choice)

PART – C (3 x 10 = 30 Marks)

(Answer ANY THREE questions) & (Open Choice – 3 out of 5 questions)

7.1 (b). THEORY - Internal Marks Distribution[CIA] (Total Marks: 25)

- ❖ Attendance :5 Marks
- ❖ Assignment :5 Marks
- ❖ Internal Examinations :15 Marks

7.2 (a). PRACTICAL – Marks Distribution & Question paper Pattern (Max. Marks: 100) [External [EA]: 60 Marks & Internal [CIA]: 40 Marks]

8. Commencement of this Regulation

These regulations shall take effect from the academic year 2015-16, i.e, for students who are to be admitted to the first year of the course during the academic year 2015-2016 and thereafter.

PERIYAR UNIVERSITY

B.Sc. Visual Communication

SCHEME OF EXAMINATIONS

(The scheme of examinations under CBCS (Choice Based credit System) for different semesters shall be as follows)

SEM	PART	SUBJECT CODE	SUBJECTS	TOTAL	HOURS	CREDITS	CIA	EA	TOTAL MARKS
				L	T/P				
I	I	17UFTA01	TAMIL – I @	6		3	25	75	100
	II	17UFEN01	ENGLISH - I	6		3	25	75	100
	III	15UVC01	CORE - I: Introduction to Visual Communication	5		4	25	75	100
	III	15UVCP01	CORE PRACTICAL - I: Drawing		3				
	III	15UCSA01	ALLIED - I PAPER I: Basic of Computers	4		4	25	75	100
	III	15UCSAP01	ALLIED LAB - I: MS Office & HTML		2				
	IV	15UVCS01	SBEC - I Photoshop	2		2	25	75	100
	IV	17UVE01	Value Education	2		2	25	75	100
II	I	17UFTA02	TAMIL – II @	6		3	25	75	100
	II	17UFEN02	ENGLISH – II	6		3	25	75	100
	III	15UVC02	CORE - II : Graphic Communication	5		4	25	75	100
	III	15UVCP01	CORE PRACTICAL - I: Drawing		3	4	40	60	100
	III	15UCSA02	ALLIED - I PAPER II: HTML & Web Designing	4		4	25	75	100
	III	15UCSAP01	ALLIED LAB - I: MS Office & HTML		2	2	40	60	100
	IV	15UVCS02	SBEC - II: Coreldraw	2		2	25	75	100
	IV	17UES01	Environmental Studies	2		2	25	75	100
III	I	17UFTA03	TAMIL – III @	6		3	25	75	100
	II	17UFEN03	ENGLISH – III	6		3	25	75	100
	III	15UVC03	CORE - III : Photography	4		4	25	75	100
	III	15UVCP02	CORE PRACTICAL - II: Photography		3				
	III	15UVCP03	CORE PRACTICAL - III: Script Writing		3				
	III	15UVCA01	ALLIED - II PAPER I: Principles of Management	4		4	25	75	100
	III	15UVCAP01	ALLIED LAB - II: Human Resources Management		2				
	IV	12UTAN01	NMEC - I: Saalai Paathukappu Vithikal (ANY ONE FROM NMEC LIST) # \$	2		2	25	75	100

SEM	PART	SUBJECT CODE	SUBJECTS	TOTAL	HOURS	CREDITS	CIA	EA	TOTAL MARKS
				L	T/P				
IV	I	17UFTA04	TAMIL – IV @	6		3	25	75	100
	II	17UFEN04	ENGLISH – IV	6		3	25	75	100
	III	15UVC04	CORE - IV: Script Writing	4		4	25	75	100
	III	15UVC02	CORE PRACTICAL - II: Photography		3	4	40	60	100
	III	15UVC03	CORE PRACTICAL - III: Script Writing		3	4	40	60	100
	III	15UVCA02	ALLIED - II PAPER II: Human Resources Management	4		4	25	75	100
	III	15UVCAP01	ALLIED LAB - II: Human Resources Management		2	2	40	60	100
	IV	12UHN01	NMEC - II : Women Studies (ANY ONE FROM NMEC LIST) # \$	2		2	25	75	100
V	III	15UVC05	CORE - V: Television Production	5		5	25	75	100
	III	15UVC06	CORE - VI: Animation	5		5	25	75	100
	III	15UVCE01	CORE ELECTIVE: Advertising	5		5	25	75	100
	III	15UVCE02	CORE ELECTIVE: Radio Programme Production	5		4	25	75	100
	III	15UVC04	CORE PRACTICAL - IV: Television Production		3				
	III	15UVC05	CORE PRACTICAL - V: Animation		3				
	IV	15UVCS03	SBEC - III: Adobe In Design	2		2	25	75	100
	IV	15UVCS04	SBEC - IV: Freelance Journalism	2		2	25	75	100
VI	III	15UVC07	CORE - VII: Multimedia Production	6		5	25	75	100
	III	15UVC08	CORE - VIII: Visual Aesthetics	6		5	25	75	100
	III	15UVCE03	CORE ELECTIVE: Media Law And Ethics	5		4	25	75	100
	III	15UVC04	CORE PRACTICAL - IV: TV Production		3	4	40	60	100
	III	15UVC05	CORE PRACTICAL - V: Animation		3	4	40	60	100
	III	15UVC06	CORE PRACTICAL – VI: Film Appreciation	3		4	40	60	100
	IV	15UVCS05	SBEC - V: Web Publishing	2		2	25	75	100
	IV	15UVCS06	SBEC - VI: Broadcasting	2		2	25	75	100
	V		EXTENSION ACTIVITIES (NCC/NSS/YRC ETC)			1			
TOTAL CREDITS & MARKS						140			4100

- @ Any other Language like Hindi/Malayalam/French/etc.
- # \$ Those who have not studied Tamil upto XII std and taken a Non Tamil language under part-I shall take Tamil comprising of two courses (level will be at 6th standard) instead of NMEC
- # \$ Those who have studied Tamil upto XII std and taken a Non Tamil language under part-I shall take Advanced Tamil comprising of two courses instead of NMEC.

I B.Sc. VISUAL COMMUNICATION

I SEMESTER

PART	SUBJECT CODE	SUBJECTS	TOTAL
			L & P
I	17UFTA01	TAMIL – I	6
II	17UFEN01	ENGLISH - I	6
III	15UVC01	CORE - I: Introduction to Visual Communication	5
III	15UVCP01	CORE PRACTICAL - I: Drawing	3
III	15UCSA01	ALLIED - I PAPER I: Basic of Computers	4
III	15UCSAP01	ALLIED LAB - I: MS Office & HTML	2
IV	15UVCS01	SBEC - I Photoshop	2
IV	17UVE01	Value Education	2
Total Hours			30

PERIYAR UNIVERSITY

B.Sc. DEGREE COURSE IN VISUAL COMMUNICATION

CORE & ALLIED SUBJECTS SYLLABUS

I YEAR - I SEMESTER

CORE I - INTRODUCTION TO VISUAL COMMUNICATION

PAPER CODE: 15UVC01

UNIT I

Basics of Human and visual communication, communication as expressions, skill and process, understanding communication: SMCR - Mode I- Message, connotation, Denotation and Contextual

UNIT II

Elements of visual communication- culture/codes: levels of communication: Technical, semantic, and pragmatic. The semiotic landscape: language and visual communication, narrative representation: visual aesthetics.

UNIT III

Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design- Line, Shape, Space, color, Texture and Form. Principles of Design: Symmetry, Rhythm, contrast, Balance Mass/Scale.

UNIT IV

Principles of Visual and other Sensory Perceptions. Color psychology and theory: Definition, Optical/ Visual Illusions; Various stages of design process-problem identification search for solution refinement, analysis, decision making, implementation.

UNIT V

Elements of Graphic Design. Process of Designing; Research, a source of concept, the process of developing ideas – verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tool; design execution, and presentation.

Reference books:

1. Lester, E (2000) *visual communications: images with Messages*. Thomson Learning.
2. Schildgen, T (1998). *Pocket Guide to color with digital applications*. Thomson Learning.
3. Palmer, Frederic: *Visual Elements of Art and Design*, 1998, Longman.
4. Porter, Tom and Goodman, Sue: *Manual of Graphic Technique 2: For Architects*.

CORE PRACTICAL I - DRAWING

PAPER CODE: 15UVCP01

A record work to be submitted containing four works in each of the eight exercises listed below

List of Exercises:

Drawing

1. Basic geometrical shapes
2. Light and shades
3. Perspectives
4. Composition
5. Drawing Landscape.
6. Basic of faces
7. Logo styles
8. Symbols
9. Still life drawing
10. Basic colors.

The students should be made to submit four works in each exercise listed above and submit a record of work in standard format during practical examination

DRAWING EXERCISES

1. Composition
2. Balancing
3. Letter
4. Typography
5. Railway Track
6. Street View
7. Road Line
8. Two point Perspective (Home)
9. School
10. College
11. Box, Shape
12. Bus stand
13. Landscape (Market)
14. nature scenes
15. Beach
16. Logo: visiting card
17. Poster
18. Advertisement
19. Photography : Advertisement –studio
20. Film poster
21. Primary colours
22. Cod colours
23. Tertiary
24. Warm colours
25. Secondary colours
26. Coca cola, Pepsi
27. Fruits and Vegetables
28. International flags
29. Type company logo television computer company
30. Tree plant leaf
31. Eye
32. Nose
33. Lips
34. Ear
35. Head
36. Hair style
37. Children
38. Woman
39. Man
40. Copied Work

ALLIED I PAPER I - BASIC OF COMPUTERS

PAPER CODE: 15UCSA01

UNIT I

Introduction to computers-definition-classification of computers-speed, reliability, storage capacity and productivity-application of computers in the media industry-operation system- networking of computers.

UNIT II

Overview of graphics systems- I/o devices-display devices-CRT and LCD monitors-hard copy devices- printer- Scanner-interactive input methods- keyboard-light pens - joysticks-track ball mouse.

UNIT III

MS-Office and its applications-MS Word -word processing Techniques-Mail Merge- Ms Excel-Spread Sheet& Graph preparation-power point-presentation and projection-OHP & slide preparation

UNIT IV

Desk Top publishing and designing various layouts for print production: production of POP materials, direct mailers, brochures, posters, package designs, corporate identity manual, brand identity manual, stationeries, etc.

UNIT V

Internet- concepts- evolution of internet- internet connection-dial-up-leased line - ISDN-ISP-World Wide Web -web browsers-web servers-domain-protocols-chat email-e-groups.

Reference books:

- 1. Fundamental of computers by singh & singh*
- 2. The Ultimate Multimedia Handbook by J.keyes McGraw Hill, New York*
- 3. PC Software's made simple by Ravikant Taxali, BPB Publications*
- 4. Computers graphics-Donald Hearn and Prentice hall of India -1990*

SBEC I - PHOTOSHOP

PAPER CODE: 15UVCS01

UNIT I

Introduction to Adobe Photoshop: Working with images in PS: Resizing and Cropping Images; Basic Selection in PS; Image resolution by pixels, dpi etc. tool, palettes and menus

UNIT II

Layers and Cloning: Creation of "composite" images; pen tool- layering and layer style; use of clone stamp image. layer; use of masks and Blending image; Resolution for the Web and Print;

UNIT III

Typography in Photoshop; letters and words a web site or printed materials; complex tools and character settings. type masks and special effects in a professional design project. overlaying typography on photographic imagery

UNIT IV

Colours and brushes: Different colour correction-file formats and final output options; Brushes:- Kind; preset brushes to colorize B/W images, enhance photos, stamp shapes. create, save and a=share brushes and brush sets.

UNIT V

Filters and Retouching: tricks and techniques in Photoshop images, correcting exposure and contrast problems: retouching or repairing parts of an image: use of filters, adjustment layers, and retouching tools to polish digital images: creating special effects.

Reference books:

- 1. Photoshop for Dummies. peter Bauer, John Wiley and Sons, 2012.*
- 2. The Photoshop workbook: Professional Retouching and Compositing Tips, Tricks and Techniques. Peachpit Press, 2014.*
- 3. Photoshop CS6 in easy steps. Robert Shuffle botham. Easy Steps Ltd.Uk 2012.*

I B.Sc. VISUAL COMMUNICATION
II SEMESTER

PART	SUBJECT CODE	SUBJECTS	TOTAL
			L & P
I	17UFTA02	TAMIL – II	6
II	17UFEN02	ENGLISH – II	6
III	15UVC02	CORE - II : Graphic Communication	5
III	15UVCP01	CORE PRACTICAL - I: Drawing	3
III	15UCSA02	ALLIED - I PAPER II: HTML & Web Designing	4
III	15UCSAP01	ALLIED LAB - I: MS Office & HTML	2
IV	15UVCS02	SBEC - II: Coreldraw	2
IV	17UES01	Environmental Studies	2
Total Hours			30

I YEAR - II SEMESTER

CORE II - GRAPHIC COMMUNICATION

PAPER CODE: 15UVC02

UNIT I

Introduction: Introduction to Graphic Communication – Design Principles and Elements, Digital File, Image Capture, Digital File Output.

UNIT II

Theory of Design: White Space, Shape, Space- positive space, negative space and deep space, and Rhythm - Colour theory - Designing logos, business cards and letterheads, Brochure, Dangers.

UNIT III

Colours: Colour- Definition Nature of colour, characteristics of colour, Types of colour- primary, secondary and tertiary colours, Colour description- hue, chroma, saturation, intensity, value, tone, tints and shades, Colour Theory- Additive and Subtractive colour theory, Colour Wheel, Psychology of colour.

UNIT IV

Typography: History of typography - Typography for digital uses - Page Lay Out- Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts.

UNIT V

Designing Softwares: CorelDraw – Basics of CorelDraw – Introduction to Drawing, Text, Image, Page Layout and Design.

Photoshop – Basics of Photoshop – Introduction to Drawing, Tools, Arranging objects, Layers, Effects.

Reference books:

1. *Designing Effective Communications (2001): Creating Contexts for Clarity And Meaning .by Jorge Frascara (Editor) Publisher: Allworth Press.U.S.A. First edition*
2. *Golden trends in Printing Technology (1996);by V S Krishnamurthy. Sage publications. New delhi. First edition.*
3. *Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.*
4. *How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy - Publisher: Princeton Architectural Press. Fock land. Second edition.*
5. *In Design Type : Professional Typography with Adobe InDesign CS2 (1995) by Nigel French- Publisher: Adobe Press. Netherland. Second edition.*
6. *Newspaper design (2000) N Y Harlod Evans. Sage publications. London, First edition*

CORE PRACTICAL I - DRAWING

PAPER CODE : 15UVCP01

A record work to be submitted containing four works in each of the eight exercises listed below

List of Exercises:

Drawing

1. Basic geometrical shapes
2. Light and shades
3. Perspectives
4. Composition
5. Drawing Landscape.
6. Basic of faces
7. Logo styles
8. Symbols
9. Still life drawing
10. Basic colors.

The students should be made to submit four works in each exercise listed above and submit a record of work in standard format during practical examination

ALLIED I PAPER II - HTML AND WEB DESIGNING

PAPER CODE: 15UCSA02

UNIT I

Introduction to HTML: What is HTML - HTML Documents -Basic structure of an HTML document - Creating an HTML document - Mark up Tags - Heading- Paragraphs - Line Breaks -HTML Tags.

UNIT II

Elements of HTML: Introduction to elements of HTML -Working with Text - Working with Lists, Tables and Frames -Working with Hyperlinks, Images and Multimedia -Working with Forms and controls.

UNIT III

Web Design Principles: Basic principles involved in developing a web site -Planning process -Five Golden rules of web -Designing navigation bar - Page design -Home Page Layout -Design Concept.

UNIT IV

Basics in Web Design: Brief History of Internet -What is World Wide Web - Why create a web site -Web Standards -Audience requirement.

UNIT V

Introduction to Web Publishing: Creating the Web Site - Saving the site - Working on the web site -Creating web site structure - Creating Titles for web pages - Themes- Publishing web sites.

Reference books:

1. Aibara, F., & Bayross, I. (2008). *HTML for Beginners*. Shroff Publishers and Distributors Pvt. Ltd..
2. Kent, P. (2000). *The complete idiot's guide to the Internet*. Penguin.
3. Nielsen, J. (1999). *Designing web usability: The practice of simplicity*. New Riders Publishing.
4. Norton, P. (1996). *Peter Norton's introduction to computers*. Glencoe/McGraw-Hill.
5. Powell, T. A. (1998). *HTML: The Complete Reference (Vol. 2)*. Osborne/McGraw-Hill.

ALLIED LAB I - MS OFFICE & HTML PRACTICAL

PAPER CODE: 15UCSAP01

List of Experiments in Ms-Office:

1. Prepare your personal Profile in Ms-Word with Neat format and alignment.
2. Prepare a letter head for you.
3. Prepare an Advertisement for Walk in Interview size is 4X4 “.
4. Generate letters to different recipients using Mail Merge.
5. Type the student’s details for Student Mark Process using formulas in Ms-Excel like Sum(), Average()).
6. Prepare an employees pay bill.
7. Prepare past 4 years sales report of an organization from different cities in India and compare data using chart.
8. Keep stock detail of a shop in excel and pick the user’s requirements using find command and Advance Filter.
9. Create a Presentation for Traffic Rules and Signals and symbols.
10. Create presentation for any tourist place and give different animation effect.
11. Present sales report using chart.
12. Prepare a presentation with multimedia effect.

Design the following websites:

1. Design a website for an educational institution
2. Design a Children’s website
3. Design a website for a business organization
4. Design your own website/Blog

The exercise must contain the following:

- a) Name of the organization with logo and appropriate use of fonts
- b) A tag line giving the motto of the organization
- c) Home page containing five hyperlinks
- d) One paragraph write up with a photograph in the linked page
- e) A counter for number of visitors to the site
- f) Feedback and contact information

SBEC II - COREL DRAW

PAPER CODE: 15UVCS02

UNIT I

Basics of CorelDraw: Introduction-Getting Started-Creating A New File - Title Bar-Menu Bar-Work Area-Printable Page-Property Bar-Page Counter Bar-Colour Palette-Toolbox-Status Bar-Drawing Figures-Lines-Ellipse-Circles-Rectangle-Square-Polygon-Saving-Closing-Opening-Views-Normal View-Preview-Wire Frame View-Draft View-Zoom-View Manager-Creating a View.

UNIT II

Drawing: Introduction - Toolbox-Selecting an Object-Resizing an Object-Moving an Object-Changing the Shape-Combining Two Objects-Skewing-Welding the Objects-Blending-Curve Lines-Straight Lines-Continuing a Line-View Mode-Changing-Media Tool-Rotating An Object-Grouping-Fill Tool Fly Out-Filling-Spray Mode.

UNIT III

Text: Introduction-Text Tool-Entering Artistic Text-Entering Paragraph Text-Converting Text-Formatting Text-Changing the Font Size-Arranging Objects - Ordering The Objects-Changing the Font-Bullets-Decorating the Text-Webdings-Text Editor-Opening-Changing the Alignment-Type Style-Spell Checking-Grammar-Searching Synonyms-Find-Replace-Editing-Kerning-Formatting Characters.

UNIT IV

Image: Bitmap Images - Vector Image-Resizing - Rotating - Skewing - Moving - Cropping -Importing Images - Adding Special Effects - Converting to Bitmap - Exporting Images.

UNIT V

Page Layout: Changing the Page Size-Changing the Layout-Applying Styles-Applying Bitmaps to the Background - Changing the Background-Adding a Page Frame-Moving Between Pages. Creating- business cards, pamphlets, banners, newspapers, books.

Reference books:

1. Bouton, G. D. (1994). *CorelDRAW! for Beginners*. New Riders Publishing.
2. Bouton, G. D. (2011). *CorelDRAW X5 the official guide*. Tata McGraw-Hill Education.
3. Coburn III, F. D., & McCormick, P. (1999). *CorelDRAW 9: The Official Guide*. McGraw-Hill Professional.
4. Kocak, V. (2014). *Web application development a coreldraw tutorial for beginners..*
5. Wambolt, R. (2012). *Bring It Home with CorelDRAW:: A Guide to In-House Graphic Design*. Cengage Learning.

II B.Sc. VISUAL COMMUNICATION

III SEMESTER

PART	SUBJECT CODE	SUBJECTS	TOTAL
			L & P
I	17UFTA03	TAMIL – III	6
II	17UFEN03	ENGLISH – III	6
III	15UVC03	CORE - III : Photography	4
III	15UVCP02	CORE PRACTICAL - II: Photography	3
III	15UVCP03	CORE PRACTICAL - III: Script Writing	3
III	15UVCA01	ALLIED - II PAPER I: Principles of Management	4
III	15UVCAP01	ALLIED LAB - II: Human Resources Management	2
IV	12UTAN01	NMEC - I: Salai Paathukappu Vithikal (ANY ONE FROM NMEC LIST)	2
Total Hours			30

II YEAR - III SEMESTER

CORE III - PHOTOGRAPHY

PAPER CODE: 15UVC03

UNIT I

History of photography – characteristics of light, types of cameras – Compact camera, SLR and DSLR - structure and functions of camera.

UNIT II

Composition: Aperture- Usage, Shutter Speed -Usage, Depth of Field. Focal Length. Rule of Third. Basic Lighting- key light-fill light. Colour – shape – form – texture – pattern – depth – format – angles– frame – movement.

UNIT III

Techniques: Interchangeable lenses – macro photography – exposure – focusing – shutter speed – filters and common faults-Inputs and File Formats.

UNIT IV

Type of photography: News photography nature – architecture – wildlife – travel – funfairs – weddings – sports and people.

UNIT V

Ethical issues in photography – Codes of ethics for photographers, digital improvement, privacy, moral rights of subjects etc. Basic software of photo editing tools- Introduction to Photoshop.

Reference books:

1. *Photo journalism – By the editors of time – life books New York.*
2. *Basic photography – John HedgeCoe. London: Collins & brown, 1993.*
3. *The colour photo book – Andreas Feininger. New Jersey: prentice – hall, 1969.*
4. *The colour book of photography – L.Lorelle . London: Focal press, 1956.*
5. *New introductory photographic course, John Hedgecoe's, Mitchell Beazley, 1990.*
6. *Photo – journalism, Rotovision SA, Terry AOPE, 2001.*

CORE PRACTICAL II - PHOTOGRAPHY

PAPER CODE: 15UVCP02

1. Outdoor - Single / Group - people
2. Composition - Normal, Wide, Tele
3. Nature - Landscape - wide, Close up
4. News Photography
5. Still life
6. Advertising Photography
7. Architecture-interior-exterior
8. Action photography - Pan, freeze frame
9. Indoor photography - portrait - single, group
10. Lighting - top light, key light, back light, side light, low light, fill light, diffused light, spot light, Multiple Exposures.

* Take 5 Pictures with the entire Specifications note down, print and prepare record note book. Record should contain minimum of 50 pictures.

CORE PRACTICAL III - SCRIPT WRITING

PAPER CODE: 15UVCP03

UNIT I

Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and nonfiction film/videos differences and similarities between scripting for fiction and non-fiction films

UNIT II

Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT III

Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Non fiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT IV

Research for non fiction films - differences between program research and academic research - Sources of information - historical documents - statistical data, journals, observation, interview, processing information - qualitative and quantitative information - types of interview - interview techniques.

UNIT V

Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women's program - scripting for commercials.

Reference books:

- 1. Writing the Script by Wells Root, Jan 15, 1980*
- 2. Secrets of Film Writing by Tom Lazarus Jun 2, 2001*
- 3. Introduction to Media production, Gorham Kindem, Robert B. Musburger*
- 4. Writing the Short Film, Second Edition by Patricia Cooper and Ken Dancyger, Sep 1999)*
- 5. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard*

ALLIED II PAPER I - PRINCIPLES OF MANAGEMENT

PAPER CODE: 15UVCA01

UNIT I

Management – Definition – Importance – Scope - -- Management Process – Functions - Principles of Management — Management Thoughts – Contributions of F.W. Taylor. Henry Fayol.

UNIT II

Planning – Importance – Advantage – Steps in planning – Decision Making – Definition – Types of decision – Process of decision making – Management By Objectives (MBO) – Steps – Process – Merits – Limitations.

UNIT III

Organisation – Definition – Need for Organisation – Process – Organisational Structure – Line Functional, Line & Staff Organisation – Span of Management – Delegation of Authority – Centralisation Vs Decentralisation – Staffing – Nature & Purpose of Staffing – Components of Staffing.

UNIT IV

Directing – Meaning, Importance, Principles – Leadership – Styles of Leadership – Motivation – Theories of motivation – Maslow’s need hierarchy theory, Herzberg’s two factor theory and their comparison – Communication – Barriers of Communication – Effective Communication.

UNIT V

Co-ordinating – need – Principles – Approaches to achieve effective Co-ordination. Controlling – Meaning – Elements and significance – Steps in control process.

TEXT BOOKS

1. C.B. Gupta, *Business Organization & Management*, Sultan Chand & Sons.
2. Ramasamy. T, *Principles of Management*, Macmillan India Ltd.,
3. L.M. Prasad, *Principles of Management*, Sultan Chand & Sons.

Reference books:

1. Tripathi P.C. & P.N. Reddy, *Principial of Management*, TMH
2. Dingar Pagare, *Business Management*, Sulthan Chand & Sons
3. Bhusan Y.K. *Business Organization and Management*, McGraw Hill
4. Koontz and O.Donnel, *Essentials of Management*, McGraw Hill
5. Basu, *Organisation & Management*, S. Chand
6. M.C. Shukla, *Business Organisation and Management*, S.Chand
7. Rustom Davar, *Management Process*, Progressive Corporation Pvt., Ltd
8. J. Jayashankar, *Principial of Management*, Margham Publications.

ALLIED PRACTICAL II - HUMAN RESOURCES MANAGEMENT

PAPER CODE: 15UVCAP01

CBCS: SEMESTER - III & IV ALLIED PRACTICALS (HOURS PER WEEK: 3)

MAXIMUM MARKS: 100 (Internal Marks: 40 & External Marks: 60)

ANY 10 EXPERIMENTS

1. Newspaper Reading
2. Letter writing
3. Personal Letter
4. Tour with friends : Essay
5. Invitation to family function
6. Public Speaking
7. Interviews : Application Form Filling
8. Bio Data Preparation
9. Interview Preparation
10. Group discussion Personal Topic
11. Group discussion Academic Topic
12. Event management :
 - Event quiz
 - Event Talk Show
 - Event Drama
 - Event Speech
13. Reporting a public nuisance to the local body
14. Time Management (Group Performance)
15. Creating an advertisement (Compulsory):
 - classified advertisement
 - for selling vehicle - 2 wheeler
 - for selling vehicle - 4 wheeler
 - renting your house
 - selling your house
 - Display advertisement
 - for a mobile phone / showroom
 - for computer centre
 - for a service centre [any product]

II B.Sc. VISUAL COMMUNICATION

IV SEMESTER

PART	SUBJECT CODE	SUBJECTS	TOTAL
			L & P
I	17UFTA04	TAMIL – IV	6
II	17UFEN04	ENGLISH – IV	6
III	15UVC04	CORE - IV: Script Writing	4
III	15UVCP02	CORE PRACTICAL - II: Photography	3
III	15UVCP03	CORE PRACTICAL - III: Script Writing	3
III	15UVCA02	ALLIED - II PAPER II: Human Resources Management	4
III	15UVCAP01	ALLIED LAB - II: Human Resources Management	2
IV	12UHIN01	NMEC - II : Women Studies (ANY ONE FROM NMEC LIST)	2
Total Hours			30

II YEAR - IV SEMESTER

CORE THEORY IV - SCRIPT WRITING

PAPER CODE: 15UVC04

UNIT I

Script-writing as a creative enterprise: Creative thinking The creative process -Stages in the craft of script-writing -Basic story idea - Narrative synopsis outline – scene breakdown and full-fledged script

UNIT II

Narrative structure: Beginning – middle – end. Conflict, development, climax, and denouement, Story, storyline, plot and treatment , Principles of suspense and surprise

UNIT III

Elements of a narrative: Point of attack, exposition, planting, point of view, pace, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter

UNIT IV

Characterisation: Character biography, tags, stereotyping, two-dimensional versus three-dimensional characters, guiding principles for evolving effective and credible characters

UNIT V

Formats for media scripts: Audio versus audio-visual scripts, shooting scripts and storyboards, Writing versus directing and other related areas (a) Writing for current affairs for TV and radio – news, sports, cultural, documentaries (b) Writing for fiction – ads, short film, converting the narrative into a video script

Reference books:

1. *Serger, Linda (1994): Making a Good Script, Samuel French Trade.*
2. *Swan, Dwight V. and Swan, Joye R; Film Scriptwriting- A Practical Manual.*
3. *De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.*
4. *Ahuja, B.N (2005): Audio Visual Journalism, Delhi, Surjeet Publications.*
5. *Field, Syd (1989): Selling Screenplay: The Screenwriter's Guide to Hollywood, New York, Dell Publishing.*
6. *Meyer, William (1989): Screen Writing for narrative film and TV, Collumbus Books, London.*
7. *Gothams 'Writers' Workshop Faculty' (2006): Writing Movies, New York, Bloomsberg.*
8. *Belavadi Vasuki, Oxford University Press, 'Video Production'.*

CORE PRACTICAL - II PHOTOGRAPHY

PAPER CODE: 15UVCPO2

1. Outdoor - Single / Group - people
2. Composition - Normal, Wide, Tele
3. Nature - Landscape - wide, Close up
4. News Photography
5. Still life
6. Advertising Photography
7. Architecture-interior-exterior
8. Action photography - Pan, freeze frame
9. Indoor photography - portrait - single, group
10. Lighting - top light, key light, back light, side light, low light, fill light, diffused light, spot light, Multiple Exposures.

* Take 5 Pictures with all the Specifications note down, print and prepare record note book.
Record should contain minimum of 50 pictures.

CORE PRACTICAL III - SCRIPT WRITING

PAPER CODE: 15UVCP03

UNIT I

Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and nonfiction film/videos differences and similarities between scripting for fiction and non-fiction films

UNIT II

Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT III

Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Non fiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT IV

Research for non fiction films - differences between program research and academic research - Sources of information - historical documents - statistical data, journals, observation, interview, processing information - qualitative and quantitative information - types of interview - interview techniques.

UNIT V

Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women's program - scripting for commercials.

Reference books:

- 1. Writing the Script by Wells Root, Jan 15, 1980*
- 2. Secrets of Film Writing by Tom Lazarus Jun 2, 2001*
- 3. Introduction to Media production, Gorham Kindem, Robert B. Musburger*
- 4. Writing the Short Film, Second Edition by Patricia Cooper and Ken Dancyger, Sep 1999)*
- 5. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard*

ALLIED THEORY II - HUMAN RESOURCES MANAGEMENT

PAPER CODE: 15UVCA02

UNIT I

Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM.

UNIT II

Human Resource Planning – Manpower planning Nature, Importance and Objectives of Manpower Planning – Process of Manpower Planning – Uses and Benefit of Manpower Planning.

UNIT III

Recruitment and Selection – Source of Recruitment Selection of Employee – Difference between recruitment and selection.

UNIT IV

Procedures for selection – tests – interviews – types of interview – Process of conducting interview - checking of references – final selection.

UNIT V

Performance Appraisal — modern methods –Training and Development – Importance of training employee – Types of training – Methods of training

Reference books:

- 1. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.*
- 2. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.*
- 3. Kaushal Kumar, Human Resources Management – ABD Publishers.*
- 4. Keith Davis, Human Relations at work – TMH.*
- 5. C.B. Mamoria, Personnel Management – Humalaya publications house.*
- 6. S.S. Khanka, Human Resource Management, S. Chand.*
- 7. J. Jayasankar, Human Resource management, Margham Publications.*

ALLIED PRACTICAL II - HUMAN RESOURCES MANAGEMENT

PAPER CODE: 15UVCAP01

CBCS: SEMESTER - III & IV ALLIED PRACTICALS (HOURS PER WEEK: 3)

MAXIMUM MARKS: 100 (Internal Marks: 40 & External Marks: 60)

ANY 10 EXPERIMENTS

1. Newspaper Reading
2. Letter writing
3. Personal Letter
4. Tour with friends : Essay
5. Invitation to family function
6. Public Speaking
7. Interviews : Application Form Filling
8. Bio Data Preparation
9. Interview Preparation
10. Group discussion Personal Topic
11. Group discussion Academic Topic
12. Event management:
 - Event quiz
 - Event Talk Show
 - Event Drama
 - Event Speech
13. Reporting a public nuisance to the local body
14. Time Management (Group Performance)
15. Creating an advertisement (Compulsory):
 - Classified advertisement
 - For selling vehicle - 2 wheeler
 - For selling vehicle - 4 wheeler
 - Renting your house
 - Selling your house
 - Display advertisement
 - For a mobile phone / showroom
 - For computer centre
 - For a service centre [any product]

III B.Sc. VISUAL COMMUNICATION

V SEMESTER

PART	SUBJECT CODE	SUBJECTS	TOTAL
			L & P
III	15UVC05	CORE - V: Television Production	5
III	15UVC06	CORE - VI: Animation	5
III	15UVCE01	CORE ELECTIVE: Advertising	5
III	15UVCE02	CORE ELECTIVE: Radio Programme Production	5
III	15UVCP04	CORE PRACTICAL - IV: Television Production	3
III	15UVCP05	CORE PRACTICAL - V: Animation	3
IV	15UVCS03	SBEC - III: Adobe In Design	2
IV	15UVCS04	SBEC - IV: Freelance Journalism	2
Total Hours			30

III YEAR - V SEMESTER

CORE V - TELEVISION PRODUCTION

PAPER CODE: 15UVC05

UNIT I

Basic Television Studio Structure, Elements of Studio Production, Elements of Field Production, Studio Layout and Design

UNIT II

Digital Television – Camera parts, Operations and functions, Accessories, Types of Video camera, Video Formats, Picture Compositions, Framing effective Shots, Lights and lighting, lighting instruments, Techniques of television lighting.

UNIT III

Preproduction - planning, Scheduling, Script Formats, Script writing, Visualization and sequencing, Production crew, Television Talent, Acting Techniques, Auditions, Makeup, Costuming, Difficulties in Indoor and Outdoor Shooting.

UNIT IV

Postproduction - Editing modes, Basic editing systems, Nonlinear Editing features and Techniques, Editing Procedures, Online Editing, Editing Softwares, Special effects, Audio Sound Control.

UNIT V

Video recording and storage systems, designing and Using Television Graphics, Single camera set up, Multi Camera set up, Live coverage, other communication system- Communication systems, Signal Transport.

Reference books:

1. Zettl, H. (2006). *Television Production Handbook: Thomson Wadsworth. Ma. USA.*
2. Wootton, C. (2005). *A Practical Guide to Video and Audio Compression. Focal Press. NY.*
3. Angell, D. (2008). *The Filmmaker's Guide to Final Cut Pro Workflow. Focal Press. NY.*
4. Magoun, A. B. (2007). *Television - The Life Story Of A Technology. Greenwood Press. London:*
5. *Genre in Asian Film and Television - New Approaches.(2011). PALGRAVE Macmillan. UK.*

CORE VI - ANIMATION

PAPER CODE: 15UVC06

UNIT I

What is meant by Animation – Why we need Animation – Types of Animation 2D & 3D – Theory of 2D Animation – Theory of 3D Animation – Difference between Graphics & Animation – Application of 2D & 3D Animation – History of Animation – Softwares.

UNIT II

Traditional 2D Animation Concept – Types of 2D Animation – Techniques of 2D Animation – Color – Text – Formation – Size – Script Animation – Time Line Effects – Application of 2D Animation – Characterization 2D – Principle of 2D Animation – Concept Development.

UNIT III

3D Animation & its Concepts – Types of 3D Animation – Cycle & Non-Cycle Animation – Theory of Character 3D Animation – 3D Transition Animation – Skeleton & Kinetic 3D Animation – Texturing & Lighting of 3D Animation – 3D Camera Tracking – Applications & Software of 3D Animation.

UNIT IV

Time & space in animation- principles of animation-character animation-Lip-syncing-walk cycle- Animating expression- Body expressions.

UNIT V

Concept Development – Scripting – Story Developing – Output Formats – Audio Formats & Video Formats – Colors – Color Cycle – Color Formats – 3D Production Budgets – 3D Animated Movies – Fields in 3D Animation.

Reference books:

1. Joestadaro, Donkim, *Maya 6.0 Bible*.
2. Kelly LdotMurtock, *3DS Max Bible*.
3. Tom Meade, ShinsakuArima, *Maya 8.0: The Complete Reference, Tata McGraw Hill*.
4. *Animators survival kit Richard William*.

CORE ELECTIVE - ADVERTISING

PAPER CODE: 15UVCE01

UNIT I

History of advertising and its role in the market place, advertising industry in India – advertising as a process of communication -Social effects of advertising. The changing world of advertising.

UNIT II

Types of advertising : consumer, corporate, industrial, retail, cooperative and Public service advertising.-tone and content; reading the advertisement -review with current ad campaigns.

UNIT III

Advertising agency: Structure and functions; Leading agencies in India- Diversification and competition – full service agencies – multinational clients – challenges and opportunities. How to choose an advertising agency, agency briefing and evaluating an agency.

UNIT IV

Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.

UNIT V

Professional ethics in advertising- cases of ethical violations – Advertising Standards Council – Social and cultural issues – Global regulations and Future trend.

Reference books:

1. Kleppner, Otto; *Fundamentals of Advertising*; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; *Brand Positioning*; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; *The practice of advertising*; Heinemann Pub.; London. 1990.
4. Mooij, Mariekae de; „*Advertising Worldwide (2nd edn.)*”; Prentice Hall; UK.1994.
5. Mohan, M; “*Advertising management concepts and cases*”; Tata McGraw Hill; New Delhi. 1989.
6. Chunnawalla and K.C. Sethia ; “*Foundations of Advertising: Theory and practice*”,

CORE ELECTIVE - RADIO PROGRAMME PRODUCTION

PAPER CODE: 15UVCE02

UNIT I

Introduction of Radio: History of Radio: Growth and development. Radio as a Mass- Medium: Uses and characteristics of radio. Professions in the Industry - Production Staff, Radio jockey, News anchor, Talk show Management Staff, Station director, Programming heads.

UNIT II

Writing for Radio : Concept: Definition, Importance, Scripting, Use of Language, Voice Modulation. Elements of Radio Script - Spoken, immediate, person to person, entertain, & inform.

UNIT III

Radio Programme Formats: What is Radio format? Types of Radio formats - Radio Drama, Radio Documentary, Radio Live Show, Jingles, Talk Show and Discussions, Radio Music programme and News Bulletins.

UNIT IV

Radio Program Production Process: Basic Equipment - Microphone-Types, Console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Nuendo, Audicity and Sony Vegas). Packaging: music and sound effects.

UNIT V

Radio Transmission: Signals: Definition, Types- AM, FM, Shortwave, Digital. Future of Radio: Satellite Radio, Community Radio, Internet Radio. Radio as a tool for Development.

Reference books:

1. McLeish, R. (2012). *Radio Production*. CRC Press.
2. Stewart, P. (2010). *Essential Radio Skills: How to Present a Radio Show*. A&C Black.
3. Fleming, C. (2009). *The Radio Handbook*. Rutledge.
4. Harris, M. (2007). *Writing for Radio*. Creative Writing THE HANDBOOK OF, 273.
5. McInerney, V. (2001). *Writing For Radio*. Manchester University Press.

PRACTICAL - TELEVISION PRODUCTION

PAPER CODE: 15UVCP04

1. Handle camera and tripod
2. Framing
3. Composition-Rule of third
4. Standard Shot & Camera Angle
5. Camera Movements
6. Multi Camera Setup
7. Understanding Lighting Equipments
8. Practicing Lighting Techniques
9. Formats of T.V Program-Interview
10. Formats of T.V Program-Talk show

Record Work:

1. Short Film (Maximum 5 mins)
2. Ad Film (Maximum 3 mins)
3. Talk Show/News Reading (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Reference Books:

1. *Jim Owens, Television Production, Focal Press, UK, 2012*
2. *Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK,2012*
3. *Gerald Millerson, Television Production, Focal Press, UK, 2009*
4. *Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS,2006*

PRACTICAL - ANIMATION

PAPER CODE: 15UVCP05

ADOBE FLASH

1. Draw Cartoon faces
2. Draw Backgrounds
3. Animate 2d Shapes using key frame technique
4. Animate a cartoon character using Motion tweening
5. Transform an object from one shape to another using Shape tweening
6. Create an animated greeting card
7. Create 2D Titling
8. Create a 1 minute animated story
9. Create Interactive presentation using Action script
10. Create a webpage using Action Script.

(The Students have to submit all ten exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)

Reference books:

1. *Adobe Creative Team, Adobe Flash Professional CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012*
2. *Paul Wells, Basics Animation 03: Drawing for Animation, AVA Publishing, Switzerland, 2009*
3. *Tony White, How to Make Animated Films, Focal Press, USA, 2009*

SBEC III - ADOBE INDESIGN

PAPER CODE: 15UVCS03

UNIT I

Introduction to Adobe InDesign: Tools, menus, panels, and workspaces.

UNIT II

Navigate and zoom in a document. Working with layers and organizing layers. Creating lines, curves, shapes and containers. Page: Setting up master pages in a document. Building automatic page numbering and sections.

UNIT III

Text settings: Creating text and graphics placeholder frames. Placing text and graphics on document pages. Special settings for laying out text. Adding color using swatches, gradients and tints.

UNIT IV

Page design and layout toolset: Understanding and editing text and graphics frames. Grouping and transforming frames. Formatting text using paragraph and character styles. Flowing, threading, and spell-checking text in text frames.

UNIT V

Creating and laying out periodical publications: Desktop publishing software: posters, flyers, brochures, magazines, newspapers, presentations, books and ebooks.

Reference books:

1. *InDesign CS4 For Dummies Paperback – Galen Gruman, 2008.*
2. *InDesign CS6 in Simple Steps Paperback – Kogent Learning Solutions Inc, 2012.*
3. *Adobe InDesign CS6 Classroom in a Book by Adobe Creative Team, 2012.*
4. *Adobe InDesign CS One-on-One by Deke McClelland O'Reilly, 2004*

SBEC IV - FREELANCE JOURNALISM

PAPER CODE: 15UVCS04

UNIT I

Importance of News, Concept of News, Elements of News, Forms of News, Significance of News in Modern Life.

UNIT II

Organs of News Body, Different Forms of News Writing, Familiarisation with News Items of Newspapers, Magazines & News Agencies, Translation of News, Preparing of News , Theories and Practice of News Items.

UNIT III

Change of Information in to a News, Change of News into an Information, Co-relation Differentiation and Transformation of News & Information.

UNIT IV

News, sources of news and news value parameters and the basic reportorial and editing skills.

UNIT V

The systems of syndication and stock libraries in India, required tools of the trade and the areas/scope of freelance journalism.

Reference books:

1. *M.V.Kamath, The Journalist's Handbook, Vikas,1992.*
2. *Michael Barratt, Making the Most of the Media, Kogan Page,1996.*
3. *RangaswamiParthasarathy, Journalism in India, Sterling,1989.*
4. *News writing and Reporting, James, M. Neal, Surjeet Publication.*
5. *News writing – George A. Hough, Kanishka publishers N. Delhi.*

III B.Sc. VISUAL COMMUNICATION

VI SEMESTER

PART	SUBJECT CODE	SUBJECTS	TOTAL
			L & P
III	15UVC07	CORE - VII: Multimedia Production	6
III	15UVC08	CORE - VIII: Visual Aesthetics	6
III	15UVCE03	CORE ELECTIVE: Media Law And Ethics	5
III	15UVCP04	CORE PRACTICAL - IV: TV Production	3
III	15UVCP05	CORE PRACTICAL - V: Animation	3
III	15UVCP06	CORE PRACTICAL – VI: Film Appreciation	3
IV	15UVCS05	SBEC - V: Web Publishing	2
IV	15UVCS06	SBEC - VI: Broadcasting	2
V		EXTENSION ACTIVITIES (NCC/NSS/YRC etc.)	
Total Hours			30

III YEAR - VI SEMESTER

CORE VII - MULTIMEDIA PRODUCTION

PAPER CODE: 15UVC07

UNIT I

Introduction to multimedia – definitions; nature and characteristics of multimedia products and services; multimedia applications; relevance of multimedia application in the media industry.

UNIT II

Introduction to visual language – design principles; elements of design and layout; colour in design, use of text, pictures, graphs, drawings, video and audio in various media

UNIT III

Multimedia file formats – conversions; data compression and decompression; image authoring and editing tools; image file formats – JPEG, TIFF, GIF, PNG, layers, RGB, CMYK; contrast, brightness; slicing, contrast ratio; aspect ratio; gray scale; filters; blending tools;

UNIT IV

Images and graphics in multimedia; creating and manipulating images using painting, drawing and editing; sources of images/graphics; scanning images; making and using charts/diagrams/vector drawings; use of colours

UNIT V

Multimedia production; idea/concept; outline; script; story board; templates; user interface; production and delivery strategies; designing the navigation structures (linear, hierarchical, non-linear and composites); hot spots and buttons; text, images, sound and animation.

Reference books:

1. Rao, Bojkovic & Milovanovic (2009), *Multimedia Communication Systems*, New York, Phi Learning
2. Andrew Dewdney & Peter Ride (2006), *New Media Handbook*, London, Routledge
3. Lisa Brenneis & Michael Wohl (2011), *Final Cut Pro*, Peachpit Press
4. Peter Wells (2007), *Digital Video Editing: A User's Guide*
5. Richard Williams (2009), *The Animator's Survival Kit*, New York, Faber & Faber
6. D. S. Sherawat & Sanjay Sharma (2010), *Multimedia Applications*, New Delhi, SS Kataria & Sons
7. Judith Jeffcoate, *Multimedia in Practice*, New Delhi, Pearson Education
8. J. Nielson (1995), *Multimedia and Hypertext*, London, Academic Press.

CORE VIII - VISUAL AESTHETICS

PAPER CODE: 15UVC08

UNIT I

The visual process, the psychology of the eye. Perception of depth and distance, movement. Sensual and perceptual theories of visual communication, Elements & principles of visual.

UNIT II

Procedure for analyzing a visual message. Personal, Historical, Technical, Ethical, Cultural, Critical perspectives.

UNIT III

The language of photography. Composition and lighting. Representation. Basic principles.

UNIT IV

Television and video. Basic structure and forms. Genres. Television audience.

UNIT V

The language of cinema. World wide web. The dynamics of language. Digital aesthetics.

Reference books:

1. Gillian Rose, [2011] *Visual methodologies*, Routledge, London.
2. Philip Ryan and Peter Walls [2001] *Media studies: the Essential introduction* Routledge, London.
3. Theo van, [2003] *Handbook of Visual analysis*, Sage Publication, London.

CORE ELECTIVE - MEDIA LAWS & ETHICS

PAPER CODE: 15UVCE03

UNIT I

Indian constitution: preamble, salient features, Fundamental rights and duties, directive principle of state policy, freedom of speech and expression: article 19 (1) (a) and reasonable Restrictions article 19 (2) – Press Freedom during Emergency.

UNIT II

Rights, privileges and liabilities of the press –press of the Registration of Books Act 1867 – right to information act – Indian Cinematograph Act 2006 – censorship – Human Rights.

UNIT III

Media Acts: Official Secrets Act – Copy Right Act – Working Journalist Act of 1955 – Prasar Bharati act, Indian evidence act.

UNIT IV

Cyber laws: Information Technology Act 2000; Hackers, cyber terrorism, Cyber stalking, spamming cryptography and digital signature, Computer viruses.

UNIT V

Press Council of India – Press commission of India – pluralistic media in India – Ombudsman in media. Code of conduct – Ethics for journalists.

Reference books:

1. *History of press, press laws and communication* B.N. Ahuja. Surjeet Pub. New Delhi. 1981.
2. *Freedom of the press.* M.K. Joseph, Anmol Pub. New Delhi 1997.
3. *Constitutional law of India 6e, Dr Justice Durga Das Basu. Prentice Hall of India P ltd. New Delhi. 1991.*
4. *Law of the press in India Dr Justice Durga Das Basu. Prentice Hall of India P ltd. New Delhi .1980.*
5. *Journalism in India R. Parthasarathy Sterling Pub. New Delhi 1989.*
6. *Press commission Reports. Govt. of India press.*
7. *Media laws and ethics – Dr.Neelamalar.*

PRACTICAL - TELEVISION PRODUCTION

PAPER CODE: 15UVCP04

1. Handle camera and tripod
2. Framing
3. Composition-Rule of third
4. Standard Shot & Camera Angle
5. Camera Movements
6. Multi Camera Setup
7. Understanding Lighting Equipments
8. Practicing Lighting Techniques
9. Formats of T.V Program-Interview
10. Formats of T.V Program-Talk show

Record Work:

1. Short Film (Maximum 5 mins)
2. Ad Film (Maximum 3 mins)
3. Talk Show/News Reading (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Reference Books:

1. *Jim Owens, Television Production, Focal Press, UK, 2012*
2. *Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK,2012*
3. *Gerald Millerson, Television Production, Focal Press, UK, 2009*
4. *Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS,2006*

PRACTICAL - ANIMATION

PAPER CODE: 15UVCP05

ADOBE FLASH

1. Draw Cartoon faces
2. Draw Backgrounds
3. Animate 2d Shapes using key frame technique
4. Animate a cartoon character using Motion tweening
5. Transform an object from one shape to another using Shape tweening
6. Create an animated greeting card
7. Create 2D Titling
8. Create a 1 minute animated story
9. Create Interactive presentation using Action script
10. Create a webpage using Action Script.

(The Students have to submit all ten exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)

Reference books:

4. *Adobe Creative Team, Adobe Flash Professional CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012*
5. *Paul Wells, Basics Animation 03: Drawing for Animation, AVA Publishing, Switzerland, 2009*
6. *Tony White, How to Make Animated Films, Focal Press, USA, 2009*

PRACTICAL - FILM APPRECIATION

PAPER CODE: 15UVCP06

1. A short history of cinema.
2. Types of cinema: World cinema, National and regional cinema; Parallel cinema; Third world cinema.
3. Film genre and Film language – shot – scene – cuts – transitions – film appreciation
4. The film making process: Pre production, Production and post production;
5. Pre-production – treatment – script – storyboard – schedule – location – art direction – casting
6. Production – camera – sound – art – cast
7. Post-production – visual editing – sound editing – distribution
8. Marketing & Distribution; Film festivals and awards.
9. Approaches to film criticism. Film and politics. Film society movement.
10. Film appreciation: How to write a film review. Ten Reviews of Indian films will have to be submitted

The Record Work related to the above topics along with the film reviews will be submitted for Practical exam to be evaluated by the External Viva Voce Examiner.

Reference books:

1. *Mast S and Cohen M ed., [1985] Film Theory and Criticism, Oxford.*
2. *Nichols, B ed., [1985] Movies and Methods, Vols. I and II, University of California Press.*
3. *Barnow and Krishnaswamy S, [1990] Indian Film, New York.*

SBEC V - WEB PUBLISHING

PAPER CODE: 15UVCS05

UNIT I

Introduction to WWW- History of WWW –Software’s and scripts used for web designing.

UNIT II

Introduction to HTML - History - Versions - Structure of HTML - Tags - Text Formatting Tags - Bold,Italic,Underline.,etc - Font tag - Background tags - Paragraph - Marquee - Designing a Web Page.

UNIT III

Anchor tags - Linking image,Video,Documents etc.,- Table tags - Designing Website.

UNIT IV

HTML Layout - Forms - Tabs -UI design.

UNIT V

FTP Servers and Client, Uploading a Website and Server - HTTP - HTTPS - FEPs - other Software's - Photoshop , Flash and Dreamweaver.

Reference books:

1. *Patrick McNeil, [2012] The Designer's Web Handbook: What You Need to Know to Create for the Web HOW Books.*
2. *Jeff Johnson, [2010] Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules Morgan Kaufmann.*
3. *Karl.M.Kapp (2013).The Gamification of Learning and Instruction Fieldbook: Ideas into Practice*
4. *Brenda Braithwaite, Ian Schreiber (2008). Challenges for Game Designers.*

SBEC VI - BROADCASTING

PAPER CODE: 15UVCS06

UNIT I

Development of Radio Broadcasting in India – Ownership – Control – Autonomy for Radio – Types of Radio services- Radio as a source of News and entertainment; Types of Radio programmes.

UNIT II

Broadcast News – Value – Radio Language – News Bulletin – News Source for Radio – Reporters, Editors and Agencies – External News Services Interviews – Features – Writing for Radio.

UNIT III

Special Audience Programmes – Rural and Farm Broadcasting – Educational Programmes – Programmes for Children, Women and Youth. Women Welfare – Children Welfare – Health and Family Planning – Rural Development – Urban problems

UNIT IV

Development of Television in India – News Programmes: a) News cast b) News Review – Formats of TV Programmes – Documentary – Special Features – Interviews. TV as a powerful Audio – Visual Media – Commercial and Sponsored Programme – Educational Service.

UNIT V

Broadcasting in the Information age – knowledge society - global media and audiences; New media: digital revolution – Internet TV, satellite TV and DTH; media convergence.

Reference books:

- 1. Chatterji, P.C, Broadcasting in India, Sage Publications, New Delhi, 1987*
- 2. Mehra Massani, Broadcasting and the People, National Book Trust, New Delhi, 1985*
- 3. Luthra, H.R, Indian Broadcasting, Publications Division, New Delhi, 1986*
- 4. Warren K. Agee, Introduction to Mass Communication, 6th Edition, Oxford &IBH, Calcutta*
- 5. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, Bombay, Delhi, Bangalore, Calcutta, Madras*
- 6. Gerald Millerson, Effective TV Production.*