

# J.J. COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

(NAAC Accredited with Grade 'A')

Sivapuram, Pudukkottai – 622 422

## U.G - VISUAL COMMUNICATION

Proposed Course Structure under Autonomous Status

### Under Choice Based Credit System

(For the candidates admitted from the academic Year 2016-2017 onwards)

Semester	Part	Course Code	Course Title	Hours / Weeks	Credits	Exam Hours	Marks Int / Ext		Total Marks
I	I	U1RTL1	Language Course – I	6	3	3	25	75	100
	II	U1REL1	English Language Course – I	6	3	3	25	75	100
	III	U1RVCCC1	Core Course – I (CC1) Introduction to Visual Communication	6	5	3	25	75	100
		U1RVCAC1	Allied Course (First)– I (AC1/1) Creative Advertising	6	3	3	25	75	100
		U1RVCAC2P	Allied Course (First) – II (AC1/2) Drawing - I (Practical)	6	3	3	40	60	100
	Total				<b>30</b>	<b>17</b>			
II	I	U2RTL2	Language Course II	6	3	3	25	75	100
	II	U2REL2	English Language Course – II	6	3	3	25	75	100
	III	U2RVCCC2	Core Course – II – (CC2) Contemporary Media Scenario	6	5	3	25	75	100
		U2RVCCC3	Core Course – III (CC3) Art Appreciation	6	5	3	25	75	100
		U2RVCAC3P	Allied Course (First)– III (AC1/3) Drawing - II (Practical)	4	3	3	40	60	100
	IV	U2RES	Environmental Science Course	2	2	3	25	75	100
		U3RVE	Value Education Course	2	2	3	25	75	100
	Total				<b>32</b>	<b>23</b>			
III	I	U3RTL3	Language Course – III	5	3	3	25	75	100
	II	U3REL3	English Language Course - III	5	3	3	25	75	100
	III	U3RVCCC4	Core Course IV – (CC4) Media Culture and Society	5	5	3	25	75	100
		U3RVCCC5P	Core Course V –	5	5	3	40	60	100

			(CC5) Photography (Practical)						
		U3RVCCC6	Core Course VI- (CC6) Printing and Publication	5	5	3	25	75	100
		U3RVCAC4P	Allied Course (Second)- I (AC2/1) Desk Top Publishing (Practical)	3	3	3	40	60	100
		<b>Total</b>		<b>28</b>	<b>24</b>				<b>600</b>
IV	I	U4RTL4	Language Course – IV	6	3	3	25	75	100
	II	U4REL4	English Language Course – IV	6	3	3	25	75	100
	III	U4RVCCC7	Core Course VII - (CC7) Film Studies	6	5	3	25	75	100
		U4RVCAC6P	Allied Course (Second) – II (AC2/2) Script Writing (Practical)	4	3	3	40	60	100
		U4RVCAC5	Allied Course (Second)- III (AC2/3) Media Law and Ethics	6	3	3	25	75	100
	IV	U4RVCSBE1	Skill Based Elective Course –I (SBE1) Public Relations	2	2	3	25	75	100
		<b>Total</b>		<b>30</b>	<b>19</b>				<b>600</b>
V	III	U5RVCCC8	Core Course -VIII - (CC8) Media Research Orientation	5	5	3	25	75	100
		U5RVCCC9	Core Course –IX – (CC9) Visual Analysis Tools	5	5	3	25	75	100
		U5RVCCC10	Core Course – X – (CC10) Mass Communication Theories	5	5	3	25	75	100
		U5RVCCC11 P	Core Course – XI – (CC11) Television Production (Practical)	6	5	3	40	60	100
		U5RVCMBE1	Major Based Elective Course – I (MBE 1) Elements of Film and Video Production	5	4	3	25	75	100
	IV	U5RVCSBE2	Skill Based Elective Course II (SBE 2) Media and Tourism	2	2	3	25	75	100
		U5RVCIDC1	Inter disciplinary Course I (ID1)	2	2	3	25	75	100
			<b>Total</b>		<b>30</b>	<b>28</b>			

VI	I II	U6RVCCC12 P	Core Course- XII (CC12) Animation and Web Publishing (Practical)	5	5	3	40	60	100
		U6RVCCC13	Core Course- XIII (CC13) Development Communication	5	5	3	25	75	100
		U6RVCCC14	Core Course XIV (CC14)Media Management	5	5	3	25	75	100
		U6RVCMBE2	Major Based Elective Course II (MBE 2) Editing (Video and Audio) (Practical)	6	4	3	60	40	100
		U6RVCMBE3	Major Based Elective Course III (MBE3) Mini Project (Viva)	4	4	3	60	40	100
	IV	U6RVCSBE3	Skill Based Elective Course III (SBE3) Reporting and News Editing	2	2	3	25	75	100
		U6RVCIDC2	Inter Disciplinary Course II (ID2)	2	2	3	25	75	100
	V	U6RGS	Gender Studies	1	1	3	25	75	100
		U6RVCCC12 P	Extension Activity	-	1	-	-	-	-
	<b>Total</b>			<b>30</b>	<b>29</b>				<b>800</b>

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U1RVCCC1  
Credit: 5  
**Total Hours: 72**

**Core Course - I (U1RVCCC1)**  
**INTRODUCTION TO VISUAL COMMUNICATION**

**OBJECTIVES**

To enable the students to understand

- Visual Art is a Powerful tool of Communication.
- Visual Symbols is one of the first known forms of Human Expression and Communication, which has continued throughout history.
- The need and importance of Visual Communication.
- Identify the fundamental elements and principles of design
- Explain the how media are used in the creation of imaging

**Unit - I Communication (14 Hours)**

Communication definition, scope, forms and purposes - intra - personal, interpersonal, mass, organizational, non-verbal, and verbal, Communication - socio economic change and the emerging trend in Communication

**Unit - II History of human Communication (10 Hours)**

History of human Communication seen as four revolutions-oral, written, printing and audio visual technologies

**Unit - III Communication process (14 Hours)**

Sources, message, channel, receiver, feedback and Noise -types of noises - encoding and decoding process - Informal and formal channel - Berlo , Lass well, Shannon and Weaver Models.

**Unit - IV Characteristics of Mass Communication (14 Hours)**

Function of Mass Communication - information, education, and entertainment - Dysfunctions of Mass Communication - Communication and public opinion - nature, meaning and process.

**Unit - V Motion picture (10 Hours)**

Historical background - structure and organization of motion picture industry in India - technical aspects - status, problems and prospects of films as medium of entertainment - documentary films

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Visual Communication: Integrating Media, Art, and Science (Routledge Communication Series) 1st Edition by Rick Williams
- Keval J Kumar “Introduction to Mass Communication”. Vipul Prakashan, Bombay. 2016. (Unit I,II,III,IV)
- McQuail Dennis, “Communication Models”, Longman, London, 2018. (Unit V)

### **References Books:**

- An Introduction to Visual Communication: From Cave Art to Second Life First printing Edition by Susan B. Barnes. 2019.
- Blake et al," A Taxonomy of concepts of in Communication". Hasting House, NY, 1979.
- John R. Bitner, "Mass Communication - An introduction". Prentice Hall, New Jersey, 1980.
- Seetharam K.S, "Communication and Culture - A world view". McGraw Hill, New Delhi, 1991.
- Hilgard, Atkinson and Atkinson, "Introduction to Psychology", Oxford -2016.
- Shukla, SK. "Mass media and Communication". Cybertech Publishing, New Delhi. 2006.
- Joseph Devito, Harper and Row, "Human Communication, A basic course", New York, 2017.

### **Course Outcomes:**

- To understand the basic elements of Visual Communication.
- To understand the revolution of Communication.
- To enhance the ability to conceptualize, develop, and communicate ideas.
- To know about various forms of communication through visuals.
- To understand the functions and dysfunctions of mass communication.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U1RVCAC1  
Credit: 3  
**Total Hours: 72**

**ALLIED COURSE (First) - I (U1RVCAC1)  
CREATIVE ADVERTISING**

**OBJECTIVES:**

To enable the students to understand

- Advertising to students about the wide, wonderful world of advertising and encapsulates all about advertising.
- History of advertising, strategy, copywriting, art direction and integrated communication are introduced and practiced at an appropriate level.
- Create effective concept presentations in different types, styles, and formats
- To gain a working knowledge of the basic steps in the development of creative strategy
- To understand the critical role creative strategy plays in the development of advertising.

**UNIT - I Advertising (14 Hours)**

Role - elements - Advertising in marketing mix - types of advertising - merits and demerits - advertising and consumers - buying systems - target plans.

**UNIT - II Target audience (12 Hours)**

Branding - brand building - positioning - advertising strategy - advertising campaign - Ad copy - Structure - message - appeals - levels of feedback.

**UNIT - III Media planning (12 Hours)**

Developing media objectives - media budget - selection of media - implementing media plans - pre-testing and launch - advertising research

**UNIT – IV Advertising agency (12 Hours)**

Structure and functions - departments - functions - role - nature - special emphasis on writing and visualizing

**UNIT – V Advertising and Society (12 Hours)**

Ethical issues in advertising - advertising production techniques - print - radio - TV and Films.

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Truth, Lies, and Advertising: The Art of Account Planning 1st Edition by Jon Steel. 2019.
- KevalJ. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994. (Unit I,II, V)
- The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (LEA's Communication Series) by Helen Katz (Unit III,IV)

**References Books:**

- Copy Paste: How Advertising Recycles Ideas Hardcover - October 28, 2016 by Joela Pompe. 2019

- Basic Advertising by Donald W. Jugenheimer (Paperback - Mar 1991) Advertising Procedure
- Advertising For Dummies (For Dummies (Business by Gary Dahl (Paperback - Jan 3, 2007) Foundations of Advertising
- Advertising Media Planning by Jack Z. Sissors and Roger Baron (Hardcover - Jun 15, 2002)

To give more Practical exposure, students can do Ad Campaign for a specific product/theme. (Exercise/Assignment)

**Course Outcome:**

- To understand history, theory, terms, ethics, and roles and responsibilities in the industry.
- To demonstrate proficiency in writing, speaking, and being creative in a variety of media.
- To manage projects from concept to completion using the tools of the industry.
- Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.
- Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.
- Complete all work in a professional, ethical and timely manner.

B. Sc Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code: U1RVAC2P  
Credit: 3  
**Total Hours: 72**

**ALLIED COURSE (First) II - (AC1/2)**  
**DRAWING - I (Practical)**

**OBJECTIVES:**

To enable the students to understand

- The exploration and discovery of drawing for students.
- With the basic of drawing and fine arts like line, dimensions, perspectives, storyboards, identifying and handling textures.
- Accurately represent perceptions in 2-d format
- Make informed choices in representation to promote the communication of content
- Make informed choices in drawing tools and materials

The following exercises are compulsory. All exercises must be Pencil drawings. Each exercise should have minimum 3 Drawings.

1. Lines
2. 2D Shapes
3. 3D Shapes
4. Patterns
5. Light and Shade
6. Perspectives (One Point, Two Point, Three Point perspectives)
7. Distortion

**Note:**

The Drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students.

**Evaluation:**

Internal: 40  
External: 60 (3 Hours Practical exam)

**Text Book:**

- Pen and Ink Drawing Workbook: Volume 2 Paperback - Import, 4 Aug 2018 by Alphonso a Dunn
- Robert W.Gill Thames and hudson, "Rendering with pen and Ink". London, s1981.

**References Books:**

- General Principles of Design, Drawing and Safety by IES Master Team. 2019
- Stan smith, "Anatomy, perspective and composition", Macdonald U.S.A. 1984
- Palmer, Frederic, "Visual Elements of Art and Design", Longman, London, 1989
- Lauet David, "Design Basics".
- White, Alexander W, "The Elements of graphic design"
- Wong, Wucious, "Principles of Two Dimensional Design"
- Muller, Josep, "Grid Systems in Graphic Design"
- Elan, Kimberly, "Geometry of Design: Studies in Proportion and composition"
- Eco, Umberto, "Fundamentals of Semiotics"



**Course Outcome:**

- To understand the basic principles of design and color, concepts, media and formats, and the ability to apply them to a specific aesthetic intent. This includes functional knowledge of the traditions, conventions, and evolutions of the discipline as related to issues of representation, illusion, and meaning. The development of solutions to aesthetic and design problems should continue throughout the degree program.
- The ability to synthesize the use of drawing, two-dimensional design, and color, beginning with basic studies and continuing throughout the degree program toward the development of advanced capabilities.
- Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product, including knowledge of paints and surfaces.
- The ability to explore the expressive possibilities of various media, and the diverse conceptual modes available to the painter. This may deal with direct painting from nature or with alternative approaches to the making of traditional or innovative two- and, at times, three-dimensional images.
- Progress toward developing a consistent, personal direction and style.

B. Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U2RVCCC2  
Credit: 5  
**Total Hours: 72**

## **CORE COURSE II - (CC2)** **CONTEMPORARY MEDIA SCENARIO**

### **OBJECTIVES:**

To enable the students to understand

- The history of Print Media, Radio, Television, New Media and the development of Indian Cinema.
- To provide an overview of the media systems, functioning and trends at the global level from a historical perspective. So, students can understand the evolution of media in various societies.
- To develop in students an understanding of media and enable them to appreciate potential and limitation of various media forms.
- To develop skills to encourage the production of creative media messages.
- To introduce students to various career opportunities in mass media.

### **Unit - I Media and Society (14 Hours)**

Functions of Media-Press - Brief history of press in India - Legal limitation on press freedom - The role of press in society - Trends in contemporary journalism - press council - press in society - press codes and ethics of journalism - globalization and news flow

### **Unit - II Radio (12 Hours)**

Development of Radio Broadcasting in India - Popular Radio Genres - Satellite Radio - Community Radio -Privatization and Indian Radio - Radio for social change - Future of Radio

### **Unit - II Cinema (12 Hours)**

Origin and development of Indian Cinema - Regional Film Industry - Film Censorship - Hollywood and Indian film trends - National Film Development Corporation - Documentary Film - Parallel Cinema in India

### **Unit - IV Television (10 Hours)**

The story of television - Development of Television in India - Cable and Satellite - PrasarBharati 0 Western impact of Indian Television - Current trends in Indian Television - Consumerism and Television

### **Unit - V New Media (14 Hours)**

Historical Development of New Media - Information age, Knowledge society and global media and audiences - New Media Technologies - Digital Revolution - Internet - Satellite TV and DTH - ICT (Information Communication Technology) - Information Super Highway

### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

### **Text Book:**

- Guide for Journalism and Mass Communication 2019 Paperback - 2019 by Arihant Experts
- Keval J. Kumar, "Mass Communication in India", Jaico Books, 2013. (Unit I- V)

**References Books:**

- Melissa Gronlund, Contemporary Art and Digital Culture (London; Routledge, 2019).
- Edward S. Herman and Robert N. Meechesney, “The Global Media”, Madhyam Book, India, 1988
- P.C. Chatterjee, “Broadcasting in India”, Sage Publications, India, 1987
- DurgaDassBasu, “Law of the press in India”, Prentice Hall, New Delhi, 1998

**Course Outcome:**

- To describe the techno cultural discourse surrounding new-media technologies and practice.
- To evaluate communication technologies as the articulation of power and as an agent of social change.
- To conceptualize, implement and evaluate substantial, meaningful, and purposeful projects using digital media techniques.
- To evaluate ethical and legal considerations in working with digital media.
- To develop, implement, and distribute self - directed projects that synthesize creative, technical, and critical approaches

B. Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U2RVCCC3  
Credit: 5  
**Total Hours: 72**

### **CORE COURSE III - (CC3) ART APPRECIATION**

#### **OBJECTIVES:**

To enable the students to understand

- The history of Indian Art and art world wide.
- It helps to provide an overview of the people culture and trends at the global from a historical perspective so students understand the evolution of art from various societies.
- Ability to apply fundamental concepts of aesthetics toward the interpretation of art.
- Familiarity with the various media used to make art.
- Familiarity with the formal elements of art and key works of art

#### **Unit - I Indian Art (12 Hours)**

Proto Historic Period - Historic Period: Buddhist, Jana, Hindu, Gupta - Architecture - Northern Temple - Temples in the Deccan

#### **Unit - II Southern Temples (12 Hours)**

Pallava, Chola, Pandya, Vijayanagar and Nayaks - Islamic Period: Architecture, Imperial Style, Provincial style and Mughal Style

#### **Unit - III Sculptures (14 Hours)**

The Mauryas, The Kushans, The Guptas, The Chalukyas, The Hoysalas, The Pallavas, The Cholas, The Pandyas, The Vijayanagara Paintings, Murals - North Indian - South Indian - Miniatures - Mughal Paintings - Rajput Painting - Rajasthan - Pahari Paintings - Modern Indian Painting

#### **Unit - IV The Western Art and Architecture (12 Hours)**

Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic, Italian, Flemish, German, Dutch, Spanish, English, French and Modern art

#### **Unit - V Aesthetics (12 Hours)**

The functions of art, artist and society, social responsibility of the artist, Indian Aesthetics, Beauty, the Rasas

#### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

#### **Text Book:**

- Art, Faith and Medicine in Tintoretto's Venice Edited by Gabriele Marino, Cynthia Klestinec. 2019.
- Edith Tomory, History of Fine Arts in India and the West, Orient Longman Limited, India, 1989..(Unit I- V)

**References Books:**

- Art Appreciation: An Introduction to the Formal Elements and Mediums by Dave Plouffe. 2019.
- Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.

**Course Outcome:**

- To understand a work of art from an objective point of view, its physical attributes, and formal construction.
- To apply the formal elements and principles of design to works from the text.
- To understand historical, religious, or environmental information that surrounds a particular work of art and which helps to understand the work's meaning.
- To understand critical point of view about a work of art concerning its aesthetic or cultural value.
- To evaluate selected artworks using the terminology and iconography of art.

B. Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code: U2RVAC3P  
Credit: 3  
**Total Hours: 48**

**ALLIED COURSE (First) III - (AC1/3)**  
**DRAWING - II (PRACTICAL)**

**OBJECTIVES**

To enable the students to understand

- To usage of colors in drawing various art forms.
- With the basic of drawing and fine arts like line, dimensions, perspectives, storyboards, identifying and handling textures.
- To develop students" awareness of artistic contexts in history and theory, and their roles in the creative processes as contemporary artists in drawing.
- To nurture students" ability to establish personal focus and direction as artists.
- To help students create a body of drawing that has consistency and sophistication.

The following exercises are compulsory. All exercises must be in different medium like charcoal, watercolor, pastels, and oil paints. Each exercise should have minimum 2 Drawings.

- Perspectives with Lighting and shading(One Point, Two Point, Three Point perspectives)
- Forms and live models (Animals & Birds)
- Human Anatomy(Portrait & Full Figure)
- Still life with Light and Shade
- Still life(Flowers, Fruits, Vegetables)
- Monuments(Outdoor Drawing)
- Object Movements
- Typography

The drawing record should contain exercises completed by each student on every practical class during the First semester with proper dates and signature of the concerned Lecturer. It should contain a content page of exercises completed by individual students.

**Text Book:**

- Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions Paperback - July 1, 2018 by Timothy Samara
- Robert W.Gill Thames and hudson, "Rendering with pen and Ink", London,1981
- Palmer, Frederic, "Visual Elements of Art and Design", Longman, London, 1989

**References Books:**

- Drawing Exercises That Will Turn Anyone Into An Artist by EMILY POTTS August 1, 2018
- Stan smith, "Anatomy, perspective and composition", Macdonald U.S.A., 1984
- Lauet David, "Design Basics".
- White, Alexander W, "The Elements of graphic design"
- Wong, Wucious, "Principles of Two Dimensional Design"
- Muller, Josep, "Grid Systems in Graphic Design"
- Elan, Kimberly, "Geometry of Design: Studies in Proportion and composition"
- Eco, Umberto, "Fundamentals of Semiotics"

**Course Outcome:**

- The student will continue to develop drawing skills addressed in any previous drawing classes.
- The student will be exposed to a variety of art concepts, including observation skills, expressive approach, and a creative approach.
- The student will investigate a wide variety of mediums in this course.
- The student will be encouraged to investigate a variety of subject matter.
- To encourage a personal approach to the art making process.

B.Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U3RVCCC4  
Credit: 5  
**Total Hours: 60**

**CORE COURSE – IV (CC4)**  
**MEDIA, CULTURE AND SOCIETY**

**OBJECTIVES:**

To enable the students to understand

- On diverse cultural mythologies and their symbolic representations, through reading and discussion of the myths and symbols of ancient societies.
- Student learns to recognize the myths and symbols at work with in modern society and their own ideologies.
- Learn of a variety of theoretical frameworks used to analyze media audiences, producers, and effects.
- Analyze the role of media in politics, consumption, and other aspects of culture.
- Think critically about media and sharpen our media literacy skills.

**Unit - I Media: (12 Hours)**

Understanding Mass media - Characteristics of mass media - effects of mass media on individual, society and culture- basic issues - Power of mass media- Media in Indian society - Definition nature and scope - Function of mass media.

**Unit - II Media Determinants: (10 Hours)**

Owners and controlling companies; Media Institution, the state and the law; Media and self-regulation and control, Economic determinants, Advertisers, Audiences, Media Personnel, Sources.

**Unit - III Media Techniques: (10 Hours)**

Selection, The Rhetoric of the image, Image and Text, the effects of camera and crew; Set ups, Film and Sound Editing

**Unit - IV Media as text consciousness industry: (10 Hours)**

Social construction of reality by media- Rhetoric of the image myth, ( representation, stereo type etc ), culture studies approach to media, audience as textual determinant, audience as readers, audience, position, establishing critical autonomy.

**Unit - V Media and popular culture: (10 Hours)**

Commodities culture and subculture, popular text celebrating industry - personality as brand name hero -work ship. Acquisition and transformation of popular culture

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (08 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Media & Culture: An Introduction to Mass Communication Eleventh Edition by Richard Campbell (Author), Christopher Martin (Author), Bettina Fabos.
- Aram,A.I., “Media and Culture Society” ,ISPCK, New Delhi, 2008.(Unit I- V)



### **References Books:**

- Media & Culture: Mass Communication in a Digital Age Tenth Edition by Richard Campbell, Christopher R. Martin, Bettina Fabos in 2019.
- Potter, James W- "Media literacy", Sage publication. (1998)
- Grossberg, Lawrence etal Media –"Making; mass media in a popular culture". Sage publications. (1992)
- Berger, Asa Author-"Media analysis technique". Sage publications. (1998)
- Len Masterman-"Teaching the Media". MK Media Press.(1985).

### **Course Outcomes:**

On completion of this unit students will be able to:

- Comprehend and critically analyze the development of media and culture in sociological perspective.
- Situate contemporary phenomena within the broader problematic of modernity.
- Identify social and political dimensions within contemporary media artifacts.
- Make imaginative and critical use of ideas and concepts to develop arguments.
- Students formulate well informed opinion and critical awareness of current news and media practices

B. Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code: U3RVCCC5P  
Credit: 5  
**Total Hours: 60**

## **CORE COURSE V - (CC5) PHOTOGRAPHY PRACTICALS**

### **OBJECTIVES:**

To enable the students to understand

- The basics of photography
- To explore the various types of Photography.
- Develop the method of basic image editing techniques.
- Introduce various methods of post-production and retouching techniques.
- Develop the concept of digital output and producing the final product

**The following themes should be covered in photography practical on exercises.**

- Landscape (scenic, people, birds/animals, monuments)
- Portraits
- Photo Feature, Photo Language
- Environmental Exposure
- Silhouette
- Candid Shots
- Panorama
- Montage
- Indoor photography
- Industrial photography
- Digital Creative Work

Photography record should contain at least **55** color photographs(Size- 12 X 8). Each exercise should include all the necessary details (color, exposure time, lens type etc.). Final practical examination will test students' knowledge on photography in the themes studied.

### **Text Book:**

- The New Photography: Responsibility in Visual Communication by Frank Webster 2019.
- Robert L. Kerns - "Photo Journalism", Prentice Hall Inc, Engle wood Chiffs, N.J.1980.

### **References Books:**

- The best photography books for beginners and pros in 2019 By Tom May.
- Julian Calder, John C Carrett - "The 35 mm Photographer's hand book", Marshall edition London,1999
- John Cant Antine and Julia Valice -" The Thames - "Hudson manual of Professional Photography", Thames- Hudson, 1983.
- Tom Ang - "Digital Photography", Mitchell Beazley, Octopus Publishing group Ltd London. UK 2001.

### **Course Outcomes:**

- Students will be able to use a variety of brainstorming techniques to generate novel ideas of value to solve problems.
- Students will have sufficient mastery of one or more media to complete the technical and formal challenges pertinent to a body of original work.

- Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
- Students will develop behaviors such as curiosity, initiative, and persistence that will help them engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.
- Students will integrate knowledge of ethical and legal frameworks with effective business practices in dealings with clients, colleagues, suppliers and employees.

B. Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U3RVCCC6  
Credits: 5  
**Total Hours: 60**

**Core Course - VI (CC6)**  
**PRINTING AND PUBLICATION**

**OBJECTIVES:**

To enable the students to understand

- The history of printing and introduces the students to the dynamic printing and publishing industry.
- It offers them the prospect to become technically sound with various Printing processes and design decisions.
- It guides them on the practical front by training them on the techniques of layout and designing of newspapers and magazines and make them aware of the digital pre – press activities.
- Publishing industry has its own set of parameters and is mainly divided into editorial, designing, production, printing, advertising, publicity and marketing.
- Publishing is the process of distribution of information to the public in the form of books, literature, newspaper, periodicals, magazines and other areas.

**Unit - I History of printing (10 Hours)**

Recent technological development of printing process - importance of printing process in design decisions

**Unit - II Typesetting (12 Hours)**

Systems metal composition - phototypesetting - computerized typesetting - character placement and kinds of spacing - Printing paper and ink - production of paper - kinds of paper - size - substance - bulk

**Unit - III Art and copy preparations (10 Hours)**

Layouts - kinds of art works - mechanical overlays -Color reproduction - separation and duplication - Type of inks - quality of various kinds of processes

**Unit - IV Printing processes and Color theory (10 Hours)**

Letter press, lithography, offset printing, gravure, flexography, screen printing and reprography methods- color theories – Additive color theory, subtractive color theory, importance of color in printing.

**Unit - V New technological processes (10 Hours)**

Development in printing processes - Digital Pre - press - direct to plate technologies - recent trends in printing processes

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (08 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Guide for Journalism and Mass Communication 2019 Paperback - 2019 by Arihant Experts
- N.N Sarkar, “Art and Print Production”, Oxford University Press, 2013. (Unit I- V)

**References Books:**

- Guide for Journalism and Mass Communication 2019 Paperback - 2019 by Arihant Experts
- Ales krejca, "Print making techniques", Octopus Books Ltd., 1982.
- Compilations, "A guide to young printers", SIGA, madras, 1981.
- Compilation, Typography, Watson Guptill Publications New York. 1986.
- Amdams," J.M. Printings technology (fourth edition)", Thomson Learning, 1996.
- Finley, "Printings paper and inks", Thomson Learnin,1998.

**Course Outcome:**

The expected Student Learning Outcomes for the Print and Digital Publishing Program are:

- Print and Digital Publishing minors will be able to write and correct skillful expository prose.
- Print and Digital Publishing minors will be able to demonstrate the fundamentals of editing and publishing in print and digital media.
- Print and Digital Publishing minors will demonstrate the skills of independent researchers and project managers.
- Students will be able to import text and graphics into page layout programs.
- Students will be able to Write, edit, and design print and online media for a range of entities in the arts industry.

B. Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code: U3RVCAC4P  
Credit: 3  
**Total Hours: 36**

**ALLIED COURSE (Second) - I (AC2/1)**  
**Desk Top Publishing (Practical)**

**OBJECTIVES:**

To enable the students to understand

- This course provides more control over design, layout and typography than word processing does.
- This technology allows individuals, businesses and other organizations to self – publish a wide range of printed matter.
- The course has been designed for the participants intending to build their career in desktop publishing.
- critique a range of publications in terms of design approaches
- analyses the requirements of the publishing task and select the appropriate software

**The following exercise should be covered in practical.**

- Logo Design
- Visiting Card
- Envelop
- Letter Head
- Dangler
- Invitation
- Menu Card
- Brochure two fold and three fold
- Poster Design
- Package Design

**Software Used** - Adobe Photoshop, Illustrator, In Design, Corel Draw etc.

**For three different concepts** students should be given orientation of Printing usability issues and interface design basics. Each student should submit individual CD - ROMs with all the exercises did during the semester with proper dates.

**Text Book:**

- Adobe Creative Team, “Pearson Technology Group”, USA, Photoshop 7 Classroom in a Book, 2019.

**References Books:**

- Best DTP software 2019: top desktop publishing apps by Matt Hanson, 2019.
- Chris De ,”Corel Draw” , DK Books (2004)
- Deke McClelland, “Photoshop 7 Bible” Willey Publishing. Inc., 2005

**Course Outcome:**

- Completes the necessary preparations for print and broadcast before starting the process of creating a graphic design.
- Defines color model according to the type of print or broadcast, the dimensions of the study, visual resolution and so on.

- Performs the required corrections on all materials used in design to digital printing.
- Creates effective designs based on design principles.
- To understand how to creates typographic solutions and Uses elements that are beneficial in designing.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U4RVCAC6P  
Credit: 5  
**Total Hours: 72**

**CORE COURSE - VII (CC7)**  
**FILM STUDIES**

**OBJECTIVES:**

To enable the students to understand

- From the history of films to the contemporary experimental films, from International classic to Indian cinema, this paper is an eye opener to the celluloid world.
- The paper gives an insight into aesthetic and technical aspects of film making and instills in them the art of film appreciation and Criticism.
- Critically interpret films and clearly express those interpretations orally and in writing.
- Analyze a range of cinematic visual styles, narrative conventions, and generic trends.
- Engage with questions of ethics and social justice through representations of culture on film.

**Unit - I Indian cinema (12 Hours)**

Film as a medium of Communication and Social change - Growth of Tamil cinema - Contribution of Tamil cinema to social and political awareness - film Industry Studies - Technologies in film production - Digital projection

**Unit - II Film Production (12 Hours)**

Theme and story line - Script writing - characterization visualization - equipment and other inputs - Role and responsibilities of cinematographer and the director - problems of artists - financial Management- editing methods - audio and video special effects.

**Unit - III Film appreciation (12 Hours)**

Film criticism - Writing a film review - content analysis - deconstruction of film - Comparison of Indian and western films - the influence of Hollywood and Tamil Cinema

**Unit - IV Film Audience (12 Hours)**

Fantasy Vs Reality in cinema - cinematic theme and elements - film culture - film genre- popular, parallel and Documentary films - concepts in film

**Unit - V Regulation of the film industries (14 Hours)**

Problems of film industry - piracy - Government's initiatives and policies-film institute's and Organizations: children film clubs- International and National film Festivals and Awards - a review study of great Indian and International film makers like Satyajit Ray, Adoor Gopalakrishnan, Akira kurusowa, Ingmar Bergman and others.

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Film Studies for Dummies Paperback – Abridged, 14 Oct 2018 by James Cateridge
- Ashish Rajadhyasha, Paul Wile man, “Encyclopedia of Indian cinema”, Oxford University Press, New Delhi, 2005 (Unit I,II,III)
- Nelmes, Jill,” Introduction to film studies”, Rutledge, London, 1996. (Unit IV,V)



### **References Books:**

- India's Film Society Movement: The Journey and its Impact Hardcover - 1 Nov 2018 by V. K. Cheria.
- Film Studies: The Basics Paperback – Import, 11 Jul 2013 by Amy Villarejo
- Rabiger, Michael, "Directing the documentary", 4th edition. Oxford. Focal press, 2004.
- Prefers, Nichola, "Film Directing fundamentals", Oxford focal Press, 2001.
- Mamer, Bruce, "Film Production Technique", 2nd Edition, Belmont Wadsworth publication, 2009.

### **Course Outcome:**

- Film Studies students learn to recognize formal elements; they acquire and apply tools (terminology, methods) to carry out rigorous formal analysis of film
- Film Studies students learn to explain how film has changed over time as an aesthetic form, as an industry, and as a social institution.
- Film Studies students construct focused knowledge in one area and reflect on its relation to Film Studies as a field of interdisciplinary inquiries about cinema.
- Film Studies students learn to develop general conclusions by synthesizing specific cases and by utilizing film-studies methods.
- Film Studies students compose convincing written arguments backed by evidence from films and secondary sources.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code: U4RVCAC5P  
Credits: 3  
**Total Hours: 72**

**ALLIED COURSE (Second) - II (AC2/2)**  
**SCRIPT WRITING (Practical)**

**OBJECTIVES:**

To enable the students to understand

- The students with the creative writing process. Students are expected to express themselves through original poetry, prose and fiction, eventually presenting one piece in public form.
- Focus is on metaphor as a means to finding universal truth in all genres and on theme emotion, plot and character.
- List many terms associated with script writing.
- Write their very own comedy sketches
- Write their very own short TV ads

**The following Scripts should be covered in practical on exercises.**

- Short story
- Short film script (full page script)
- Documentary script (semi script format)
- Television program script (two column script)
- Television advertisement script (two column script)
- Television news script (two column script)
- Radio program script
- Radio advertisement
- Radio news script

**Note:** Script writing record should contain at least one script for each exercise with all the necessary details. Final practical examination will test student's knowledge on script writing (written exam). Following themes should be covered.

**Text Book:**

- The Producer's Brain: A Pocket Guide to Thinking like a Film Producer Kindle Edition by David Kaufmann 2015
- William Miller - "Screen Writing For Narrative Film and television", Columbus Books London 1989.

**References Books:**

- The Screenwriter's Bible, 6th Edition: A Complete Guide to Writing, Formatting, and Selling Your Script (Expanded & Updated) 6th Edition by David Trottier. 2015
- Dwight Swan - "Film Script Writing", Hastings House, New York 1976.
- Dwight Swan - "Script Writing For Video and Audio Media", Hastings House, New York 1976.
- Barry Hamps - "Video Script Writing", Plume, Penguin USA inc 1993.
- Syd Field, Screen ply - "The Foundation of Screen Writing", Dell Publishing

**Course Outcomes:**

- To understand the knowledge of the techniques used in narrative writing for the stage and screen. Students will be able to apply these techniques in both short and long form.

- Collaborative skills with peers by creating theatrical and cinematic works in and outside the classroom.
- The ability to critique and analyze a variety of peer-generated writing, and the ability to receive and synthesize critiques of their own writing from peers and faculty.
- The ability to research, gather, and synthesize information from a variety of sources and to present it in a structured, coherent manner, both in writing and orally.
- Knowledge of a range of dramatic and/or cinematic literatures and theory and the ability contextualize their work through an understanding of their historical and theoretical artistic legacies.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U4RVCAC5  
Credit: 3  
**Total Hours: 48**

**ALLIED COURSE (Second) - III (AC2/3)  
MEDIA LAWS AND ETHICS**

**OBJECTIVES:**

To enable the students to understand

- On the ethical issues and laws in the media Students have to learn the ethical values and the social responsibility of media as they are going to be the creators of the media text.
- Apply media law knowledge when analyzing key case studies
- Evaluate how media laws vary across platforms and media
- Research current trends in media law
- Apply relevant ethical frameworks to case studies from the media

**Unit - I Indian Constitution: (8 Hours)**

Introduction - Law - Article - Amendments-Reasonable Restrictions - Ethics - Media Ethics - Laws that control visual media and its contents.

**Unit - II Press Law (8 Hours)**

News Media - History of Press Law - Press council of India - Newspapers Law Self-regulatory bodies - Media Censorship - Sex and violence in news media.

**Unit - III Advertising and PR Ethics (8 Hours)**

Laws related to advertising - Code of Conduct - PRSI - Advertising Standard Council of India- Functioning of ASCI-Rules for advertising in Satellite Channels.

**Unit - IV Television Laws and ethics (8 Hours)**

Special Regulations for Broadcasting - Cable TV network regulation act - Film - CBFC - Cinematograph Act - Copyright-Intellectual Property Rights.

**Unit - V New Media Ethics (8 Hours)**

Internet - Mobile Communication - Issues and Privacy - Regulations - IT Act - Cybercrime - Cyber act - Emergence of Social Media and Freedom of Speech - Media & Social Responsibility.

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (8 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Media Law and Ethics (Routledge Communication Series) 4th Edition by Roy L. HYPERLINK" 2014
- Keval J kumar, "Mass Communication in India", Jaico Publications, 2010 (Unit I)
- P.G. Thakurtha, "Media ethics", Oxford University Press,2013 (Unit II,III,IV,V)

**References Books:**

- Cyber War: Law and Ethics for Virtual Conflicts Paperback – 1 Jun 2015 by Ohlin , Govern and Finkelstein.
- Neelamalar. M, “Media law & ethics”, PHI Learning Private Limited, New Delhi,2010
- Indian Press, Indian and Eastern News Skill Elective society, 2003.

**Course Outcomes:**

- Ability to state basic rules and principles of journalism law.
- Ability to state basic rules and principles of journalism ethics, as articulated by professional associations within journalism.
- Ability to explain the relationship between journalism law and ethics.
- Ability to discuss relevant history of censorship and repression; and to relate that history to current controversies related to press freedoms and other freedoms and rights.
- Ability to collect and analyze news, information and documents in a way that complies with law, but also maintains the boundaries of press freedom and responsibility.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25 External: 75 Total: 100  
Subject Code: U5RVCCC8  
Credit: 5  
**Total Hours: 60**

## **CORE COURSE – VIII (CC8)** **MEDIA RESEARCH ORIENTATION**

### **OBJECTIVES:**

To enable the students to understand

- The technique and tools of analysis for media studies based on quantitative research method sampling design and descriptive statistic.
- To provides the student a pilot study approach to media planning.
- The use helps them on art to effectively use the tools of research design.
- To introduce students to the design and implementation of small-scale research projects.
- To introduce students to the basics of data analysis.

### **Unit - I Research (10 Hours)**

Meaning - Definition - Characteristics - Scientific and non - scientific method - Steps involved in designing a research projects - Research objectives - Research problem - Hypothesis - Type of research methods - Historical - Case study - content analysis

### **Unit - II Types of research (8 Hours)**

Research Design - Exploratory - descriptive and experimentation - merits and demerits of these methods - Opinion polls - audience research and viewer ship rating - Protocols of research methods

### **Unit - III Data collections method (12 Hours)**

Primary data and secondary data - Types of secondary data - Survey data - observation data - general accuracy of data collected - Questionnaire method - Structured and no structured - Telephone and personal interviews - Questionnaire construction method

### **Unit - IV Sampling (10 Hours)**

Types of sample - Random - cluster - stratified systematic - probability and non-probability - convenience - judgment - quota - advantages and disadvantages - sampling problems - samples error - Choosing a sample design

### **Unit - V Preparation and tabulation data, data analysis (10 Hours)**

Identifying interdependencies - Steps involved in writing a research paper / report - Evaluation of the research procedure

### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

### **Text Book:**

- Media Audience Research: A Guide for Professionals Third Edition by Graham Mytton
- Hansen. Andres et al., “Mass communication research methods”, Macmillan press Ltd, London,1998 (Unit I,II,III,IV,V)

### **References Books:**

- Research Analyst Paperback – 2016 by National Institute of Securities Markets(NISM)

- Wimmer, D Roger and Dominick R Joseph, “Mass Media Research- An Introduction”, Wadsworth Publishing Company, California, 1991.
- Dr. Mercado, “Communication Research Methods”, University of Philippines, Manila, 1979.
- Pamela L. Alreck and Robert B. Settle, “The Survey Research Handbook”, Irwin Homewood, Illinois, 1988.

**Course Outcomes:**

- To demonstrate knowledge of research literacy.
- To demonstrate a sound knowledge of basic research methods.
- To demonstrate an understanding of the significant risk and ethical issues raised by the conduct of media research.
- To demonstrate a working knowledge of the theories and frameworks through which media are analyzed and understood.
- To demonstrate familiarity with research into media audiences and users.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25 External: 75 Total: 100  
Subject Code: U5RVCCC9  
Credit: 5  
**Total Hours: 60**

## **CORE COURSE - IX (CC9) VISUAL ANALYSIS TOOLS**

### **OBJECTIVES:**

To enable the students to understand

- This paper enhances the students with concept of psychoanalysis and visuality feminist approach to visual media and Marxist approach to visual texts.
- It also features the students to set high standards for visual reality by understanding the social concerns and becoming socially conscious media makers.
- Read, Discuss, and Learn about select media areas in visual analytics.
- Gain ability to read and discuss media within visual analytics tools.
- Develop a visual media tools through assignments.

### **Unit - I Visual culture**

Vision and visually - Ocular centrism-Scope Regime -Different visual methodologies - Sites of production - Technological, compositional, social aspects of visuals - Media text and Analysis

### **Unit - II Compositional interpretation (10 Hours)**

An introduction to compositional interpretation - Color spatial organization - Light - Expressive content - Montage - sound - Content analysis

### **Unit - III Semiotic analysis (10 Hours)**

Aspect of sign and symbols - The sign and the meaning making processes - Ways of describing signs, Paradigmatic and syntagmatic aspects of sign - Signs and codes - referent systems and mythologies - Slippery sign - Audience and interpretation

### **Unit - IV Psychoanalysis and visuality (10 Hours)**

Subjectivity - sexuality and the unconscious - The castration complex and visual pleasure -Phallogentrism - Voyeurism - Lacanian gaze - other ways of seeing - Laura Mulvey and visual pleasure

### **Unit - V The role of ideology (10 Hours)**

Marxism and Marxian analysis - Base and super structure - Class conflict -Alienation - Feminist approach to visuals - Stereotyping- Gender discrimination Representation of Women in Media - Modernism and Post modernism - Application of visual analysis tools to different media texts

### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

### **Text Book:**

- A Survey of Information Visualization Books D. Rees and R. S. Laramée. 2019
- Mirszoeff “An introduction to visual culture”, Routledge, London 2002.



### **References Books:**

- Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Predict the Future, Data Visualization, Data Analytics, Business Analytics, Decision Analysis) Kindle Edition by Todd J. Blatt, 2017.
- Arthur Asa Berger, “Media analysis techniques”, SAGE publications, New Delhi, 1976.
- Gillian Rose, “Visual Methodologies”, SAGE publication, New Delhi, 2001
- Barthes, R., “Mythologies”, Paladin London. London, 1973
- Berger, jon., “Ways of seeing”, BBC, London, 1972
- Mitchell, Juliet., ”Psychoanalysis and feminism”, Allen Lane, London

### **Course Outcome:**

- Students will be able to understand the key concepts about visualization techniques and visual analytics.
- Students will be able to identify and evaluate the key issues in the application of data visualization techniques.
- Students will be able to use appropriate visualization tools effectively for visual analysis.
- Students will be able to develop original and well-informed responses to theoretical and critical analysis.
- Students can learn about historical understanding of the medium they are using and the ideas they are pursuing in their creative work.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25 External: 75 Total: 100  
Subject Code: U5RVCCC10  
Credit: 5  
**Total Hours: 60**

**CORE COURSE - X (CC10)**  
**MASS COMMUNICATION THEORY**

**OBJECTIVES:**

To enable the students to understand

- The theories presented here are related to human communication. Student can use these theories as a rich source for a better understanding of theoretical fieldwork of interpersonal, Group, mass and non-verbal communication.
- Comprehend how mass communication theories are accepted throughout society.
- Discover that mass communication is often at the centre of how we perceive “truth “ and “reality”
- Critically evaluate theories as applied to practical mass communication problems e.g. media portrayals of sex and violence.
- Gain an understanding of the theoretical perspectives that direct mass media research.

**UNIT - I Mass communication (10 Hours)**

Mass communication and human development - role and functions of Mass Media in Society - Media and democracy - Media and socio - economic development - Media system

**UNIT - II Models in communication (10 Hours)**

Evolution of models in communication- elements of basics models in communications- noise factors - Limited effects theory - factor affecting communication process - current system of communication - communication networks

**UNIT - III Media and Society (10 Hours)**

Theory of Media and Society - Marxist theory - Functionalist theory - critical and political economic theory - development theory - Information society theory and cultural theory

**UNIT - IV Media Theories (10 Hours)**

Normative theories - Libertarian - development - democratic - participant theories - Media and change - social and cultural issues - Media structures and institutions

**UNIT - V Media effects (10 Hours)**

Media effects - long term - Comstock’s models - effects models - Media Audience - Audience positioning - Audience research tradition and new media theories

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Mass Communication: Principles and Concepts, 2E Paperback - 2013 by Hasan S
- Dennis Mc Quail, ” Mass Communication theory - An introduction”, SAGE publications, London, New Delhi, 2013 (Unit I,II,III,IV,V)

### **References Books:**

- Handbook of Journalism and Mass Communication Paperback - 2012 by Virbala Aggarwal
- Journalism and Mass Communication Hardcover - 10 Feb 2011 by Shekhar Verma
- Dennis Mc Quail, and seven windhal, "Communication Models", Longman UK, 1981.
- Fred ingles," Media theory - An introduction", Basil Blackwell Ltd. UK, 1990.
- Michael W.Gamble and Teri Kwal Gamble, "Introducing Mass communication", McGraw Hill book. Co. singapore, 1989.
- Aravind Kumar, "The mass Media ", New Delhi, Anmolpud, 1999.
- Webster Frank, "Theories of the information society". Rutledge, Londen. 1995.
- Asa Berger, "Essential of Mass communication", Sage, New Delhi, 2000.

### **Course Outcomes:**

- Apply specific paradigms for critical thinking to mass communication.
- To Evaluate and apply diversity, objectivity, and balance to any form of mass communication.
- Justify the decision for resolving moral or ethical mass communication dilemmas.
- Write a compelling content that demonstrates proper grammar, well-organized facts, and story-telling techniques for a variety of media.
- To determine validity of sources and research techniques. Additionally, they will be able to interpret data.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code: U5RVCCC11P  
Credit: 5  
**Total Hours: 72**

**CORE COURSE-XI (CC11)**  
**TELEVISION PRODUCTION (PRACTICAL)**

**OBJECTIVES:**

To enable the students to understand

- Understand the camera usage
- Know the meaning of camera angles and movements
- Study the type of shots
- Learn the in-camera editing for the low budget video
- Produce low budget video

**LIST OF PRACTICALS**

- Camera basics operations : white balance, close up, focus, frame.
- Camera movement : pan, tilt, dolly, zoom, track, crane
- Angles : low angle, high angle, top angle, eye level
- Shots : single Shot, double Shot, extreme long Shot, long Shot, middle Shot, close up, extreme close up.
- In-camera editing : shoot in order to edit for low budget video.
- Transfer the video to computer
- Editing basics : arranging the clips in the timeline, adding transition, non - Linear editing basics using apple Macintosh final cut studio.
- Audio editing basics : adding audio track for narration, background music.
- Tilting
- Make the movie and convert into different file formats.

**Note:** Student needs to submit Paper works (Binded), Rushes in tape, Final DVD / CD

**Text Book:**

- The Producer's Brain: A Pocket Guide to Thinking like a Film Producer Kindle Edition by David Kaufmann 2015
- Vasuki, B., "Video Production", Oxford University Press, New Delhi, 2008.

**References Books:**

- The Producer's Brain: A Pocket Guide to Thinking like a Film Producer Kindle Edition by David Kaufmann 2015
- Millerson G.H., "Effective TV Production", Focal press, 1993.
- Holland P. Browne. "The Television Hand Book", Routledge, 1998.
- Ralph S. Singleton, "Film Scheduling", (2 ED) Lone Eagle Publishing Company, Los Angeles, CA, 1991.

**Course Outcomes:**

- To Show proficiency in at least two disciplinary areas as part of a filmmaking team, including: producing/production, management, screenwriting, directing, camera and lighting, editing, audio, art direction, set design, special effects and television studio production.
- To Develop your creativity and analytical skills by identifying quality story concepts and creating script breakdowns/analyses from at least two disciplinary perspectives.

- To Work collaboratively with a team to translate a prepared script into a coherent dramatic film, documentary or television production, following industry practice.
- To Develop an understanding of the industry as a whole by executing all components of development, pre-production, production and post-production planning in at least two disciplinary areas.
- To Learn and live industry practices by identifying the stakeholders and various markets within the film, broadcast and related media industries as well as complying with legal and ethical standards related to the film and broadcast industries

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code: U6RVCCC12P  
Credit: 5  
**Total Hours: 60**

**CORE COURSE-XII (CC12)**  
**ANIMATION AND WEB PUBLISHING (Practical)**

**OBJECTIVES:**

To enable the students to understand

- Create the home page
- Understand the principles of web designs
- Know about the tools of web design
- Apply the principles of design
- Improve the presentation skills

**LIST OF PRACTICALS**

- Background Designing
- Character Designing
- Background Animation
- Character Animation (Walk Cycle, Facial Expressions, Turn Around)
- 30 Second Animation (Advertisement or Short Animation Film)
- Website homepage layout designing using Photoshop
- Website homepage designing using HTML and CS
- Additional web pages designing using HTML and CSS
- Flash website designing
- Website for Company (HTML and CSS or Flash)

**Text Book:**

- Learning Web Design: A Beginner's Guide to HTML, CSS, Java Script (A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics) Paperback – Nov 2012 by Jennifer Niederst Robbins
- Powel, T., “web design: The complete reference”, second edition, McGraw Hill Companies, New York, 2002.

**References Books:**

- Best html5 and css3 books release 2018, by grahambill.
- Ackerman C,” Mastering Multimedia-Advantage II”, BPS Publishers.
- Mullin Eileen, “The Essential Photoshop Book”, Galgotia Publication Pvt Ltd., New Delhi, 1997.
- Cat Woods, Alexander Bicalho with Chris Murray, “Mastering 3ds Max 4”, SYBEX, BPB Publications New Delhi, 2001.
- Christian Crumlish, “The ABC of Internet”, BPB Publications, New Delhi,
- Peck D,” Multimedia: A hands on Introduction”, Thomson Learning, 1998
- Powell Thomas, “Web design: The complete Reference”, Tata McGraw-Hill, 2000.
- Vaughan,” Multimedia: Making it work”, 1999.

**Instructions:**

Web publishing: Web Publishing Tool, Front Page or Dream weaver and MM Flash HTML and XML Programming

- Creation of the Home Page of a Web Site with proper links

- Creation of dynamic web page using appropriate web development tool (e.g. Dream Weaver)

**For three different concepts:**

Students should be given orientation of web/multimedia usability issues and interface design basics.

Each student to provide individual CD-ROMs with all the exercises did during the semester with proper dates, Students should be given adequate orientation on Web design and usability concepts.

**Course Outcomes:**

- To create animated sequences from the development of the original concept through design to final film or video production.
- Create 2D and 3D characters and environments that reflect the integration of graphic clarity, design principles, performance principles and theoretical constructs.
- To Develop and implement solutions to problems encountered in all phases of the design process.
- Apply a variety of technologies to create, capture, and manipulate design elements in producing a final product.
- Develop personal and professional strategies and plans to improve job performance and professional relationships with clients, coworkers, and supervisors.

B. Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 25 External: 75 Total: 100  
Subject Code: U5RVCCC13  
Credits: 5  
**Total Hours: 60**

**CORE COURSE – XIII (CC13)  
DEVELOPMENT COMMUNICATION**

**OBJECTIVES:**

To enable the students to understand

- Development communication is an essential strategy for success in both the social and professional world.
- To view communication as an interactive process made up of distinct setting.
- To develop understanding in the concept of development
- To understand the concept of development communication
- To understand role and use of media in development communication

**UNIT - I Development Communication (12 Hours)**

The Nature of Development - Defining development as a Goal - as a process - Key concepts  
- Self-reliance - Dependence - Cultural Identity - Decentralization - Participation -  
Modernization - Industrialization - complexities of development efforts -Alternate paths to  
development - Development and Colonialism - Development and  
Tradition bound Society

**UNIT - II Concept of Development Communication (10 Hours)**

The concept of Development Communication - Definition - Roles and Philosophy of  
Development Communication - Differences from General Communication - Goals -  
Differences between Communication and Development Communication - Models of Daniel  
Lerner - Everett Rogers and Wilber Schramm

**UNIT - III Communication for social change (10 Hours)**

Using Folk Forms for social change - taking Theatre into the streets - empowerment through  
Silver Screen - Role of a communicator in the process of social change - Folk forms and  
alternative Silver screen for social change

**UNIT - IV Social advertising (10 Hours)**

Historical perspective - Taxonomy of advertising - Social advertising - the concept -Why  
of social advertising - Taxonomy of social ads - Social advertising in India - areas covered -  
agencies involved - the DAVP and other media units - organized sector and voluntary  
organizations - International agencies

**UNIT - V Campaign strategies (10 Hours)**

The why and how of a campaign - audience analysis - fixing target audience - focusing  
message - determining media choice - execution of a campaign by the students

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (8 Hours)**

Latest Developments Related to the course during the semester concerned.



**Text Book:**

- Development Communication: Theory and Practice Paperback – 30 Jul 2007 by Uma Narula
- Melkote, Srinivas R., Steeves, H. Leslie,” Communication for Development in the Third World - Theory and Practice for Empowerment”,(2nd Edition).Sage Publication. New Delhi 2013.(Unit I-V)

**References Books:**

- Communication for Development: Theory and Practice for Empowerment and Social Justice Paperback - 26 Aug 2015 by Srinivas Raj Melkote
- Clayton vollan and Jim Simmons (Ed),” Development Communication –A Resource Manuel for teaching”, Asian Mass Communication Research and Information Center, Singapore, 1985.
- D’Abreo Desmond A. Voice to the people, “Communication for Social Change, Culture and Communication”, Madras. 1990.

**Course Outcomes:**

- To understand the Evolution of development communication.
- To understand the Perspectives on Development.
- To learn about the New/Alternative Development Theories.
- To learn about the Media under the old development theories.
- To understand the changes in Media, culture and society through Development Communication.

B.Sc. Visual Communication  
Duration of Examination: 3 HourS  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U6RVCCC14  
Credits: 5  
**Total Hours: 60**

**CORE COURSE - XIII (CC14)  
MEDIA MANAGEMENT**

**OBJECTIVES:**

To enable the students to understand

- The working environment of media and the basic management principles, ethics over there.
- The marketing aspect of a media organization.
- Everyday we're reading about the major changes that are affecting daily journalism.
- This course introduces media management issues including leadership, management, marketing and budget.
- We will read, discuss, listen, observe, analyze and make recommendations about on how media has changed, what's going on now and how we can change it for the future.

**Unit - I Management: (10 Hours)**  
Principles of Management - Management theories, - Concepts of OB, personnel management, Role and responsibilities of personnel manager.

**Unit - II Managing media organization: (10 Hours)**  
Planning, Coordination, Motivation, Control, Decision - making and Departmentalization, Departmentalization in media houses

**Unit - III Production management in Electronic Media (10 Hours)**  
Pre- production, Scheduling, Budgeting, Financing, controlling, production, Post - production and delivery

**Unit - IV Advertising management (10 Hours)**  
Audience analysis-Media marketing - profit, sales, slots, TRPs and market share objectives, setting the budget, Media selection and Media scheduling

**Unit -V Organizational Behavior (10 Hours)**  
Newspapers - Departments - Selling - Advertisements - Circulation - ABC, Sales promotion in media - Purpose, tools and techniques, campaign, program, publicity, messages and vehicles

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**  
Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Peter K Pringle, Michael F. Starr & William E Mc Cavitt, Electronic Media Management, Focal Press, London 2012. (Unit I-V)

**References Books:**

- John R Rossiter& Larry Percy, Advertising and Promotion Management, McGraw Hill, New York, 2015.
- Peter K Pringle, Michael F. Starr & William E McCavitt, Electronic Media Management, Focal Press, London 2012. (Unit I-V)
- Alan B. Albarran, "Management of Electronic Media", Thomson Wadsworth (2003).

**Course Outcomes:**

- To learn to Conduct research projects at professional standards in the field.
- To conduct research projects at professional standards in the field.
- To Demonstrate a sound knowledge of respective and integrated attributes of media
- To be able to participate and lead teams.
- To Respect the crucial importance of professional media ethics in the face of many and often significant pressures to engage in questionable practices

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U5RVCMBE1  
Credit: 4  
**Total Hours: 60**

### **Major Based Elective Course - I (MBE 1) Elements of Film and Video Production**

#### **OBJECTIVES:**

To enable the students to understand

- To give theoretical exposure in Film and Video Production.
- The basic skills and concepts for video production before they focus on the project they are going to do for their practical.
- The fundamentals video production theoretically.
- Learn to operate a video camera.
- Capture well composed video images

#### **Unit - I Introduction to Digital Video Equipment (12 Hours)**

Digital Video Camera - Types - Format-Major Components - Operation and Functions. Lens - Types - Aperture - Shutter, Focusing methods, Focal Length, Depth of Field, Video Signal, Video Format, and Video Lights - Types and Functions. Tripod - Types. Clapboard Usage. Light meter, Other Useful Accessories

#### **Unit - II Pre - Production Techniques (10 Hours)**

Ideas, Themes, Concepts, Story Development, Script-Format, Storyboard. Planning and Budgeting for Production – Talk show. Short Film, Documentary, Feature Film. Role of Director, Art Director, Cinematographer, Director of Lighting, Floor Manager, Production Manager, Casting and Location Identification.

#### **Unit - III Introduction to Digital Video Production (10 Hours)**

Digital Camera - Movements - Composition-Shots-Angle, Mise - en-scene, Color Temperatur, Multi Camera Setup, Lighting, Basic and Special Lighting Setup-Atmospheric Lighting, ENG, Anchoring, Compeering, Montage, News Documentary.

#### **Unit - IV Introduction to Digital Video Editing (10 Hours)**

Editing Techniques - Continuity-Sequence - Dynamic, Linear and Non - Linear Editing, Capturing and Rendering Techniques, Method of Transitions, EDL Preparations, Storage Devices - Titling- Graphics, Animations.

#### **Unit - V Digital Video Production Studio (10 Hours)**

Basic Studio Structure and equipment, Planning and Budgeting, Organizational Structure of Television Channels, OB Van and its accessories, Communication Satellites, Broadcasting - Terrestrial, Satellite, DTH, Planning and Scheduling Time Slot for Television Channel

#### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (8 Hours)**

Latest Developments Related to the course during the semester concerned.

#### **Text Book:**

- The Producer's Brain: A Pocket Guide to Thinking like a Film Producer Kindle Edition by David Kaufmann 2015
- Television Production – Gerald Millerson, Focal press, 1999. London. (Unit I-V)

**References Books:**

- The Producer's Brain: A Pocket Guide to Thinking like a Film Producer Kindle Edition by David Kaufmann 2015
- The Technique of Television Production 2001 by Gerald Millerson. Focal press. London.
- Digital Cinematography 2001– Paul Wheeler, Focal Press, London. First edition.
- The Essential of TV Director's Handbook 1996 – Peter Jarvis, Focal Press. III-Edition, London.

**Course Outcomes:**

- To feel confident in the basics of creating and overseeing a field production (pre-production, production and direction).
- To learn about the basics of operating video field equipment (camera, audio, lighting).
- To be able to use digital editing and multiple video elements together (images, sound, interviews, music, archival footage) to convey a message, tell a story, and achieve communication goals.
- To edit digital media at an intermediate level using industry standard non-linear editing software.
- To evaluate digital video projects, identify items for improvement, and implement changes.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code: U6RVCMBE2  
Credits: 4

## **MAJOR BASED ELECTIVE COURSE – II (MBE2) EDITING (VIDEO AND AUDIO) - PRACTICAL**

### **OBJECTIVES:**

To enable the students to understand

- The rules of editing through video examples of traditional linear tape - to - tape, time code controlled methodologies.
- To use today's digital applications to create a work environment of a non-linear editing system.
- The concepts of invisible rhythms, screen direction, continuity and the elements of style while editing action scene, dialogues and music all in the latest digital technologies.
- Have a thorough working knowledge of a non-linear editing software.
- Be able to do professional style color correction.

### **Unit - I (12 Hours)**

**Editing for Different Genres:** Introduction to editing principles used in different genres: Short Film, Serials, Advertisement, Documentaries, Feature Films, Music Video, News and current affairs - Establishing the rhythm and pace in editing

### **Unit - II (12 Hours)**

**Importance of Sound:** Dynamics of sound - Discovering the beat - sound as character - invisible sound - tone and pitch and creative usage of sound in editing

### **Unit - III (14 Hours)**

**Getting Started with Editing:** Working with clips and the viewer - working with sequence - the time line and the canvas - Basic editing - Adding and editing transition effects - advanced editing and trimming techniques - working with audio using media tools - viewing and setting preferences - Solution to common problems and support services

### **Unit - IV (12 Hours)**

**Audio:** Audio dubbing - Background Music - synchronizing of video and audio - voice over - Presentation skills - recording live programmes

### **Unit VI - Latest Learning (for Continuous Internal Assessment only) (12 Hours)**

Latest Developments Related to the course during the semester concerned.

### **Text Book:**

- A Recommended Reading List of Editing Reference Books and Style Guides for Indie Authors and Editors by Debbie Young on September 14, 2017
- Television Production - Gerald Millerson, Focal press, 1999.London,

### **References Books:**

- Millerson G.H, "Effective TV Productions", Focal Press 1993
- Holland P. "The Television hand Book ", Rutledge 1998
- Steve E.Browne, "Videotape Editing A Post Production Primer", Focal Press, Boston 1989
- Lynn S.Gross and Lary W. Ward," Electronic Movie making", Wadsworth Publishing Company, California, 1991.

- Sr. MaryPeter Claver and Sr.Mary Jyosita, “First Steps TV “Video Production BharathiBhawan, Patna 1992.

**Course Outcomes:**

- To learn how to combine basic design principles in video editing.
- To generate a video by applying his/her knowledge.
- To identify the video editing software to use for the file format.
- To Cut and paste short sequences to meet needs.
- To Combine information of different forms or from different sources, in line with any copyright constraints

B.Sc. Visual Communication

Duration of Examination: 3 Hours

Maximum Marks: Total: 100 (Project & Record: 60, VIVA: 40)

Subject Code: U6RVCMBE3

Credits: 4

**Total Hours: 48**

**Major Based Elective Course – III (MBE3)  
PROJECT**

**OBJECTIVES:**

To enable the students to understand

- A project proposed and executed in a chosen area of interest related to the course either in Advertising or Television Production or Multimedia & Web Designing or Photography.
- To produce work that can be made use of in the industry, which subsequently will help student enter the media Industry with an evaluated portfolio
- Demonstrate effective project execution and control techniques that result in successful projects.
- Conduct project closure activities and obtain formal project acceptance.
- Demonstrate a strong working knowledge of ethics and professional responsibility.

**I - ADVERTISING**

Print materials for advertisements - corporate identity manual - stationery - brochure - posters - newsletter

**II - TELEVISION PRODUCTION**

Television presentation of commercial - social advertisement - interview - music video - documentary - feature

**III - MULTIMEDIA & WEB DESIGNING**

Graphics and Multimedia production planned and designed for an animated presentation or a website or any of the kind

**EVALUATION:**

Marks 100 (Project work: 60, Viva 40)



B. Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 25, External:75, Total: 100  
Subject Cod  
Credits: 4  
**Total Hours: 60**

**Major Based Elective Course – IV (MBE4)  
E – Learning**

**OBJECTIVES:**

To enable the students to understand

- The students' knowledge in various aspects. It includes all forms of electronically supported learning.
- Both out of classroom and in-classroom educational experiences via technology.
- Learning objectives are a breakdown of this aim and are more actionable.
- These are usually measurable.
- Learning objectives tell your learners what they will do / learn to reach the aim.

**Unit - I E - Learning (10 Hours)**

Meaning - Purpose - Sources - Information age - Knowledge Society and Global Media and Audiences - Digital Revolution - Internet - ICT (Information Communication Technology)

**Unit - II History (10 Hours)**

Computer Based Learning - Web Based Training - Online Distance Education - Multi User Virtual Learning Environment - E- Learning 2.0

**Unit - III Tools (10 Hours)**

E-Learning tools: Blackboard Inc., Moodle - CBL(Computer Based Learning) - CBT (Computer Based Training) - CSCL (Computer - Supported Collaborative Learning) - TEL (Technology Enhanced Learning)

**Unit - IV Technology Issues (10 Hours)**

M-Learning - VLE (Virtual Learning Environment) - MLE (Managed Learning Environment) - Screen Costing

**Unit - V Futures in E - Learning (10 Hours)**

Communication Technologies used in E-Learning - Computer-aided Assessment

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Delanty G. (2011), Challenging Knowledge, Open University Press, London. (Unit I-V)

**References Books:**

- Preston, Rob (May 16, 2011). "Down to Business: Higher Education is Ripe for Technology Disruption. Information Week (UMB): 60. Retrieved 2011-05-31.
- Lipsitz, Lawrence, (Editor); Reisner, Trudi, the Computer and Education, Englewood Cliffs, NJ: Educational Technology Publications, January 1973. Articles selected from Educational Technology magazine.
- Wolfe, C., & Wolfe, C.R. (2001). Learning and Teaching on the World Wide Web. San Diego, Calif.; London: Academic.
- King R. (2004), the University in the Global Age, Palgrave Macmillan, London.

B. Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks Internal: 25, External: 75, Total: 100  
Subject Code:  
Credits: 4  
**Total Hours: 60**

### **Major Based Elective Course - V (MBE5) Event Management**

#### **OBJECTIVES:**

To enable the students to understand

- With fast changing world the challenges before the students are becoming different.
- There are a number of companies hosting and organizing events on a regular basis.
- These range from the small time private events to the large-scale international events.
- It will give wider job opportunities to students.

#### **Unit - I Principles of Event Management (10 Hours)**

Historical Perspective - Introduction to Event Management - Analysis of Concept - Feasibility - Keys to Success - SWOT Analysis

#### **Unit - II Event Planning and Accounting (10 Hours)**

Aim of Event - Develop a Mission - Protocols - Dress Codes - Staging - Budget - Balance Sheet - Financial Control System

#### **Unit - III Event Marketing and Advertising (10 Hours)**

Process of Marketing - Sponsorship - Branding - Advertising Publicity and Public Relations

#### **Unit - IV Event Leadership and Communication (10 Hours)**

Leadership Skills - Managing Team - Group Development - Managing Meetings - Written Communications - Verbal Communication

#### **Unit -V Event Safety and Security: (10 Hours)**

Security - Occupational Safety - Crowded Management - Major Risks and Emergency Planning - Incident reporting - Emergency Procedures

#### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (10 Hours)**

Latest Developments Related to the course during the semester concerned.

#### **Text Book:**

- Seema Hasan, "Mass Communication Principles and Concepts", CBS Publishers & Distributors, 2016. (Unit I-V)
- Special Events: A New Generation and the Next Frontier by Joe Goldblatt. 2015

#### **References Books:**

- Special Events: A New Generation and the Next Frontier by Joe Goldblatt. 2015
- James Redmond and Robert Trager, "Media Organization Management", Biztantra (2004)
- Alan B. Albarran, "Management of Electronic Media", Thomson Wadsworth (2003)
- Perebinosoff, Philippe, "Programming for T.V., Radio, and the Internet strategy, development, and evaluation",
- Phillip Kotler, "Marketing Management".

B.Sc Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U4RVCSBE1  
Credit: 2  
**Total Hours: 24**

## **SKILL BASED ELECTIVE COURSE – I (SBE1) PUBLIC RELATIONS**

### **OBJECTIVES:**

To enable the students to understand

- The evolution of Public Relations as a discipline, to know the principles of Public Relations.
- To train the students of Public Relations campaigning based on comprehensive knowledge of Public Relations.
- To provide an overview of the purpose of public relations and the process practitioners use to communicate with an organization's strategic audiences.
- To review the evolution of public relations in the United States by analyzing the progression from a strategic communication to a strategic management function.
- To develop your problem-solving skills by critically analyzing current trends in public relations, including research and evaluation, event management, and social networking.

### **Unit - I Public Relation**

**(5 Hours)**

Definitions-Nature and Scope of Public Relations - Four Elements of Public Relations - Public Relation as a social philosophy of Management - Public Relation as Policy Decisions - Public Relation as Action - Public Relation as Communication

### **Unit - II Misconception and evolution of Public Relation**

**(4 Hours)**

Public Relation as "free" advertising -Evolution of Public Relation - The rise of mass production - Foundation of professional status - pioneers in Public Relations - Professional Associations - International Associations and Foundations

### **Unit - III Organization for Public Relations**

**(4 Hours)**

Public Relations officer- traits of Public Relation Officer - Organization of a PRO, Public Relations and Publics - Internal and External Publics - Employees - Government - Customers - Press - Community and around

### **Unit - IV Public Relation and Media**

**(5 Hours)**

Communication used in PR - Formal speeches - Panel discussions - Question and answer - Interview - Demonstration - Newsletters - House journals - Public services ads -Audio visual Media -Types of Audio visual media- Film television - Animation - Exhibition - Conference - Special events in PR

### **Unit - V Status of Public Relations in India:**

**(3 Hours)**

Successful PR campaigns in India - Future of Public Relations

### **Unit - VI Latest Learning (for Continuous Internal Assessment only)**

**(3 Hours)**

Latest Developments Related to the course during the semester concerned.

### **Text Book:**

- IqbalS. Sachdeva, "Public Relations principles and practices", OUP, 2013. (Unit I-V)

**References Books:**

- Y.K. D'Souza , "Mass Media Tomorrow", Indian Publishers Distributors, New Delhi 1977.
- S.Ganesh," Lectures on Mass Communication", Indian Publishers Distributors, New Delhi 1995.
- J.L. Kumar, "Mass Media", Anmol Publications Pvt Ltd. New Delhi 1996.

**Course outcomes:**

- To research and select innovative e-assessment practices those take advantage of the use of technology.
- To develop a web-based tool to relate learning outcomes and e-assessment strategies.
- To learn about Compatibility moderates the relationship between e-learning use and academic performance
- To Identify the Compatibility does not moderate the relationship between e-learning use and learning assistance.
- To Understand the Compatibility does not moderate the relationship between e-learning use and community building.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code:  
Credit: 2  
**Total Hours: 24**

## **SKILL BASED ELECTIVE COURSE - II (SBE2)**

### **Audio Production (Practical)**

Duration of Examination: 3hours  
(Practical 60: Record 40) Maximum Marks: 100

#### **Unit - 1 (4 Hours)**

Characteristics of sound waves and its propagation, Acoustics, echo RT decibel, etc. Quality of sound, frequency reference, S/N ratio diversions, Mechanism of human speech and hearing physiology, psychology thresholds of hearing and feeling

#### **Unit - 2 (4 Hours)**

Microphones - different types: Dynamic and condenser. Directional response and polar diagram, Factors governing the selection of mikes, Types of cables and connectors and their uses.

#### **Unit - 3 (4 Hours)**

Program formats, voice modulation, presentation skills.

#### **Unit - 4 (4 Hours)**

Recording techniques: digital and analogue. Audio Production techniques: Microphone placement, monitoring, field/studio considerations, recording, equalizing, noise reduction, location research, Creating sound: sound effects, silence 22 (functions of sound in relation to picture, sound parallel to picture, sound defines picture, picture defines sound etc.).

#### **Unit - 5 (4 Hours)**

Mixing and editing: Audio mastering, file formats, techniques (editing, construction) and MIDI submit any three radio programmes from the following: news reading, radio dramas, jingle, promos or talk shows. Each programme should have a minimum duration of 5 minutes.

#### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (4 Hours)**

Latest Developments Related to the course during the semester concerned.

### **Readings:**

- 1 De Fossard Esat and Riber John, Saga Publications, „Writing and Producing for Television and Film"
- 2 Belavadi Vasuki, Oxford University Press, „Video Production".
- 3 Millerson Gerald, Focal Press, „Television Production".

### **References Books:**

- Audio Postproduction for Film and Video: After-the-Shoot solutions, Professional Techniques, and Cookbook Recipes to Make Your Project Sound Better 2nd Edition by Jay Rose. 2018

**Course Outcomes:**

- The goal of this course is to introduce the students to the basic principles of the art and science of sound production and design.
- The students will gain hands-on experience in field sound recording, foley, ADR, sound effects gathering, scoring, digital audio editing and mixing.
- To understand the workflow and roles in film sound production.
- To identify the different stages of film sound production.
- To discuss the importance of diegetic and non-diegetic sound effects.

B.Sc. Visual Communication  
Duration of Examination: 3 Hrs  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code: U6RVCSBE3  
Credit: 2  
**Total Hours: 24**

### **SKILL BASED ELECTIVE COURSE – III (SBE3) REPORTING AND NEWS EDITING**

#### **OBJECTIVES:**

To enable the students to understand

- With fast changing world the challenges before the students are becoming different.
- To provide an overview of the media systems, functioning and trends at the global from a different perspective.
- The evolution of media in various societies.
- Understand the basic elements of digital storytelling.
- Understand and be able to write different types of leads.

#### **Unit - I Reporting (4 Hours)**

Principles of reporting, functions and responsibilities, writing news - lead-types of leads; body- Techniques of re-writing news agency copy

#### **Unit - II Reporting techniques (4 Hours)**

Qualities of reporter - news-elements, source - types-pitfalls and problems in reporting- attribution - off - the - record - embargo-pool reporting: follow up-advocacy, interpretation, investigation.

#### **Unit - III Investigative Reporting (4 Hours)**

Reporting-Crime, courts, society, culture, politics, commerce and business, education reporting: practical.

#### **Unit - IV Editing (4 Hours)**

Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk copy editing, preparation of copy for press-style sheet-editing symbols, proof reading symbols and their significance

#### **Unit - V Functions and qualifications (4 Hours)**

Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy tasting, basic principle of translation.

#### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (4 Hours)**

Latest Developments Related to the course during the semester concerned.

#### **Text Book:**

- Associated Press Guide to News Writing: The Resource for Professional Journalists Original Edition by Rene J. Cappon. 2016
- SeemaHasan, "Mass Communication Principles and Concepts", CBS Publishers & Distributors, 2014. (Unit I-V)

**References Books:**

- Associated Press Guide to News Writing: The Resource for Professional Journalists Original Edition by Rene J. Cappon. 2016
- Parhhar, “Weekly news Skill Based Electives Management”, 2002
- Smith, “Industrial editing”, 2000.

**Course Outcomes:**

- To understand the selected concepts and methods involved in the academic discipline of radio and television journalism as a comprehensive discipline that deals with audio-visual media practices, media ethics, news editing, media research, online media, media production, media management and media theory.
- To learn the Broadcasting journalism study, which we explore using general theories and on which we reflect both normatively and positively.
- To prepare a video production studio space for production, focusing on lighting, microphones, and script-assisting technology.
- To apply green screen technology to key out certain visual elements and create a simulated environment for the production of a newscast and/or instructional video
- To identify the major components needed to produce a news production for web.



B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code:  
Credit: 2  
**Total Hours: 24**

## **SKILL BASED ELECTIVE COURSE - IV (SBE4) PHOTOSHOP**

### **OBJECTIVES:**

To enable the students to understand

- Control over design, layout and typography than word processing does.
- This technology that allows individuals, businesses and other organizations to self – publish a wide range of printed matter.
- Create a layered Photoshop document from a starting image.
- Use Undo commands and the History palette to reverse document changes.
- Print a Photoshop document by configuring the Photoshop Print dialog box.

### **Unit - I Introduction to Raster graphics (6 Hours)**

Open & Save options - page setup - tools - palettes - saving options for web and printing options - options bar - status bar - brushes - colors - pencil - airbrush -paths - Layers and its options - Masking - Text and its options - custom brush - palettes and shapes - views - navigator - history - actions - channels - styles - print setup

### **Unit - II Tools (4 Hours)**

Swatches, save for web, automate options, purge modes, adjustments, image Vs canvas size, variables, and rasterizing layers, save, load and transform selections, scanning

### **Unit - III Filter (3 Hours)**

Filters, Gamete, screen modes, extras, histograms, color corrections, understanding tonal, blending modes, use of custom channels

### **Unit - IV Animations (4 Hours)**

Scripts, image ready animations, slices, image and no image options, tables, rollovers, web content, optimization, creating gif animation. Grids, slices, snap options, preset palettes, standards, full screen options

### **Unit - V Graphical Designs (4 Hours)**

Try different logo, banner, and web layout creations designing using brushes, patterns etc., and Specialization class.

### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (3 Hours)**

Latest Developments Related to the course during the semester concerned.

### **Text Book:**

- Adobe Creative Team, “Pearson Technology Group”, USA, Photoshop CC Classroom in a Book, 2014. (Unit I-V)

### **References Books:**

- Deke Mcclell and, “Photoshop 7 Bible”, Willey Publishing. Inc, 2015.
- Adobe Creative Team, “Pearson Technology Group”, USA, Photoshop CC Classroom in a Book, 2014. (Unit I-V)

**Course Outcomes:**

- To use the basic tools found in Adobe Photoshop™ to create and edit images.
- To learn to Create Design layouts for web pages, Paper Adverts, Brouchers, CD Covers, and Package Designing.
- To create new layers and perform other basic layer functions.
- To learn how to optimize images for both the web and print media.
- To demonstrate the techniques of digital image capture.

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 40, External: 60, Total: 100  
Subject Code:  
Credit: 2  
**Total Hours: 24**

## **SKILL BASED ELECTIVE COURSE – V (SBE5)**

### **Radio Jockey**

#### **Objectives:**

- To understand the medium of broadcasting and basic of radio jockeying.
- An RJ is a face of Radio channel; he/she should sound pleasant through his/her RadioJacking.
- RJ should have good general knowledge of surrounding as well as of music & its genre
- RJ need to work in sound studio's & should have good knowledge of sound equipment such as sound mixers, computer software etc.
- Radio Jockey Skills-set acquisition: language, interviewing, managing phone-ings and developing contents.

#### **Unit - I General Awareness about Radio (4 Hours)**

History of Radio - Radio Programme Formats- Latest trends of Radio - Functions & Characteristics of Radio- Basic principles of audio production - Making of a radio station - Microphones – Acoustics

#### **Unit - 2 Scripting for Programme (4 Hours)**

Programme Planning - Broadcasting Guidelines - Scripts for various Radio Programme - Conceptualization and Ideation - Show Designing - Field and studio recording.

#### **Unit - 3 The growth of Radio during Different ages (4 Hours)**

Yuvvani for Unemployed youth -AIR ( PrasarBharti) - Commercialization of Radio - Reach - Access - impact.

#### **Unit - 4 Types of Radio and its Reach (4 Hours)**

Entertainment Radio - Community Radio - Internet Radio - Satellite Radio- Sound Post Production

#### **Unit - 5 Practical Exercises (4 Hours)**

Sound Post Production-Final Project

#### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (4 Hours)**

Latest Developments Related to the course during the semester concerned.

#### **Reference Books:**

- Broadcasting in India, P.C. Chatterjee, Sage New Delhi.2015
- Broadcast Journalism, Boyd Andrew, Focal Press London.
- News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi.
- This is ALL India Radio, U.L Baruah, and Publications Division.

#### **Course Outcomes**

- To Acquires proper voice culture and communication skills.
- To be able to write script for the Radio

- To be able to present the live Radio Programmes as Radio Jockey
- To be able to Record the Radio Programmes in the studio and outside
- To understands the technical process of Radio Broadcasting and streaming.

B.Sc Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code:  
Credit: 2  
**Total Hours: 24**

## **INTER DISCIPLINARY COURSE – I (ID1)**

### **Photography**

#### **OBJECTIVES:**

To enable the students to understand

- The impact of photography on the visual arts.
- The major monument within photography's history will be defined and explored, as well as prime representatives.
- The philosophy, students will be asked to photograph in relation to the context provided by the history of photography.

#### **Unit - I Introduction to photography (4 Hours)**

Characteristics of light - Camera - Structure and function of camera - Exposing - Focusing - Aperture - Shutter Speed - Depth of field

#### **Unit - II Types of camera (4 Hours)**

Lens and its functions - Types of lenses and their use - Characteristics of Lens - Lens Speed and other features

#### **Unit - III Lighting techniques (4 Hours)**

Kinds of light - Indoor and outdoor - Electronic flash and artificial lights - Light meter and other Accessories - Different kinds of Filters used for photographing

#### **Unit - IV Films (4 Hours)**

Film Speed and types of Film - Papers - Kinds of Papers - Developing and Printing - Accessories used for Photographing

#### **Unit - V Digital Photography (4 Hours)**

Optical system - Power System - Memory Storage - Resolution - Understanding exposure and controls - Flash and Lighting - Transferring images to computer - Various File Formats - Managing Digital Pictures

#### **Unit - VI Latest Learning (for Continuous Internal Assessment only) (4 Hours)**

Latest Developments Related to the course during the semester concerned.

#### **Text Book:**

- The best photography books for beginners and pros in 2019 By Tom May
- Robert L. Kerns - "Photo Journalism", Prentice Hall Inc, Engle wood Cliffs, N.J.1980.

#### **References Books:**

- The best photography books for beginners and pros in 2019 By Tom May
- Julian Calder, John C Carrett - "The 35 mm Photographer's hand book", Marshall edition London,1999
- John Cant Antine and Julia Valice - "The Thames - Hudson manual of Professional Photography", Thames- Hudson, 1983.

**Course Outcomes:**

- Students will be able to utilize the technology and tools of photography in the production of photographic images to include: the operation of the camera, application of the digital darkroom, operation of printing technology, and techniques of presentation.
- Students will be able to use theoretical, critical, and practical concepts to create meaningful images.
- Students will be able to use theoretical, critical, and practical concepts to interpret and critically analyze photographic works of art both verbally and in writing.
- Students will be able to articulate relationships between photographic works of art and their contexts in culture, society, and individual identity.
- Students will be able to understand and apply many of the ethical, legal, social, and economic issues surrounding the creation and use of images, and access and use visual materials ethically

B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code:  
Credit: 2  
**Total Hours: 24**

**INTER DISCIPLINARY COURSE - II (ID2)  
MASS COMMUNICATION AND NEW MEDIA**

**OBJECTIVES:**

To enable the students to understand

- With fast changing world the challenges before the students are becoming different.
- To provide an overview of the media systems, functioning and trends at the global from a different perspective so student understands the evolution of media in various societies.
- Demonstrate skill and knowledge as consumers of media content;
- Understand the influence of alternative and ethnic media on Indian culture.
- Define and understand media literacy

**Unit - I Mass Communication: (4 Hours)**

Meaning and Definitions - Features of Mass Communication - Tools of Mass Communication - Mass Media

**Unit - II Functions of Mass Communication (4 Hours)**

Importance of Mass Media - Elements of Mass Communication: Audience, Feedback, Gate-keeping, Noise, Mass Media

**Unit - III Mass Communication and Society: (4 Hours)**

Media Audiences, Public and Public Opinions, Media in Society, Effects of Mass Media

**Unit - IV New Media: (4 Hours)**

Historical Development of New Media - Information age, Knowledge society and global media and audiences

**Unit - V New Media Technologies: (4 Hours)**

Digital Revolution - Internet - Satellite TV and DTH - ICT (Information Communication Technology) - Information Super Highway

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (4 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Keval J. Kumar ,”Mass Communication in India”, Jaico Books, 2013 (Unit I-V)

**References Books:**

- Edward S. Herman and Robert N. Meehesney ,”The Global Media”, Madhyam Book, India, 2015.
- P.C. Chatterjee ,”Broadcasting in India” , Sage Publications, India, 1987
- DurgaDassBasu ,”Law of the Press in India” , Prentice Hall, New Delhi, 1998
- SeemaHasan, “Mass Communication Principles and Concepts”, CBS Publishers & Distributors, 2010.

**Course Outcomes:**

Students who successfully complete this course will

- Develop a comprehensive understanding of what constitutes the new media landscape
- Identify the key communication theories that may apply to a study of new media
- Apply these communication concepts to understand the potential impact of new media
- Identify and critically evaluate key areas of concern that pertain to the rise of new media
- Understand how new media may cause significant political, economic, and social change through an examination of current events.



B.Sc. Visual Communication  
Duration of Examination: 3 Hours  
Maximum Marks: Internal: 25, External: 75, Total: 100  
Subject Code:  
Credit: 2  
**Total Hours: 24**

## **INTER DISCIPLINARY COURSE - 4 (ID4) WRITING FOR MEDIA**

### **OBJECTIVES:**

To enable the students to understand

- With fast changing world the challenges before the students are becoming different.
- It helps to provide an overview of the media systems, functioning and trends at the global from a different perspective so student understand the evolution of media in various societies.
- Critically analyze and respond to the fundamentals of news - writing and writing for digital media;
- Reflect on your own and others" practice, in relation to professional responsibilities and theoretical perspectives of writing for the media;
- Communicate knowledge through situating practice in the context of the literature and best practice.

### **UNIT - I Print Medium: (4 Hours)**

Nature and characteristics of a Newspaper - Readers" perception - Information medium - Deadline - content variety - general and specialized newspapers - Editorial policy and style - language - inverted pyramid - source attribution - writing features and articles- Comparative analysis of Tamil and English dailies - Freelancing.

### **UNIT - II Magazines (4 Hours)**

General and specialized magazines - contents - target readers - language - writing style - pictures and illustrations - features and special articles - Tamil Magazines vs English magazines: a comparative analysis - Freelancing.

### **UNIT- III Radio: (4 Hours)**

Nature and characteristics of Radio - Radio for information, education and entertainment - Time and deadline factor - News headlines and highlights - News features - talk shows - interviews - Radio audiences - audience participation -language and style - New wave FM Radio - Radio Jockeying - target audience - content variety and style - music- competition - technological factors in writing for electronic media

### **UNIT - IV Television: (4 Hours)**

Nature and characteristics of television - audio and visual elements - writing television news - time factor - informational and educational programmes - general and special audience programmes - language and style of presentation - Video jockeying - entertainment programmes - audience participation.

### **UNIT - V Web Writing: (4 Hours)**

Internet as a medium - nature and characteristics - users profile - Newspapers online - hypertext - textual and visual limitations - language and style - multimedia support - contents online: informational, educational and entertainment - authenticity and piracy issues - regulations.

**Unit - VI Latest Learning (for Continuous Internal Assessment only) (4 Hours)**

Latest Developments Related to the course during the semester concerned.

**Text Book:**

- Keval J. Kumar ,”Mass Communication in India”, Jaico Books, 2013 (Unit I-V)

**References Books:**

- Mencher, Melvin. “News Reporting and Writing”. New York. McGraw Hill Pub. 2013.
- Navin Chandra & Chaghan. „Journalism Today”. New Delhi. Kanishka Pub. 1997.
- Shrivastava, K.M. „Radio and TV Journalism”. New Delhi. Sterling Publishers, 1989
- Hilliard, Robert. „Writing for Television, radio and new media (8<sup>th</sup> ed.). Belmont. Wadsworth Pub. 2004.
- White, Ted. „Broadcast news writing, reporting and producing” (4<sup>th</sup>ed.).Oxford. Focal Press. 2006.

**Course Outcomes:**

- To learn critically analyses and respond to the fundamentals of news–writing and writing for digital media.
- To reflect on your own and others” practice, in relation to professional responsibilities and theoretical perspectives of writing for the media.
- To communicate knowledge through situating practice in the context of the literature and best practice.
- Students will be able to compare and contrast skills integral to professional writing practice for different media, including internet and other digital media.
- Students will be able to examine public relations writing, including media releases, backgrounders, public service announcements, speeches etc.