



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.
B.Sc. Visual Communication – Course Structure under CBCS
(For the candidates admitted from the academic year 2010-2011 onwards)

Semester	Part	Course	Title	Instr Hours/Week	Credit	Exam Hours	Marks		Total
							Int	Ext	
I	I	Language Course – I (LC) – Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course - I (ELC)		6	3	3	25	75	100
	III	Core Course – I (CC)	Introduction to Visual Communication	6	5	3	25	75	100
		Core Course – II (CC)	Contemporary Media Scenario	3	-	***	-	-	--
		First Allied Course –I (AC)	Visual Literacy (Practical)	6	3	3	40	60	100
		First Allied Course – II (AC)	Drawing (Practical)	3	-	***	-	-	-
				30	14				400
II	I	Language Course – II (LC) - – Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course – II (ELC)		6	3	3	25	75	100
	III	Core Course – II (CC)	Contemporary Media Scenario	5	5	3	25	75	100
		First Allied Course – II (AC)	Drawing (Practical)	3	3	3	40	60	100
		First Allied Course – III (AC)	Advertising Basics	5	4	3	25	75	100
	IV	Environmental Studies		3	2	3	25	75	100
	IV	Value Education		2	2	3	25	75	100
				30	22				700
III	I	Language Course – III (LC) – Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course - III (ELC)		6	3	3	25	75	100
	III	Core Course – III (CC)	Basic Photography (Practical)	6	5	3	---	---	*100
		Second Allied Course – I	Public Relations	6	4	3	25	75	100
		Second Allied Course – II	Art Appreciation	4	-	***	-	-	-
		Non Major Elective I - for those who studied Tamil under Part I	Photography - Theory	2	2	3	25	75	100
	III	a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme							
				30	17				500
IV	I	Language Course –IV (LC) - Tamil*/Other Languages ** #		6	3	3	25	75	100

	II	English Language Course – IV (ELC)		6	3	3	25	75	100
	III	Core Course – IV (CC)	Media Culture Society	4	4	3	25	75	100
		Core Course – V (CC)	Film Appreciation	4	4	3	25	75	100
		Second Allied Course - II	Art Appreciation	2	3	3	25	75	100
		Second Allied Course - III	Marketing Management	4	3	3	25	75	100
	IV	Non Major Elective II - for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme	Computer Graphics - Theory	2	2	3	25	75	100
	IV	Skill Based Elective I		2	4	3	25	75	100
				30	26				800
V	III	Core Course – VI (CC)	Script Writing (P)	6	6	3	40	60	100
		Core Course – VII (CC)	Mass Communication Theories	5	5	3	25	75	100
		Core Course – VIII (CC)	Visual Analysis Tools	5	5	3	25	75	100
		Core Course – IX (CC)	Media Research Orientation	5	5	3	25	75	100
		Major based Elective – I	Photo Journalism (P)	5	5	3	40	60	100
	IV	Skill based Elective –II		2	4	3	25	75	100
		Skill based Elective – III		2	4	3	25	75	100
				30	34				700
VI	III	Core Course – X (CC)	Development Communication	6	5	3	25	75	100
		Core Course – XI (CC)	Printing Process	6	5	3	25	75	100
		Core Course – XII (CC)	Mini Project	6	6	3	25	75	100
		Major based Elective II	Télévision Production (P)	6	5	3	40	60	100
		Major based Elective III	Multimedia and Web Design (P)	5	4	3	40	60	100
	V	Extension activities		-	1	-	-	-	-
		Gender Studies		1	1	3	25	75	100
				30	27				600
				180	140				3700

***Internal – 25 Marks, External (Record Album) – 25 Marks and Viva – 50 Marks.**

(vide : பார்வை : 8065/பாடத்திட்டக்குழு/சி 3/2008 நாள் 06-10-2009)

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60
3. Separate passing minimum is prescribed for Internal and External marks		

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]

The passing minimum for University Examinations shall be 40% out of 75 marks [i.e. 30 marks]

* for those who studied Tamil upto +2 (Regular Stream)

** Syllabus for other Languages should be on par with Tamil at Degree level

those who studied Tamil upto 10th or +2, but opt for other languages in degree level under Part I should study special Tamil in Part IV

*** Examination at the end of the next semester.

Extension activities shall be out side the instruction hours.

CORE COURSE I

INTRODUCTION TO VISUAL COMMUNICATION

Unit 1

Communication as a process: Definitions, types, functions and Barriers of communication. Visual communication and other forms of communication.

Unit 2

Communication context: Nature of communication. Inter personal communication. Verbal and non verbal communication. Functions of non-verbal communication. Space and Temporal communication. Para Language. Verbal Barriers.

Unit 3

Sensation and perception. Learning and thinking. Human Intelligence. Aptitude and personality development. Motivation and creativity. Schools of psychology. Application of psychological concepts of visual communication.

Unit 4

What is Visual Culture? Visualizing. Visual power. Visual pleasure. Visuality. Culture and every day life. Picture definition; Line, Colour, Vision. Discipline and colour. Light over colour.

Unit 5

History of human Communication seen as four revolutions-oral, written, printing and audiovisual technology.

Books for study and reference:

1. Human Communication, A basic course, Joseph Devito, Harper and Row, New York, 1988.
2. An Introduction to Visual Culture, Mirzoeff, Nicholas, Routledge London. 1999.
3. Introduction to Psychology, Hilgard, Atkinson and Atkinson, Oxford – India, 1998.

FIRST ALLIED COURSE I - VISUAL LITERACY [Practical]

Unit 1

Elements of Visual literacy. Image and Imagination. Modern Image Makers.

Unit 2

Principles of perspective. Composition. Light and shade. Surface textures. Building visual vocabulary by exaggeration. Distortion. Stylization. And Abstraction.

Unit 3

The psychology of human perception. Form perception. Depth and distance perception. Binocular and monocular cues. Perceptual constancy. Illusion. Building visual vocabulary by exaggeration, distortion, stylization and abstraction. The visual and personal identity.

Unit 4

Elements of design. Line, Form, Texture, Colour and space. Principles of design. Symmetry, balance, proportions, contrast, rhythm.

Unit 5

Message presentation – From concept to visual. Application of design elements and principles of creativity to design visual messages.

Books for study and reference:

1. Rendering with Pen and Ink. Robert W. Gill. Thames and Hudson, London, 1981.
2. Anatomy perspective and composition. Stan Smith, Macdonald, U.S.A., 1984.
3. Visual Elements of Art and Design. Palmer, Frederic, Longman, London, 1989

Evaluation:

Internal: 25 marks

External: 75 marks (3 hours Practical exam 50 & Records 25)

CORE COURSE II

CONTEMPORARY MEDIA SCENARIO

Unit 1

Brief history of press in India. Legal limitations on press freedom. The role of press in society. Trends in contemporary journalism. Press council. Press in society. Trends in contemporary journalism. Press council. Press codes and ethics of journalism. Globalization and news flow.

Unit 2

The story of television. Department of television in India. Cable and satellite television. Cable television act. Prasar bharathi. Western impact on Indian television. Current trends in Indian television. Consumerism and television.

Unit 3

Origin development of Indian cinema. Film industry. Film censorship. Hollywood and Indian film trends. National film development corporation. Documentary films. Parallel cinema in India.

Unit 4

Development of Radio Broadcasting in India. Popular radio genres. Satellite radio. Community radio. Privatization and Indian radio. Radio for social change. Future of radio.

Books for study and reference:

1. Mass Communication in India. Keval J.Kumar. Jaico Books. India. 1998
2. The Global Media. Edward S.Herman and Robert N. Mcchesney. Madhyam books, India, 1998.
3. Broadcasting in India.P.C. Chatterjee, sage publications, India, 1987.
4. Laws of the press in India. Durga dass Basu, Prentice hall, New Delhi, 1998.

FIRST ALLIED COURSE II - DRAWING [Practical]

Unit 1

Effective use of various mediums – pencil, charcoal, pen and ink, crayons, pastels, water and oil colour paints.

Unit 2

Application of visual elements. Creating images of reality. Visual presentations using principles of perspective, composition, light and shade, surface textures.

Unit 3

Study of human anatomy – forms and postures, portraiture
Stick figures, cartoon characters and story board.

Unit 4

Study of still life-inanimate objects, vegetables, fruits, birds, animals, etc.

Unit 5

Study of trees, buildings, landscape, cityscape, seascape, etc.

Requirement

Student maintains two drawing notebooks (class work and home work) and submits at the end of the year. They must contain exercises done according to the content of the practical course.

Evaluation:

Internal: 25 marks

External: 75 marks (3 hours Practical exam 50 & Records 25)

FIRST ALLIED COURSE III

ADVERTISING BASICS

Unit 1

Introduction to Advertising – Definition, Role of Advertising, Types of advertising, Advertiser and Agency partnership, Structure and functioning of an Ad agency.

Unit 2

Audience analysis – buyer behavior, segmentation, targeting and positioning. Advertising research, objectives, Strategy and Plans.

Unit 3

Creative perspectives of advertising - creativity, creative strategy, copy writing, art Direction, print production, and electronic production.

Unit 4

As appeal. Media selection-objectives, strategies and planning, Client servicing, print media, electronic media, direct marketing and out of home advertising. Advertising Ethics.

Unit 5

Dynamics of creating and executing the complete campaign strategy – sales promotion, Public relations, local advertising, Campaign budgeting and execution, testing and Evaluation.

Books for study and reference:

1. Lank Jefkins, Advertising Made Simple, Rupa & Co., New Delhi. 1992.
2. Coutland L.Bovee, John V.Thill, George P.Dovel P.Dovel, Marian Burk Wood, Advertising Excellence, McGraw Hill, Inc. N.Y.1995.
3. Thomas Russell, J.Ronald Lane, W.Kleppner's Advertising procedure, Prentice Hall International, Inc., New Jersey, 2002.
4. Meenakshi R.Chauhan, Advertising – The Social ad Challenge, Anmol Publications Pvt.Ltd., New Delhi. 1995.
5. Arthur A.Winters & Shirley F.Milton, The Creative Connection – Advertising Copywriting and Idea Visualization, Fairchild Publications, New York. 1989.
6. G.M.Rege.Dr. Advertising Art & Ideas – A Text Book, Kareer Polytechnic Publications, Bombay. 1972.

SECOND ALLIED COURSE I

PUBLIC RELATIONS

Unit 1

Public Relations- definition, PR as a communication function, history of PR, growth of PR in India, Public relations, propaganda and public opinion, PR as a management

Unit 2

Stages of PR – Planning, implementation research, evaluation, PR practitioners and media relations, press conference, press release, exhibition and other PR tools.

Unit 3

Communication with the public - internal and external, employer employee relations, community relations; PR in India – public and private sectors, PR counseling, PR agencies, PR and advertising, PR for media institutions.

Unit 4

Shareholders relations, dealers relations, PR for hospitals, PR for charitable institutions, PR for Defense, PR for NGOs, Pr for political parties, management and case studies.

Unit 5

PR research techniques, PR and law, PR and new technology, code of ethics, International PR, Professional organizations, emerging trends.

Books for study and reference:

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

CORE COURSE III - BASIC PHOTOGRAPHY

Unit 1

History of Photography, Characteristics of light, Types of Cameras – structure and function of camera.

Unit 2

Lens and types of lenses for photography, - short, medium and long focal length, other types, lens speed, covering power and other features.

Unit 3

Exposure – Focusing, aperture, shutter speed, Depth of field, lighting techniques and Composition.

Unit 4

Accessories– Kinds of light indoor and outdoor - Electronic flash and artificial lights. Light meters, Different kinds of filter for B&W and colour photography and filter factor.

Unit 5

Films for B&W photography – film speed and types of film, Papers – kinds of paper. Chemicals for developing and printing.

Books for study and reference:

1. Julian Calder, John Garrett, The 35 mm Photographer's Handbook, Marshall Editions Limited, London, 1999.
2. John Constantine and Julia Valice, The Thames-Hudson Manuel of Professional Photography, Thames-Hudson, London, 1983.
3. Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York, 1987.

SECOND ALLIED COURSE II ART APPRECIATION

Unit 1

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Deccan.

Unit 2

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period-

architecture, imperial style, provincial style and Mughal style.

Unit 3

Sculptures- the Mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings, murals- north Indian, south Indian, Miniatures- Mughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting.

Unit 4

The Western Art and Architecture- Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic, Italian, Flemish, German, Dutch, Spanish, English, French and Modern art.

Unit 5

Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas.

Books for study and reference:

1. Edith Tomory, History of Fine Arts in India and the West, Orient Longman Limited, India, 1989.
2. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.

SECOND ALLIED COURSE III

MARKETING MANAGEMENT

Unit 1

Definition of Marketing and marketing management- (needs, wants, demand, exchange, transactions, markets, buying, selling, and marketing, transporting, storage, financing, risk taking, standardization, grading) – marketing environment – marketing mix – understanding the consumer markets, business markets.

Unit 2

Marketing segmentation, Targeting, Positioning.

Unit 3

Product – what is a product? – new product development – product mix strategy – product life cycle strategy – product levels, product lines, Branding, packaging, labeling.

Unit 4

Pricing – factors to consider for pricing – internal and external, including pricing objectives – methods of pricing – adopting the price.

Unit 5

Marketing channels – the nature of marketing channels – their functions and types – channel design management – channel behaviour – organization and conflict.

Unit 6

Promotion – a view of the communication process – setting the communication objectives – steps in developing effective communication – setting the total promotion budget – setting the promotion mix.

Books for study and references:

1. Philip Kotler and Gary Armstrong, Principles of Marketing,
2. Varshney P. L. and Gupta S. L., Marketing management – an Indian Perspective
3. Philip Kotler & Gary Armstrong, Marketing Management.

CORE COURSE IV

Media Culture and Society

Unit 1

Why study Media? How and How not to study Media?

Unit 2

Media Determinants: Owners and controlling companies; Media institutions, the State and the law; Media self-regulation and control, Economic determinants, Advertisers, Audiences, Media personnel, Sources.

Unit 3

Media Techniques: (Class presentations) Selection, The rhetoric of the image, Image and text, the effects of camera and crew; Set-ups, Film and sound editing; Interpretive frameworks, Visual coding, Narrative.

Unit 4

Media Ideology: Defining ideology, Ideology in the classroom.

Unit 5

Audience Relationship: Problematising audiences, Audience positioning, Subjectivity, Pleasure.

Books for study and reference:

1. Len Masterman, Teaching the Media, Comedia Publishing Group, London. 1985.
2. James Lull, Media, Communication, Culture - A Global Approach, Polity Press, UK. 2000.
3. Ed. Michael Gurevitch & others, Culture, Society, and the Media, Routledge, London. 1988.
4. Alvarado, Gutch and Wollen, Learning the Media, Macmillan Education Ltd. 1987.

CORE COURSE V

FILM APPRECIATION

Unit 1

Cinema as an institution. The origin of cinema. Film review. Appreciation. Criticism. Definitions. Qualities of film critic. Responsibilities of a film critic. Film and society. Film and politics. Shaping society. Film as an experience, Environment, Commodity and Communication Media.

Unit 2

Approaches to studying film. Narrative and Non Narrative films. Structure of a narrative film. Cinematic codes. Mise-en-scene. Setting. Props. Costume. Performance and movement. Lighting. Camera and Camera movement. Editing. Sound. Narrative

Unit 3

Genre, star and auteur. French new wave. Neo Realism. German Expressionism. Third world Cinema. Political Cinema. Representation of gender and sexuality. Soviet montage cinema.

Unit 4

Film audience. Audience positioning. Audience as the meaning makers. Hero worship. Fan clubs. Problematising the film audience

Unit 5

Study of Great Indian and International filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Ingmar Bergman and others.

Books for study and reference:

1. Turner, Graeme. Film as social practice, Routledge, London, 1993
2. Monoco, James. How to read a film, Routledge, London, 2001
3. Nelmes, Jill. An introduction to film studies, Routledge, London, 1996
4. Vasudev, Aruna. The new Indian cinema, Macmillan, Delhi, 1986
5. Oxford guide to world cinema, Oxford, London, 2000

CORE COURSE VI - SCRIPT WRITING (Practical)

Unit 1

Idea Vs Media, developing ideas and conceptualization, Presentation – instruction, mood and experience.

Unit 2

Narrative structure, conflict and resolution. Characterization, structure variation, scenes, and sequences, shot breakdown and film genre. Writing, treatment, script and its formats and storyboard. Production problems.

Unit 3

Writing for TV, TV commercials, serials, soap operas, other genres, big idea, TV spot techniques, Idea presentation, treatments, scripting, storyboard, terms used for camera movement and editing.

Unit 4

Writing for Radio, audio medium, radio commercial spots, steps in writing, essentials to be considered Scripting for an audio-visual.

Unit 5

Writing for in-shop media-poster, point of sales, and point of purchase materials. Out door and Transit commercials, Hoarding/Billboards- innovations, exhibitions, etc.

Books for study and reference:

1. William Miller, Screen Writing for narrative Film and Television, Columbus Books, London, 1989
2. Dwight Swan, Film Script Writing, Hastings House, New York.1976
3. Dwight Swan, Script Writing for Video and Audio Media, Hastings House, New York. 1976.
4. Barry Hamps, Video Script Writing, Plume, Penguin USA Inc.1993
5. Syd Field, Screenplay- The Foundation of Screen Writing, Dell Publishing Co.,

CORE COURSE VII

MASS COMMUNICATION THEORIES

Unit 1

Theories of Mass communication, Levels of Analysis, General Theories of persuasion and human Communication.

Unit 2

Model of communication, Mass Communication models- concepts and models, Mass and Mass culture, media paradigms, information traffic, perspectives and implications.

Unit 3

Theories of Media and society, Marxist theory, Functionalist theory, Critical political-economic theory, Development theory, information society theory and cultural theory.

Unit 4

Normative theories- libertarian, Development, Democratic-participant theories, media and change, social & cultural issues, media structures and institutions.

Unit 5

Media effects – Long term and short term - Comstock's model, effects models, Media Audience, Audience Positioning, Audience Research tradition.

Books for study and reference:

1. Dennis McQuail, Mass communication Theory - An Introduction, SAGE Publications, London, New Delhi, 1998.
2. Dennis McQuail and Sven Windhal, Communication Models, Longman House, UK, 1981
3. Fred Ingles, Media Theory - An Introduction, Basil Blackwell Ltd., UK, 1990
4. Michael W. Gamble and Teri Kwal Gamble, Introducing Mass Communication, McGraw Hill Book co., Singapore, 1989

CORE COURSE VIII - VISUAL ANALYSIS TOOLS

Unit 1

Vision and visibility. Ocular centrism. The social conditions and effects of visual objects. Visual culture. Critical visual methodology. Sites of production. Technological, Compositional, Social aspects of visuals.

Unit 2

An introduction to compositional interpretation. Color. Spatial organization. Light. Expressive content. Montage. Sound. Content analysis.

Unit 3

Semiotic analysis-Aspects 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 signs. Audience and interpretation.

Unit 4

Psychoanalysis and visibility. Subjectivity, sexuality and the unconscious. The castration complex and visual pleasure. Phallogentrism. Voyeurism. Laconian gaze: other ways of seeing. Laura Mulvey and visual pleasure.

Unit 5

Marxian analysis of visuals. Base and super structure. Class conflict. The role of ideology. Alienation. Feminist approach to visuals. Women and representation. Stereotyping. Gender discrimination. Post Modernism and visual analysis. Application of visual analysis tools to different media texts.

Books for study and reference:

1. Arthur Asa Berger, Media Analysis Techniques, SAGE Publications, New Delhi, 1976
2. Gillian Rose, Visual Methodologies, SAGE Publications, New Delhi, 2001
3. Barthes, R. Mythologies, Paladin. London, 1973
4. Berger, John. Ways of Seeing, BBC, London, 1972
5. Mitchell, Juliet. Psychoanalysis and feminism, Allen Lane, London
6. Mirzoeff, F. An Introduction to Visual Culture, Routledge, London.
7. Mirzoeff, F. Visual Culture Reader Routledge 2000, London 2000.

CORE COURSE IX

MEDIA RESEARCH ORIENTATION

Unit 1

The need and relevance of media research. Responsibility and Involvement. Scientific and nonscientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.

Unit 2

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.

Unit 3

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non structured. Telephone and personal interviews. Questionnaire construction methods.

Unit 4

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design.

Unit 5

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.

Books for study and reference:

1. Hansen, Andres et al., Mass Communication Research Methods, Macmillan Press Ltd, London, 1998
2. Wimmer, D Roger and Dominick R Joseph, Mass Media Research- An Introduction, Wadsworth Publishing Company, California 1991
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. Settle, The Survey Research Handbook, Irwin Homewood, Illinois, 1985.

CORE COURSE X

DEVELOPMENT COMMUNICATION

Unit 1

The nature of Development. Defining development as a Goal, as a Process; Key concepts: Self-reliance, Dependence, Cultural Identity, Decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth Worlds, Basic Needs etc. Complexities of development efforts; Alternate paths to development; Development and Colonialism; Development and Tradition bound Society.

Unit 2

The Concept of Development Communication: Definitions, Roles and Philosophy of Development Communication - Differences from General Communication, Goals. Differences between Communication and Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

Unit 3

Communication for social change. 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 4

Social Advertising. 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 5

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

Books for study and reference:

1. Melkote, Srinivas R., Steeves, H.Leslie - 'Communication for Development in the Third World- Theory and Practice for Empowerment,'(2nd Edition). Sage Publications. New Delhi 2001.
2. Clayton Vollan and Jim Simmons (Ed) - 'Development Communication- A Resource Manuel for Teaching,' Asian Mass Communication Research and Information Center, Singapore, 1985.
3. D'Abreo Desmond A. 'Voice to the People- Communication for Social Change', Culture and Communication. Madras. 1990.
4. Chauhan, Meenakshi R., 'Advertising- The Social Ad Challenge', Anmol Publications Pvt Ltd., New Delhi 1995.

CORE COURSE XI - PRINTING PROCESS

Unit 1

History and development of printing, process of graphic art production, Type & Typography, development and classification of types.

Unit 2

Typesetting – systems metal composition, phototypesetting, computerized Typesetting etc. Character placement and kinds of spacing.

Unit 3

Art and copy preparation – layouts, kinds of art works, mechanical, overlays etc. Colour reproduction, separation and duplication.

Unit 4

Printing Processes – letter Press, Lithography, Offset Printing, Gravure, Flexography, Screen Printing and Reprography methods.

Unit 5

Printing Paper and Ink – Production of Paper, kinds of paper, size, substance, bulk. Types of Inks, quality for various kinds of printing processes.

Books for study and reference:

1. Ales krejca, Print making Techniques, Octopus Books Ltd., 1982.
2. Compilation, A Guide to Young Printers, SIGA, Madras, 1981
3. Compilation, Typography, Watson Guptill Publication, New York, 1986
4. Amdams, J.M. Printing Technology (Fourth edition), Thomson Learning, 1996
5. Finley, Printing Paper and Inks, Thomson Learning, 1998.

NON MAJOR ELECTIVE I - PHOTOGRAPHY

Unit 1

Introduction to Photography, Characteristics of light, Camera – structure and function of camera, Exposure – focusing, aperture, shutter speed, Depth of field

Unit 2

Types of camera, Lens and its function, types of lenses and their use, Characteristics of lens, lens speed, covering power and other features.

Unit 3

Lighting techniques, kinds of light indoor and outdoor – Electronic flash and artificial lights, Light meters, Different kinds of filter for B& W and colour photography

Unit 4

Films, film speed and types of film, Papers - kinds of paper, developing and printing. Accessories used in photography.

Unit 5

Digital photography, optical system, power system, memory storage, resolution; understanding exposure and controls, Flash and lighting, Transferring image to PC, file formats, managing digital pictures.

Books for Reference:

1. Julian Calder, John Garrett, the 35 mm Photographer's Handbook, Marshall Editions Limited, London, 1999
2. Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guphill Publication, New York, 1987.
3. Dave Johnson, How to do everything with your Digital Camera, Tata McGrawHill, Hew Delhi, 2001.

NON MAJOR ELECTIVE II - COMPUTER GRAPHICS (Theory)

Unit 1

Fundamentals of computer graphics: file format- bitmapped and object oriented graphics, colour depth and resolution, compression, image modes, print and online formats.

Unit 2

Photoshop tool box and palette, selection tools, moving pixels, cropping selection, types, painting and drawing tools, editing tools; colour modes, colour picker, colour palette, custom colour and predefined, colour options and editing modes.

Unit 3

Layer techniques and paths: creating new layer, deleting layer, manipulating layers, translucent overlays, special effects, merging layers and masks; paths-drawing tools, saving and deleting, importing and exporting, converting, filling and stroking, silhouettes and clipping.

Unit 4

Filters and retouching techniques: blur, distortion, noise, pixilated, render, sharpen, stylize, video, etc. tonal correction, colour correction, dust spots, blemishes, wrinkles corrections and backgrounds.

Requirement:

Student learns to use computer for Desk Top Publishing and design various layouts for print production. Production of POP materials, direct mailer, brochures, posters, package designs, corporate Identity manual, brand identity manual, stationeries, etc.

MAJOR BASED ELECTIVE I

PHOTOJOURNALISM (PRACTICAL)

Unit 1

Thinking Photo journalism- good news picture, photographs for spot news, general news, feature, picture story, file, sports; essential qualities, news value, Picture analysis, develop picture idea; mental awareness. Creative Alternatives - Goal setting, Pre visualization, Graphic Ideation.

Unit 2

Newspaper organization, business Skills and professional organization. - Photographs for newspapers, magazines, where? How? - Wire services - Printing newspaper - elements of production- shooting, copy fitting, cropping and sizing and layout. - Supportive Skills- writing style, cut line, news story, news lead, feature and picture.

Unit 3

Sports and action – requirements - sports shooting tips - Interpreting action, dynamic composition, foreground and background, shutter speeds, follow through, shadow for impact, fireworks, framing, angle, lighting.

Unit 4

Feature photography – shelf life, good feature photographs, captions, and soft news, planning to cover an event – B/W, colour and Illustration feature photographs. The picture story – history, elements, features, structure – how to shoot.

Unit 5

Digital photography – camera and control, making the transition, revitalizing images, picture processing, digitizing, scanning, managing colour and printing.

Books for study and references:

1. Robert L. Kerns, Photo Journalism, Prentice-Hall Inc., Englewood Cliffs, N. J. 1980.
2. Chuck Delaney, Photo Journalism 1, New York Institute of photography, New York, USA 1993.
3. Chuck Delaney, Photo Journalism 2, New York Institute of photography, New York, USA 1993.
4. Ibarra Gonzalez, S. J, Photo Language, A Manual for Facilitators, Sonoluse/Asia, 1981
5. Tom Ang, Digital Photography, Mitchell Beazley, Octopus Publishing Group Ltd. London, UK 2001

Requirement:

Student needs to use SLR camera and Digital camera to produce transparencies and photographs in colour for various assignments. Final submission would contain 20 B/W photographs, 20 colour photographs, 10 Transparencies and 10 digital prints.

Evaluation:

Internal: 25 marks

External: 75 marks (3 hours Practical exam 50 & Records 25)

MAJOR BASED ELECTIVE II

TELEVISION PRODUCTION (Practical)

Unit 1

Understanding TV medium; differences from the Film medium; Video formats - VHS, U-matic, Beta etc. TV and Video Production approaches - Studio and Out door, Single-Camera and Multi-Camera Production.

Unit 2

Grammar of Studio Production - Set design, Camera Movements, Production Team. Different genre in Studio production - Interview, Educational Shows, Drama, PSA, Game Shows etc. Anchor, News Reader. Grammar of Out-door Production – Location.

Unit 3

Lighting and Sound - natural and artificial lighting, dramatic effect and special effect lighting; three point, high key and low-key lighting. Basics of Sound recording, microphones, sound manipulation.

Unit 4

Facing Production Problems - three phases of production, problems in each phase and their solutions, scheduling, budgeting, breakdown of scripts, contracts, some legal issues in production, Teamwork and work ethics.

Unit 5

Editing procedure- raw material, rushes, assembly, the rough cut, fine cut, dubbing, master negative cut, check-board assembly, optical, answer print release print, tape transfer. On line editing U-matic off-line Editing, generation loss, supers and special effects, voice-over. Non-linear editing- logging the footage, digitizing, virtual edit, on-line and off-line editing, video compression - graphics- special effects, Title motion

Sound editing- audio recording, usage of mics- dynamic, condenser, ribbon, unidirectional, etc. Audio recording, mono, stereo, surround sound, eco, etc., sound in editing, categories of sound, post synchronization, voice over, narration, background music and dubbing.

Books for study and reference:

1. Millerson G.H., Effective TV Production, Focal Press, 1993
2. Holland P., The Television Hand book, Routledge, 1998
3. Steve E.Browne, Videotape Editing - A Postproduction Primer, Focal Press, Boston, 1989.
4. Lynn S.Gross and Larry W.Ward, Electronic Moviemaking, Wadsworth Publishing Company, California, 1991.
5. Sr. Mary Peter Claver and Sr. Mary Jyosita, First Steps to TV-Video Production Bharathi Bhawan, Patna, 1992.
6. Allan Wurtzel, Television Production, McGraw Hill Book Co., 1983.
7. Ralph S.Singleton, Film Scheduling (2 Ed), Lone Eagle Publishing Company, Los Angeles, CA, 1991.

Requirement:

Student needs to submit assignments (paper works and works on tape) done during the Course.

Evaluation:

Internal: 25 marks

External: 75 marks (3 hours Practical exam 50 & Records 25)

MAJOR BASED ELECTIVE III MULTIMEDIA & WEB DESIGN (PRACTICAL)

Unit 1

Creating text in 2D format & 3D object animation, images with special effects and movement.

Unit 2

3-D Rendering: geometric shapes, 3-D shapes with realistic textures, buttons with beveled edges, 3-D lettering, shadows, etc. 3D Modeling and Animation software, macro media Director, 3D studio Max.

Unit 3

Multimedia techniques: saving Photoshop images as QuickTime Movie frames, video editor, video filters, and interactive presentation design.

Unit 4

Internet- sending and receiving E-mail, browsing the web, multimedia & Net, Desktop Web, Mailing lists, user net news, chatting, conferencing and collaborating, FTP and Telnet.

Unit 5

Web Design- web design tools, front page, Dream Weaver, MM flash, HTML and XML programming - Creation of Home page or linking, dynamics of web page, web development and editing tools, building web site, publishing a site, promote and maintain site.

Books for study and reference:

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

Requirement:

Student needs to submit assignments done on the computer during the course.

Evaluation:

Internal: 25 marks

External: 75 marks (3 hours Practical exam 50 & Records 25)

CORE COURSE XII MINI PROJECT

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**. Emphasis will be given to producing work that can be made use of in the industry, which subsequently will help student enter the media Industry with an evaluated portfolio.

I - ADVERTISING

Print materials for advertisements, corporate identity manual, stationery, brochure, posters, newsletter, etc.

II - TELEVISION PRODUCTION

Television presentation of commercial, social ad, interview, music video, documentary, feature, etc.

III - MULTIMEDIA & WEB DESIGNING

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

IV - PHOTOGRAPHY

Photographs produced with a purpose for Journalism, Fashion, Advertisements, etc.

Evaluation: Marks 100 (Project work: 75, Viva 25)

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