BHARATHIDASAN UNIVERSITY

CENTRE FOR DISTANCE EDUCATION

DIPLOMA IN VISUAL MEDIA & COMMUNICATION

(TO TAKE EFFECT FROM THE ACADEMIC YEAR 2013 - 2014 ONWARDS)

SEMESTER	SUBJECT NAME	DURATION OF EXAM (Hours)	MARKS		TOTAL
			INT	EXT	
First Semester					
PAPER I	Printing Technologies & Image Editing	3	25	75	100
PAPER II	Web Technologies	3	25	75	100
PAPER III	Graphic Design (Practical)	3	40	60	100
Second Semester					
PAPER IV	2D Animation	3	25	75	100
PAPER V	Photography	3	25	75	100
PAPER VI	3D Modeling & Animation (Practical)	3	40	60	100

FIRST SEMESTER
PAPER I
PRINTING TECHNOLOGIES & IMAGE EDITING

Unit-I

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

Unit-II

Typesetting – systems metal composition, phototypesetting, computerized Typesetting etc.

Character placement and kinds of spacing.

Unit-III

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

reproduction, separation and duplication.

Unit-IV

Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process. Page Layout-Fonts, Body, Measurements, Spacing, Point systems, and families.

Unit-V

Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Softwares. - Software for Image Solutions and Page Layouts, Printing accuracy, Image assembly.

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) Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA.First edition.

PAPER II
WEB TECHNOLOGIES

Unit-I

Clients, Servers, and Communication. The Internet-Basic Internet Protocols -The World Wide Web-HTTP request message-response message-Web Clients Web Servers-Domain name system.

Unit-II

Introduction-Basic Tags-Working with Tables-Working with Images-Working with Links-List and Table Structure-Frame and Frameset-Forms and Controls.

Unit-III

Introduction to Cascading Style Sheet –Types of Style Sheets-Class and ID selector`-Inline Menu-DIV and CSS layout.

Unit-IV

Introduction to Java Script-Understanding Variables and Functions-Working with alert, confirm and prompt boxes-Understanding Loop and Arrays-Creating Rollover image-Working with Operators.

Unit-V

Exploring Dreamweaver Interface-Working with Panels-Understanding and Switching Views-Using Property Inspector-Creating Web Pages-Hyper linking Pages-Setting Table properties-Creating and Working with Templates.

BOOKS FOR STUDY AND REFERENCE:

1) Web Design: The Complete Reference Paperback by Thomas A. Powell (Author).
2) HTML Black Book: The Programmer's Complete HTML Reference Book Paperbackby Steven Holzner (Author).
3) The CSS: The Ultimate Reference [Hardcover]Tommy Olsson (Author), Paul O'Brien (Author)
4) JavaScript: The Definitive Guide: Activate Your Web Pages (Definitive Guides) Paperback by David Flanagan (Author)
5) Adobe Dreamweaver CS6 Revealed (Adobe Cs6) [Hardcover] Sherry Bishop (Author)

GRAPHIC DESIGN (PRACTICAL)

Requirement

The Graphic Design record should contain exercises completed by each student on every practical class during the second semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

Softwares : Coreldraw, Illustrator

1. Logo Design
2. T-shirt Design
3. Illustration
4. Letterhead
5. Visiting Cards
6. Brochures
7. Magazines
8. Posters
9. Pamphlets
10. Web Design

Evaluation

Internal: 40 marks

External: 60marks

SECOND SEMESTER

PAPER IV
2D ANIMATION

Unit-I

Basic Animation – Principles of Animation - Animation Types – Key frame Animation – Understanding Animation workflow - 2D animation softwares

Unit-II

2D animation application software interface – Default setting and user preferences – Document setup. Import and export formats – Document and timeline window feature – Tools and commands palettes – Media-selection tools and techniques - Asset-management features.

Unit–III

2D graphics-creation features – Underlying data type: raster – vector – Raster painting and/or import features – Vector shapes – Vector free-form and control-point Placement tools – Features specific to the program in use.

Unit–IV

2D graphics editing features – Basic geometric transformation – Boolean Operations on shapes – Object stroke attributes – Object fill attributes – Shading Techniques (blends – gradients) – Packaged effects (extensions – Plug-ins) – Features Specific to the program in use.

Unit–V

2D animation frame-sequencing features – Straight-ahead animation – Key Frames animation – Motion paths – Applying geometric transformations over time – Intertwining options – Looping and motion – Features specific to the program in use.

BOOKS FOR STUDY AND REFERENCE:

1) Cartoon Animation (How to Draw and Paint series) by Preston Blair.
2) The Illusion of Life: Disney Animation by Frank Thomas, Ollie Johnston (Contributor), Collie Johnston.
3) Adobe Flash CS3
4) The Animator's Survival Kit: A Manual of Methods, Principles, and Formulas for Classical, Computer, Games, Stop Motion, and Internet Animators by Richard Williams

PAPER V
PHOTOGRAPHY

UNIT- I

History of Photography, What is Photography, Types of Camera, SLR Camera, Compact Vs. Digital SLR Camera, Types of Photography, Compositional techniques, Lightings. Image types, Understanding Image Noise, Sharpness, White Balance

UNIT- II

Understanding Digital Camera Sensors, Understanding Camera Exposure: Aperture, ISO & Shutter Speed, Understanding Camera Metering, Understanding Camera Lenses: Focal Length & Aperture.

UNIT- III

Choosing a Camera Lens Filter: Polarizers, UV, ND & GND, Understanding Depth of Field, Understanding the Hyperfocal Distance, Understanding Camera Autofocus, Selecting & Using a Camera Tripod, Camera Lens Flare: What It Is and How to Reduce It.

Unit- IV

Basics Optics, Lenses, Controlling Exposure, Light Filters , Creating effective photographs, Portrait, Group Shots, Public Functions, Games & Sports, On movie-shooting floors

Unit -V

Sources of Light, Lighting For Film & Television, Colour and Colour Temperature of Light, Technical and Artistic Requirement of Lighting, The Three Point Lighting Arrangement, Extensive Practice in Indoor and Outdoor Lighting, Practices for Film Shooting and Television Recording

BOOKS FOR STUDY AND REFERENCE:

1) Understanding Digital Photography by Joseph A . Iippolito, Thomson Delmar Learning, 2003.USA
2) Julian Calder, John Garrett, The 35 mm Photographer's Handbook, Marshall Editions
   Limited, London, 1999.

3) John Constantine and Julia Valice, The Thames-Hudson Manuel of Professional Photography, Thames-Hudson, London, 1983.

4) Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York, 1987.

5) http://www.cambridgeincolour.com

PAPER VI
3D MODELING & ANIMATION (PRACTICAL)

Requirement

The 3D Modeling & Animation record should contain exercises completed by each student on every practical class during the fifth semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

Softwares : 3D Studio Max, Maya

1. Box modelling
2. Smooth modelling
3. Interior modelling
4. Exterior modelling
5. Character modelling
6. Character rigging
7. Product modelling
8. Film Compositing
9. Camera Walk Through
10. Character Animation

Evaluation

Internal: 40 marks

External: 60 marks

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