## B.Sc. Visual Media & Communication

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

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CORE COURSE I
INTRODUCTION TO VISUAL COMMUNICATION

Unit–I
Definition- Nature and Scope – Intentions- Communication need- Importance of Human and Visual Communication as Expression- Skill and process- Understanding communication- Communication model.

Unit–II

Unit–III

Unit–IV

Unit–V

BOOKS FOR STUDY AND REFERENCE:
FIRST ALLIED COURSE I
COMPUTERS IN COMMUNICATION MEDIA

Unit-I

Introduction to computers – History and generation of computers- Basics of computers - Hardware & Software -Operating systems.

Unit-II

Multimedia – evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry. DTP (Desk Top Publishing).

Unit-III


Unit-IV

MS Office and its applications- MS Word – tools, word processing techniques, MS Excel – features & utility- PowerPoint- features & advantages.

Unit-V

PageMaker- working with text, working with graphics & formatting. Differences in features of Quark Xpress and Page Maker.

BOOKS FOR STUDY AND REFERENCE:

FIRST ALLIED COURSE II  
DRAWING (PRACTICAL) 

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

Unit-II 

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

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

Unit-V 
Study of trees, buildings, landscape, cityscape, seascape, etc.

Requirement 
The Drawing 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. All exercises must be in pencil and pen (black)

1. Basic geometrical shapes 
2. Perspectives 
3. Composition 
4. Light and shade 
5. Birds, Animals 
6. Human forms 
7. Living and environmental space 
8. Logo styles 
9. Symbols 
10. Visual representation of ideas.

Evaluation 
Internal: 40 marks 
External: 60 marks
CORE COURSE II
WRITING FOR MEDIA

Unit-I
Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography.

Unit-II
Writing for New media - Copy reading symbols - content creation-Development - Technical writing - Editing - Principles and methods.

Unit-III

Unit-IV

Unit-V
Film language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language. Script Writing – Storyboard

BOOKS FOR STUDY AND REFERENCE:


3. Writing for Television, Kelsey, Gerald. Unisrar,2004..


5. Doing if in style - Leslie Sellers.
FIRST ALLIED COURSE II
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.

Software’s: Corel draw, 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: 60 marks
CORE COURSE III
2D ANIMATION

Unit-I
Basic Animation – Principles of Animation - Animation Types – Key frame Animation – Understanding Animation workflow - 2D animation software’s

Unit-II

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
SECOND ALLIED COURSE - 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


Unit-V


BOOKS FOR STUDY AND REFERENCE:

SECOND ALLIED COURSE II
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


UNIT- III

Choosing a Camera Lens Filter: Polarizer’s, UV, ND & GND, Understanding Depth of Field, Understanding the Hyper focal 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:


5) http://www.cambridgeincolour.com
CORE COURSE IV
INTRODUCTION TO 3D CONCEPTS

Unit-I
Types of Three Dimensional Models - Surface Models & Solid Models - Preset 3D Viewpoints-Creating Multiple Viewports-Wireframe concept.

Unit-II

Unit-III

Unit-IV
3D camera – Define analyze glass – Define polarized glass – 3D stereoscopic – 3D panorama image

Unit-V
3D project Design – 3D advertising Design – 3D film compositing.

BOOKS FOR STUDY AND REFERENCE:

1) Environmental Law and Policy, 3d (Concepts & Insights) by Barton H. Thompson
2) Concepts, and Techniques By Arnold Gallardo
3) 3-D Graphic Organizers By Daniel Barnekow
4) Principles of Three-Dimensional Design: Objects, Space and Meaning By Stephen Luecking
5) The Three-Dimensional Leader Perfect Paperback By Earl C. Wallace
CORE COURSE V
VISUAL EFFECTS

Unit – I

Visual effect overview, image animation, 3d tools converting, Controlling timeline panels, Visual effect making, 3d model compositing, Designing Glow Effects

Unit – II

Tracking, one point track, two point track, Four point track, Double tracking, Paint Clone effect, Wire remove effect, Sky replace effect, background changing effect, Masking, Rotoscopyng , 3D character masking.

Unit - III

Bug effect, Healer effect, Time warp effect, Time Stretching effect, Image to video effect, Day to night effect, Demon face warp, 3D depth effect

Unit - IV

3D stereio effect, 3d stereio convert effect, 3D glass making, Different between anaglyph & polarised, Change 3d stereio in premier software

Unit – V

Visual Effects Tool and advanced functions– Converting images from 2D to 3D Pictures. Creating 3D Effects- Differentiation 2D effects and 3D effects.

BOOKS FOR STUDY AND REFERENCE:

1) Match moving: The Invisible Art of Camera Tracking by Tim Dobbert. Tim Dobbert (Author)
2) The After Effects Illusionist: All the Effects in One Complete Guide by Chad Perkins .Chad Perkins (Author)
3) The Visual Effects Arsenal: VFX Solutions for the Independent Filmmaker by Bill Byrne . Bill Byrne (Author)
4) After Effects Expressions by Marcus Geduld Marcus. Geduld (Author)
SECOND ALLIED COURSE III
PHOTOGRAPHY (PRACTICAL)

Requirement
The Photography record should contain exercises completed by each student on every practical class during the fourth 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.

1. Portrait
2. Silhouette
3. Product – Indoor, Outdoor
4. Advertising Photography
5. Architecture- Interior, Exterior
6. Environmental Photography
7. Photographs on Human Interest
8. Photographs on Foods and Beverage
9. Image Manipulation- Color to Monochrome,
10. Photo Essay on Developmental Activities

Evaluation
Internal: 40 marks
External: 60 marks
CORE COURSE VI
CONCEPTS OF FILM MAKING

Unit–I
Stages - Pre-production - Production - Post-production - Distribution and exhibition - Independent filmmaking

Unit–II

Unit–III
Cinematographer properties-the photographic image, framing, duration of the image, montage and long take. Editing. fundamentals of film sound, dimensions of film sound, functions of film sound.

Unit–IV
The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

Unit–V
Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

BOOKS FOR STUDY AND REFERENCE:
3) Steve Katz,” Film Directing Shot by Shot: Visualizing from Concept to Screen (Michael Wiese Productions)”, Michael Wiese, 1991
4) Alexander Mac Kendrick, Paul Cronin, Martin Scorsese”On Film-making: An Introduction to the Craft of the Director”, Faber and Faber, 1st edition, 2005
CORE COURSE VII
MEDIA CULTURE & SOCIETY

Unit - I


Unit - II

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

Unit - III

Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)

Unit - IV

Media as consciousness Industry. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

Unit - V

Media and Popular culture-commodities, culture and sub-culture, popular discrimination, popular culture Vs people’s culture, celebrity industry-personality as brand name, hero-worship.

BOOKS FOR STUDY AND REFERENCE:

1) Feminist Media Studies (Media Culture & Society series), Professor Liesbet van Zoonen (Author), Publisher: Sage Publications Ltd; 1 edition (July 28, 1994)
2) Mass Media, Culture and Society in Twentieth-Century Germany (New Perspectives in German Studies) Karl Christian Fuhrer (Editor), Corey Ross Editor, Publisher: Palgrave Macmillan; annotated edition edition (22 Sep 2006)
4) Media, Gender and Identity: An Introduction, David Gauntlett (Author), Publisher: Routledge; 2 edition (April 11, 2008)
5) Media and Cultural Studies: Keyworks (KeyWorks in Cultural Studies), Meenakshi Gigi Durham (Editor), Douglas Kellnerr (Editor), Publisher: Wiley-Blackwell; 1st Edition (September 23, 2005)
CORE COURSE VIII
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.

Software’s: 3D Studio Max, Maya

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

Evaluation

Internal: 40 marks
External: 60 marks
CORE COURSE - IX
RADIO & TELEVISION PRODUCTION

Unit- I

Elements of TV Production - picture transmission and reception - sound transmission and reception - TV Camera - organizational structure of a TV studio.

Unit- II

Pre and post - production planning - functions, duties and responsibilities of the crew members. Art direction - location - floor management - out-doors and indoors - lighting - management of live shows / live telecast - sports coverage etc.

Unit- III

Production techniques - video formats - types of TV programs - talk shows - interviews - demonstrations and discussion - teleconferencing - single - multi camera production.

Unit- IV

Basics of Audio production techniques - mono - stereo - multi-channel - characteristics - types - directional features - different recording media - recording equipment accessories - mixing consoles - talk-back units - monitoring sound - live mixing - AM - FM - satellite radio-Dubbing - re-recording.

Unit- V


BOOKS FOR STUDY AND REFERENCE:

1. Radio Programming : Tacts and strategy by Eric G Norberg
4. Writing for the Media, Mayfield, Mountain View
MAJOR BASED ELECTIVE I
VIDEO EDITING (PRACTICAL)

Unit-I

Unit-II
Video editing: Linear vs non Linear editing. Advantages and disadvantages. Working on both systems. Online and Offline editing. Advantages and disadvantages.

Unit-III
Introduction to basics of editing, creating an edit Decision List, logging, digitizing and importing media on software’s.

Unit-VI
Editing the visual. Assemble edit and rough cut. Applying video transitions, commentary track and special effects or multimedia.

Unit-V
Editing the sound. Sound and digital sampling. Recording sound effects and music. Mixing and audio sweetening.

Requirement
The Video Editing 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: Premiere Pro, Final Cut Pro

1) Color correction
2) Matte – masking
3) Applying and Adjusting Transitions
4) Creating basic titles
5) Adjust Basic Motion Attributes
6) Title Effects
7) Beat Editing
8) Song Remiking
9) Insert and Overwriting Editing
10) Working with Multi Layers

Evaluation
Internal: 40 marks  EXTERNAL: 60 MARKS
BOOKS FOR STUDY AND REFERENCE:

3) The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger
4) Colour Correction for Digital Video: Using Desktop Tools to Perfect Your Image by Jaime Fowler
5) Producing Great Sound for Digital Video by Jay Rose
CORE COURSE X
MEDIA ORGANIZATION & MANAGEMENT

Unit-I

Unit-II

Unit-III
Film as industry- production, distribution and exhibition systems. Financing the film- film development corporations. Government and film production. Film production co-operatives to film city. Contemporary issues- cross over cinema, collaborations and emergence of multiplexes

Unit-IV
The rise of new technologies- satellites, the cable industry, information services and other new technologies. Social consequences of new technology. Convergence of media.

Unit-V
Central and state government media divisions and their functions. Media policy trends and current status. Regulating the media- mechanisms of media control.

BOOKS FOR STUDY AND REFERENCE:

1) Bagdikian, Ben H -The media monopoly
2) Barrett Martin- The politics of Broadcasting- survey of broadcast journalism in 1971-72
4) Khandekar, Vanita- Kohli- The Indian Media Business.
5) Prasad, Madhava. Ideology of the Hindi film: a historical construction
6) Tumber, Howard- News- A reader
CORE COURSE XI
FILM STUDIES

Unit- I
A brief account of Indian cinema – Film as a medium of communication and social change- Growth of Tamil cinema – contributions of Tamil cinema to social and political awareness – Film industry status – Technologies in film production – Digital projection.

Unit - II

Unit- III

Unit- IV
Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Tamil cinema.

Unit-V
Regulations for the film industry – Problems of film industry: Piracy - Government’s initiatives and policies – Film institutes and organizations: Children’s Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.

BOOKS FOR STUDY AND REFERENCE:
Major Based Elective - II

Advertising

Unit-I

Introduction to advertising; definition and types; structure and functioning of an ad agency; advertiser-agency relationship

Unit-II

Audience analysis, segmentation, targeting and positioning; audience research; demographics, psychographics

Unit-III

Creative aspects of advertising; art direction; creative aspects in print and electronic media; print production; electronic production; other media productions; cutting-edge advertising

Unit-IV

Outdoor advertising; creative use of media – traditional and new media

Unit-V

The role of PR in advertising; advertising social issues; political advertising; dynamics of creating and executing the complete campaigning strategy.

Books for Study and Reference:

1) Frank Jenkins, Advertising made simple, Rupa and Co, New Delhi, 1992
4) Advertising Concepts (Second Edition) by Pete Barry
5) Advertising Ethics by Edward Spence
MAJOR BASED ELECTIVE - III
VISUAL EFFECTS (PRACTICAL)

Requirement
The Visual Effects record should contain exercises completed by each student on every
practical class during the sixth 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.

Software: After Effects, Combustion, Smoke

1. Tracking
2. Wire Removal
3. Matte Removal
4. Rotoscopic
5. 3D Composite
6. Particle Effects
7. Color Correction
8. CC Effects
9. Paint and Text Effect
10. Rendering

Evaluation
Internal: 40 marks
External: 60 marks
CORE COURSE XII
PROJECT

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

1. 2D animation
2. 3D animation
3. Short Film
4. Advertising
5. Television Production
6. Web Designing
7. VFX

Evaluation
Project: 80 marks
Viva Voce: 20 marks
Unit 1: Introduction to Fashion Accessories  
The accessories industries; The business of accessories; Economic importance of accessory industry; Marketing of accessories; Accessory designers

Unit 2: Sketching Accessories  
Sketching Jewellery; Sketching sun glasses; Sketching hats; Detailing for other accessories

Unit 3: Fashion Accessories  
Foot wear; Handbags; Belts; Gloves; Hats; Scarves; Ties; Sunglasses; Production development and design of these accessories; Nature of these industries; Production of these fashion accessories; Use of fashion accessories for different occasions

Unit 4: Jewellery  
Types of Jewellery; Fine Jewellery; Bridge Jewellery; Costume Jewellery; Production of Jewellery; Use of jewellery for different occasions

Unit 5: Children’s fashion Accessories  
Bib, bootees, caps, gloves, accessories for different occasions, Fine Jewellery.

References


NON MAJOR ELECTIVE II

VISUAL MERCHANDISING

Unit 1: Introduction to Visual Merchandising
Visual merchandising and display; Purpose of visual merchandising; Store image; Target customers; Seasonal visual merchandise; Windows

Unit 2: Display and Display Settings
Types of display; Promotion vs. institutional display; Type of display setting Attention drawing devices: Colour; Lighting; Line and composition; Scale; Contrast; Repetition; Humour; Surprise and shock;

Unit 3: Store and Window Settings
Exterior of the store; Window in store front design; Display window; Special windows

Unit 4: Mannequins
Types of mannequins; Alternatives to mannequin; Dressing up of mannequin

Unit 5: Merchandise Display
Planning a display; Visual Merchandiser in store promotion; Scheduling the promotion

Reference:
1 Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA.
2 Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.

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