

**CORE COURSE – I - IMAGE AND IMAGINATION**

**Unit 1**

Introduction to image and imagination, form and content, context, code, colour; images in sequence and sound.

**Unit 2**

Types and stereotypes.

**Unit 3**

Linear and lateral thinking – holistic visual thinking.

**Unit 4**

Creativity and creative process.

**Unit 5**

Techniques of imagination.

**References**

1. John Berger, Ways of Seeing, BBC and Penguin, London 1972.
2. Kulin Annette, Power of the Images, Rutledge and Kegan Paul, London 1985.
3. Nick Lacy, Images and Representation, Macmillan, London 1998.
4. Stuart Price, Media Studies, Pitman, London 1993.