PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636 011

DEGREE OF
BACHELOR OF SCIENCE IN VISUAL COMMUNICATION
(CHOICE BASED CREDIT SYSTEM)

SYLLABUS FOR B.Sc., Visual Communication

FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2015 – 2016 ONWARDS
PERIYAR UNIVERSITY

REGULATIONS FOR B.Sc., (VISUAL COMMUNICATION)
DEGREE COURSE with Semester System
(Effective from the academic year 2016-2017)

REGULATIONS

1. ELIGIBILITY FOR ADMISSION
A pass in Higher Secondary Examination or an Examination accepted as equivalent thereto by the syndicate (10+2 or 10+3 year Diploma), subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the Bachelor of Science in Visual Communication degree examination of this university after a course of study of three academic years.

2. DURATION OF THE COURSE
The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

3. COURSE OF STUDY
The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time. The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject. Part –I, Part-II, Part – III and Part – IV subjects are as prescribed in the scheme of examination.

4. EXAMINATIONS
The theory examination shall be three hours duration to each paper at the end of each semester. The candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examination. The practical examinations for UG course should be conducted at the end of the even semester.

4. (a) Submission of record note books for practical examinations
Candidates appearing for practical examinations should submit bonafide Record Note Books prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the concerned Head of the department from the institution of the candidate certified that the candidate has performed the experiments prescribed for the course. For such candidates who do not submit Record Books, zero (0) marks will be awarded for record note books.
5. Revision of Regulations and Curriculum
The University may revise/amend/change the Regulations and Scheme of Examinations, if found necessary.

The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks out of 100 (CIA – 10 marks out of 25 and EA – 30 marks out of 75) in the University examination in each theory paper.

6. (b). Passing Minimum – Practical
The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks put together out of 100 (CIA – 16 marks out of 40 and EA – 24 marks out of 60) in the University examination in each practical paper.


PART – A (10 x 2 = 20 Marks)
(Answer ALL questions), (Two questions from each unit)

PART – B (5 x 5 = 25 Marks)
(Answer ALL questions) & (One question from each unit with Internal Choice)

PART – C (3 x 10 = 30 Marks)
(Answer ANY THREE questions) & (Open Choice – 3 out of 5 questions)

7.1 (b). THEORY - Internal Marks Distribution[CIA] (Total Marks: 25)
   ❖ Attendance :5 Marks
   ❖ Assignment :5 Marks
   ❖ Internal Examinations :15 Marks

7.2 (a). PRACTICAL – Marks Distribution & Question paper Pattern (Max. Marks: 100)
[External [EA]: 60 Marks & Internal [CIA]: 40 Marks]

8. Commencement of this Regulation
These regulations shall take effect from the academic year 2015-16, i.e, for students who are to be admitted to the first year of the course during the academic year 2015-2016 and thereafter.
PERIYAR UNIVERSITY
B.Sc. Visual Communication

SCHEME OF EXAMINATIONS
(The scheme of examinations under CBCS (Choice Based credit System) for different semesters shall be as follows)

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- @ Any other Language like Hindi/Malayalam/French/etc.
- #$ Those who have not studied Tamil upto XII std and taken a Non Tamil language under part-I shall take Tamil comprising of two courses (level will be at 6th standard) instead of NMEC.
- #$ Those who have studied Tamil upto XII std and taken a Non Tamil language under part-I shall take Advanced Tamil comprising of two courses instead of NMEC.
PERIYAR UNIVERSITY
B.Sc. DEGREE COURSE IN VISUAL COMMUNICATION
CORE & ALLIED SUBJECTS SYLLABUS

I YEAR - I SEMESTER

CORE I - INTRODUCTION TO VISUAL COMMUNICATION

PAPER CODE: 15UVC01

UNIT I
Basics of Human and visual communication, communication as expressions, skill and process, understanding communication: SMCR- Model-Message, connotation, Denotation and Contextual

UNIT II
Elements of visual communication- culture/codes: levels of communication: Technical, semantic, and pragmatic. The semiotic landscape: language and visual communication, narrative representation: visual aesthetics.

UNIT III

UNIT IV

UNIT V
Elements of Graphic Design. Process of Designing; Research, a source of concept, the process of developing ideas – verbal, visual, combination& thematic, visual thinking, associative techniques, materials, tool; design execution, and presentation.

Reference books:
CORE PRACTICAL 1 - DRAWING

PAPER CODE : 15UVCP01

A record work to be submitted containing four works in each of the eight exercises listed below

List of Exercises:

Drawing
1. Basic geometrical shapes
2. Light and shades
3. Perspectives
4. Composition
5. Drawing Landscape.
6. Basic of faces
7. Logo styles
8. Symbols
9. Still life drawing
10. Basic colors.

The students should be made to submit four works in each exercise listed above and submit a record of work in standard format during practical examination.
DRAWING EXERCISES

1. Composition
2. Balancing
3. Letter
4. Typography
5. Railway Track
6. Street View
7. Road Line
8. Two point Perspective (Home)
9. School
10. College
11. Box, Shape
12. Bus stand
13. Landscape (Market)
14. nature scenes
15. Beach
16. Logo: visiting card
17. Poster
18. Advertisement
19. Photography : Advertisement – studio
20. Film poster
21. Primary colours
22. Cod colours
23. Tertiary
24. Warm colours
25. Secondary colours
26. Coca cola, Pepsi
27. Fruits and Vegetables
28. International flags
29. Type company logo television computer company
30. Tree plant leaf
31. Eye
32. Nose
33. Lips
34. Ear
35. Head
36. Hair style
37. Children
38. Woman
39. Man
40. Copied Work
ALLIED I PAPER I - BASIC OF COMPUTERS

PAPER CODE: 15UCSA01

UNIT I
Introduction to computers-definition-classification of computers-speed, reliability, storage capacity and productivity-application of computers in the media industry-operation system-networking of computers.

UNIT II
Overview of graphics systems- I/o devices-display devices-CRT and LCD monitors-hard copy devices-printer-Scanner-interactive input methods-keyboard-light pens-joysticks-track ball mouse.

UNIT III
MS-Office and its applications-MS Word-word processing Techniques-Mail Merge-Ms Excel-Spread Sheet& Graph preparation-power point-presentation and projection-OHP & slide preparation

UNIT IV
Desk Top publishing and designing various layouts for print production: production of POP materials, direct mailers, brochures, posters, package designs, corporate identity manual, brand identity manual, stationeries, etc.

UNIT V

Reference books:
1. Fundamental of computers by singh & singh
3. PC Software's made simple by Ravikant Taxali, BPB Publications
ALLIED LAB I - MS OFFICE & HTML PRACTICAL

Design the following websites:
1. Design a website for an educational institution
2. Design a website for an NGO
3. Design a Children’s website
4. Design a website for a business organization
5. Design your own website/Blog

The exercise must contain the following:

a) Name of the organization with logo and appropriate use of fonts
b) A tag line giving the motto of the organization
c) Home page containing five hyperlinks
d) One paragraph write up with a photograph in the linked page
e) A counter for number of visitors to the site
f) Feedback and contact information
SBEC I - PHOTOSHOP

PAPER CODE: 15UVCS01

UNIT I
Introduction to Adobe Photoshop: Working with images in PS: Resizing and Cropping Images; Basic Selection in PS; Image resolution by pixels, dpi etc. tool, palettes and menus

UNIT II
Layers and Cloning: Creation of "composite" images; pen tool- layering and layer style; use of clone stamp image. layer; use of masks and Blending image; Resolution for the Web and Print;

UNIT III
Typography in Photoshop; letters and words a web site or printed materials; complex tools and character settings. type masks and special effects in a professional design project. overlaying typography on photographic imagery

UNIT IV
Colours and brushes: Different colour correction-file formats and final output options; Brushes:- Kind; preset brushes to colorize B/W images, enhance photos, stamp shapes. create, save and a=share brushes and brush sets.

UNIT V
Filters and Retouching: tricks and techniques in Photoshop images, correcting exposure and contrast problems: retouching or repairing parts of an image: use of filters, adjustment layers, and retouching tools to polish digital images: creating special effects.

Reference books:
I YEAR - II SEMESTER

CORE - II GRAPHIC COMMUNICATION

PAPER CODE: 15UVC02

UNIT I

UNIT II
**Theory of Design**: White Space, Shape, Space- positive space, negative space and deep space, and Rhythm - Colour theory - Designing logos, business cards and letterheads, Brochure, Danglers.

UNIT III
**Colours**: Colour- Definition Nature of colour, characteristics of colour, Types of colour- primary, secondary and tertiary colours, Colour description- hue, chroma, saturation, intensity, value, tone, tints and shades, Colour Theory- Additive and Subtractive colour theory, Colour Wheel, Psychology of colour.

UNIT IV
**Typography**: History of typography - Typography for digital uses - Page Lay Out- Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts.

UNIT V

Reference books:
A record work to be submitted containing four works in each of the eight exercises listed below

**List of Exercises:**

**Drawing**

1. Basic geometrical shapes
2. Light and shades
3. Perspectives
4. Composition
5. Drawing Landscape.
6. Basic of faces
7. Logo styles
8. Symbols
9. Still life drawing
10. Basic colors.

The students should be made to submit four works in each exercise listed above and submit a record of work in standard format during practical examination.
ALLIED I PAPER II - HTML AND WEB DESIGNING

UNIT I


UNIT II


UNIT III


UNIT IV

Basics in Web Design: Brief History of Internet - What is World Wide Web - Why create a web site - Web Standards - Audience requirement.

UNIT V

Introduction to Web Publishing: Creating the Web Site - Saving the site - Working on the web site - Creating web site structure - Creating Titles for web pages - Themes - Publishing web sites.

Reference books:

ALLIED LAB I - MS OFFICE & HTML PRACTICAL

List of Experiments in Ms-Office:

1. Prepare your personal Profile in Ms-Word with Neat format and alignment.
2. Prepare a letter head for you.
3. Prepare an Advertisement for Walk in Interview size is 4X4 “.
4. Generate letters to different recipients using Mail Merge.
5. Type the student’s details for Student Mark Process using formulas in Ms-Excel like Sum(), Average().
6. Prepare an employees pay bill.
7. Prepare past 4 years sales report of an organization from different cities in India and compare data using chart.
8. Keep stock detail of a shop in excel and pick the user’s requirements using find command and Advance Filter.
10. Create presentation for any tourist place and give different animation effect.
12. Prepare a presentation with multimedia effect.

Design the following websites:

6. Design a website for an educational institution
7. Design a Children’s website
8. Design a website for a business organization
9. Design your own website/Blog

The exercise must contain the following:

g) Name of the organization with logo and appropriate use of fonts
h) A tag line giving the motto of the organization
i) Home page containing five hyperlinks
j) One paragraph write up with a photograph in the linked page
k) A counter for number of visitors to the site
l) Feedback and contact information
SBEC - II COREL DRAW

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

Reference books:
II YEAR - III SEMESTER

CORE III - PHOTOGRAPHY

PAPER CODE: 15UVC03

UNIT I
History of photography – characteristics of light, types of cameras – Compact camera, SLR and DSLR - structure and functions of camera.

UNIT II

UNIT III

UNIT IV

UNIT V
Ethical issues in photography – Codes of ethics for photographers, digital improvement, privacy, moral rights of subjects etc. Basic software of photo editing tools- Introduction to Photoshop.

Reference books:
1. Photo journalism – By the editors of time – life books New York.
CORE PRACTICAL II - PHOTOGRAPHY

1. Outdoor - Single / Group - people
2. Composition - Normal, Wide, Tele
3. Nature - Landscape - wide, Close up
4. Animals - Stale, Action
5. Still life
6. Advertising Photography
7. Architecture-interior-exterior
8. Action photography - Pan, freeze frame
9. Indoor photography - portrait - single, group
UNIT I
Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and nonfiction film/videos - differences and similarities between scripting for fiction and non-fiction films

UNIT II
Different stages of scripting - idea - research - Synopsis - Outline-treatment - storyboard - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT III
Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Non fiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT IV
Research for non fiction films - differences between program research and academic research - Sources of information - historical documents - statistical data, journals, observation, interview, processing information - qualitative and quantitative information - types of interview - interview techniques.

UNIT V
Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women’s program - scripting for commercials.

Reference books:
1. Writing the Script by Wells Root, Jan 15, 1980
2. Secrets of Film Writing by Tom Lazarus Jun 2, 2001
3. Introduction to Media production, Gorham Kindem, Robert B. Musburger
4. Writing the Short Film, Second Edition by Patricia Cooper and Ken Dancyger, Sep 1999
5. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard
ALLIED II PAPER I - PRINCIPLES OF MANAGEMENT

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS
2. Ramasamy. T, Principles of Management, Macmillan India Ltd.,

Reference books:
1. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH
2. Dingar Pagare, Business Management, Sultan Chand & Sons
5. Basu, Organisation & Management, S. Chand
6. M.C. Shukla, Business Organisation and Management, S.Chand
8. J. Jayashankar, Principal of Management, Margham Publications.
ALLIED LAB II - HUMAN RESOURCES MANAGEMENT

CBCS : SEMESTER - III & IV ALLIED PRACTICALS
(HOURS PER WEEK : 3)

MAXIMUM MARKS: 100  (Internal Marks: 40 & External Marks: 60)
(ANY 10 EXPERIMENTS)

1. Newspaper Reading
2. Letter writing
3. Personal Letter
4. Tour with friends : Essay
5. Invitation to family function
6. Public Speaking
7. Interviews : Application Form Filling
8. Bio Data Preparation
9. Interview Preparation
10. Group discussion Personal Topic
11. Group discussion Academic Topic
12. Event management :
   Event quiz
   Event Talk Show
   Event Drama
   Event Speech
13. Reporting a public nuisance to the local body
14. Time Management (Group Performance)
15. Creating an advertisement (Compulsory):
   classified advertisement
   for selling vehicle - 2 wheeler
   for selling vehicle - 4 wheeler
   renting your house
   selling your house
   Display advertisement
   for a mobile phone / showroom
   for computer centre
   for a service centre [any product]
II YEAR - IV SEMESTER

CORE THEORY IV - SCRIPT WRITING

PAPER CODE: 15UVC04

UNIT I
Script-writing as a creative enterprise: Creative thinking The creative process -Stages in the craft of script-writing -Basic story idea - Narrative synopsis outline – scene breakdown and full-fledged script

UNIT II
Narrative structure: Beginning – middle – end. Conflict, development, climax, and denouement, Story, storyline, plot and treatment , Principles of suspense and surprise

UNIT III
Elements of a narrative: Point of attack, exposition, planting, point of view, pace, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter

UNIT IV
Characterisation: Character biography, tags, stereotyping, two-dimensional versus three-dimensional characters, guiding principles for evolving effective and credible characters

UNIT V
Formats for media scripts: Audio versus audio-visual scripts, shooting scripts and storyboards, Writing versus directing and other related areas (a) Writing for current affairs for TV and radio – news, sports, cultural, documentaries (b) Writing for fiction – ads, short film, converting the narrative into a video script

Reference books:
2. Swan, Dwight V. and Swan, Joye R; Film Scriptwriting- A Practical Manual.
3. De Fossard Esat and Riber John, Saga Publications, ‘Writing and Producing for Television and Film’.
CORE PRACTICAL - II PHOTOGRAPHY

1. Outdoor - Single / Group - people
2. Composition - Normal, Wide, Tele
3. Nature - Landscape - wide, Close up
4. Animals - Stale, Action
5. Still life
6. Advertising Photography
7. Architecture-interior-exterior
8. Action photography - Pan, freeze frame
9. Indoor photography - portrait - single, group
CORE PRACTICAL III - SCRIPT WRITING

UNIT I
Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and nonfiction film/videos - differences and similarities between scripting for fiction and non-fiction films

UNIT II
Different stages of scripting - idea - research - Synopsis - Outline-treatment - storyboard - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT III
Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats
Non fiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT IV
Research for non fiction films - differences between program research and academic research - Sources of information - historical documents - statistical data, journals, observation, interview, processing information - qualitative and quantitative information - types of interview - interview techniques.

UNIT V
Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women’s program - scripting for commercials.

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1. Writing the Script by Wells Root, Jan 15, 1980
2. Secrets of Film Writing by Tom Lazarus Jun 2, 2001
3. Introduction to Media production, Gorham Kindem, Robert B. Musburger
4. Writing the Short Film, Second Edition by Patricia Cooper and Ken Dancyger, Sep 1999)
5. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard
ALLIED THEORY II - HUMAN RESOURCES MANAGEMENT

UNIT I
Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM.

UNIT II

UNIT III
Recruitment and Selection – Source of Recruitment Selection of Employee – Difference between recruitment and selection.

UNIT IV

UNIT V

Reference books:
4. Keith Davis, Human Relations at work – TMH.
J. Jayasankar, Human Resource management, Margham Publications.
ALLIED LAB II - HUMAN RESOURCES MANAGEMENT

CBCS : SEMESTER - III & IV ALLIED PRACTICALS
(HOURS PER WEEK : 3)

MAXIMUM MARKS: 100 (Internal Marks: 40 & External Marks: 60)
(ANY 10 EXPERIMENTS)

13. Newspaper Reading
14. Letter writing
15. Personal Letter
16. Tour with friends : Essay
17. Invitation to family function
18. Public Speaking
19. Interviews : Application Form Filling
20. Bio Data Preparation
21. Interview Preparation
22. Group discussion Personal Topic
23. Group discussion Academic Topic
24. Event management :
   Event quiz
   Event Talk Show
   Event Drama
   Event Speech

13. Reporting a public nuisance to the local body
14. Time Management (Group Performance)
15. Creating an advertisement (Compulsory):
   classified advertisement
   for selling vehicle - 2 wheeler
   for selling vehicle - 4 wheeler
   renting your house
   selling your house
   Display advertisement
   for a mobile phone / showroom
   for computer centre
   for a service centre [any product]
III YEAR - V SEMESTER

CORE V - TELEVISION PRODUCTION

PAPER CODE: 15UVC05

UNIT I
Basic Television Studio Structure, Elements of Studio Production, Elements of Field Production, Studio Layout and Design

UNIT II

UNIT III
Preproduction - planning, Scheduling, Script Formats, Script writing, Visualization and sequencing, Production crew, Television Talent, Acting Techniques, Auditions, Makeup, Costuming, Difficulties in Indoor and Outdoor Shooting.

UNIT IV
Postproduction - Editing modes, Basic editing systems, Nonlinear Editing features and Techniques, Editing Procedures, Online Editing, Editing Softwares, Special effects, Audio Sound Control.

UNIT V
Video recording and storage systems, designing and Using Television Graphics, Single camera set up, Multi Camera set up, Live coverage, other communication system- Communication systems, Signal Transport.

Reference books:
5. Genre in Asian Film and Television - New Approaches.(2011). PALGRAVE Macmillan. UK.
CORE VI - ANIMATION

PAPER CODE: 15UVC06

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

Reference books:
1. Joestadaro, Donkim, Maya 6.0 Bible.
2. Kelly LdotMurtock, 3DS Max Bible.
3. Tom Meade, ShinsakuArima, Maya 8.0: The Complete Reference, Tata McGraw Hill.
CORE ELECTIVE - ADVERTISING

PAPER CODE: 15UVCE01

UNIT I
History of advertising and its role in the market place, advertising industry in India –
advertising as a process of communication -Social effects of advertising. The
changing world of advertising.

UNIT II
Types of advertising : consumer, corporate, industrial, retail, cooperative and Public
service advertising.-tone and content; reading the advertisement -review with current
ad campaigns.

UNIT III
Advertising agency: Structure and functions; Leading agencies in India-
Diversification and competition – full service agencies – multinational clients –
challenges and opportunities. How to choose an advertising agency, agency briefing
and evaluating an agency.

UNIT IV
Advertising campaign: objectives, creative strategy: message, appeals, target market,
level of response, media Planning, advertising budget, pre testing and post testing.

UNIT V
Professional ethics in advertising- cases of ethical violations – Advertising Standards
Council – Social and cultural issues – Global regulations and Future trend.

Reference books:
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
5. Mohan, M; “Advertising management concepts and cases”; Tata McGraw Hill; New
practice”,

CORE ELECTIVE - RADIO PROGRAMME PRODUCTION

PAPER CODE: 15UVCE02

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V


Reference books:
PRACTICAL - TELEVISION PRODUCTION

1. Handle camera and tripod
2. Framing
3. Composition-Rule of third
4. Standard Shot & Camera Angle
5. Camera Movements
6. Multi Camera Setup
7. Understanding Lighting Equipments
8. Practicing Lighting Techniques
9. Formats of T.V Program-Interview
10. Formats of T.V Program-Talk show

Record Work:
1. Short Film (Maximum 5 mins)
2. Ad Film (Maximum 3 mins)
3. Talk Show/News Reading (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Reference Books:
PRACTICAL - ANIMATION

ADOBE FLASH

1. Draw Cartoon faces
2. Draw Backgrounds
3. Animate 2d Shapes using key frame technique
4. Animate a cartoon character using Motion tweening
5. Transform an object from one shape to another using Shape tweening
6. Create an animated greeting card
7. Create 2D Titling
8. Create a 1 minute animated story
9. Create Interactive presentation using Action script
10. Create a webpage using Action Script.

(The Students have to submit all ten exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)

Reference books:
2. Paul Wells, Basics Animation 03: Drawing for Animation, AVA Publishing, Switzerland, 2009
3. Tony White, How to Make Animated Films, Focal Press, USA, 2009
SBEC III - ADOBE INDESIGN

PAPER CODE: 15UVCS03

UNIT I
Introduction to Adobe InDesign: Tools, menus, panels, and workspaces.

UNIT II

UNIT III

UNIT IV
Page design and layout toolset: Understanding and editing text and graphics frames. Grouping and transforming frames. Formatting text using paragraph and character styles. Flowing, threading, and spell-checking text in text frames.

UNIT V
Creating and laying out periodical publications: Desktop publishing software: posters, flyers, brochures, magazines, newspapers, presentations, books and ebooks.

Reference books:
SBEC IV - FREELANCE JOURNALISM

PAPER CODE: 15UVCS04

UNIT I

UNIT II

UNIT III
Change of Information in to a News, Change of News into an Information, Correlation Differentiation and Transformation of News & Information.

UNIT IV
News, sources of news and news value parameters and the basic reportorial and editing skills.

UNIT V
The systems of syndication and stock libraries in India, required tools of the trade and the areas/scope of freelance journalism.

Reference books:
2. Michael Barratt, Making the Most of the Media, Kogan Page, 1996.
4. News writing and Reporting, James, M. Neal, Surjeet Publication.
III YEAR - VI SEMESTER

CORE VII - MULTIMEDIA PRODUCTION

UNIT I
Introduction to multimedia – definitions; nature and characteristics of multimedia products and services; multimedia applications; relevance of multimedia application in the media industry.

UNIT II
Introduction to visual language – design principles; elements of design and layout; colour in design, use of text, pictures, graphs, drawings, video and audio in various media

UNIT III
Multimedia file formats – conversions; data compression and decompression; image authoring and editing tools; image file formats – JPEG, TIFF, GIF, PNG, layers, RGB, CMYK; contrast, brightness; slicing, contrast ratio; aspect ratio; gray scale; filters; blending tools;

UNIT IV
Images and graphics in multimedia; creating and manipulating images using painting, drawing and editing; sources of images/graphics; scanning images; making and using charts/diagrams/vector drawings; use of colours

UNIT V
Multimedia production; idea/concept; outline; script; story board; templates; user interface; production and delivery strategies; designing the navigation structures (linear, hierarchical, non-linear and composites); hot spots and buttons; text, images, sound and animation.

Reference books:
5. Richard Williams (2009), The Animator’s Survival Kit, New York, Faber & Faber
6. D. S. Sherawat & Sanjay Sharma (2010), Multimedia Applications, New Delhi, SS Kataria & Sons
7. Judith Jeffcoate, Multimedia in Practice, New Delhi, Pearson Education
CORE VIII - VISUAL AESTHETICS

UNIT I
The visual process, the psychology of the eye. Perception of depth and distance, movement. Sensual and perceptual theories of visual communication, Elements & principles of visual.

UNIT II
Procedure for analyzing a visual message. Personal, Historical, Technical, Ethical, Cultural, Critical perspectives.

UNIT III

UNIT IV

UNIT V

Reference books:
CORE ELECTIVE - MEDIA LAWS & ETHICS

UNIT I
Indian constitution: preamble, salient features, Fundamental rights and duties, directive principle of state policy, freedom of speech and expression: article 19 (1) (a) and reasonable Restrictions article 19 (2) – Press Freedom during Emergency.

UNIT II

UNIT III

UNIT IV

UNIT V

Reference books:
6. Press commission Reports. Govt. of India press.
7. Media laws and ethics – Dr.Neelamalar.
PRACTICAL - TELEVISION PRODUCTION

1. Handle camera and tripod
2. Framing
3. Composition-Rule of third
4. Standard Shot & Camera Angle
5. Camera Movements
6. Multi Camera Setup
7. Understanding Lighting Equipments
8. Practicing Lighting Techniques
9. Formats of T.V Program-Interview
10. Formats of T.V Program-Talk show

Record Work:
1. Short Film (Maximum 5 mins)
2. Ad Film (Maximum 3 mins)
3. Talk Show/News Reading (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Reference Books:
PRACTICAL - ANIMATION

ADOBE FLASH

1. Draw Cartoon faces
2. Draw Backgrounds
3. Animate 2d Shapes using key frame technique
4. Animate a cartoon character using Motion tweening
5. Transform an object from one shape to another using Shape tweening
6. Create an animated greeting card
7. Create 2D Titling
8. Create a 1 minute animated story
9. Create Interactive presentation using Action script
10. Create a webpage using Action Script.

(The Students have to submit all ten exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)

Reference books:
5. Paul Wells, Basics Animation 03: Drawing for Animation, AVA Publishing, Switzerland, 2009
6. Tony White, How to Make Animated Films, Focal Press, USA, 2009
PRACTICAL - FILM APPRECIATION

1. A short history of cinema.
2. Types of cinema: World cinema, National and regional cinema; Parallel cinema; Third world cinema.
3. Film genre and Film language – shot – scene – cuts – transitions – film appreciation
4. The film making process: Pre production, Production and post production;
7. Post-production – visual editing – sound editing – distribution
8. Marketing & Distribution; Film festivals and awards.
9. Approaches to film criticism. Film and politics. Film society movement.
10. Film appreciation: How to write a film review. Ten Reviews of Indian films will have to be submitted

The Record Work related to the above topics along with the film reviews will be submitted for Practical exam to be evaluated by the External Viva Voce Examiner.

Reference books:
SBEC V - WEB PUBLISHING

UNIT I
Introduction to WWW - History of WWW – Software’s and scripts used for web designing.

UNIT II

UNIT III
Anchor tags - Linking image, Video, Documents etc., - Table tags - Designing Website.

UNIT IV
HTML Layout - Forms - Tabs - UI design.

UNIT V
FTP Servers and Client, Uploading a Website and Server - HTTP - HTTPs - FEPs - other Software's - Photoshop, Flash and Dreamweaver.

Reference books:
SBEC VI - BROADCASTING

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Broadcasting in the Information age – knowledge society - global media and audiences; New media: digital revolution – Internet TV, satellite TV and DTH; mediaconvergence.

Reference books:
2. MehraMassani, Broadcasting and the People, National Book Trust, New Delhi, 1985
5. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, Bombay, Delhi, Bangalore, Calcutta, Madras