<table>
<thead>
<tr>
<th>S.No</th>
<th>Ist Year</th>
<th>Paper title</th>
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<tbody>
<tr>
<td>1.</td>
<td></td>
<td>Tamil</td>
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<td>2.</td>
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<td>English</td>
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<td>3.</td>
<td>Major Paper - 1</td>
<td>introduction to visual communication</td>
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<td>4.</td>
<td>Allied - I</td>
<td>photography</td>
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<td>5.</td>
<td>Major Practical – I</td>
<td>drawing &amp; graphic design</td>
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<td>6.</td>
<td>Allied - I</td>
<td>page layout and design</td>
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**IInd Year**

| 7.   |          | Tamil              |
| 8.   |          | English            |
| 9.   | Major Paper - II | Radio Programme Production |
| 10.  | Allied - II     | Writing for Visual Media |
| 11.  | Major Practical – II | Radio Production Practical |
| 12.  | Allied - II     | Web Designing Practical |

**IIIrd Year**

| 13.  | Paper - III    | Advertising         |
| 14.  | Paper - IV     | Television Programme Production |
| 15.  | Paper - V      | Studio Management    |
| 17.  | Paper - VII    | Elements of Film     |
| 18.  | Practical - III | Commercial Production |
| 19.  | Practical - IV | Documentary          |

(Practical Marks include 10 marks for record)
INTRODUCTION TO VISUAL COMMUNICATION

UNIT- I:
Communication- Definition, Characteristics, scope & Functions of Communication; Communication process; Elements of Communication, Types of Communication, Barriers of Communication.

UNIT- II:
Visual Communication-definition & concept; historical development of Visual Communication; nature, functions and elements of visual Communication. Types of visual Communication- graphic design, art, photography & multimedia.

UNIT-III:

UNIT- IV:
UNIT- V:
Creativity- definition & concept- Characteristics & Process- Creativity Tools- Approaches to Creativity; Lateral Thinking & Vertical Thinking; Creativity & Visual Communication; Level & reach of Visual Communication; Process of developing ideas to different medium.

References

4. Keval J. Kumar, Mass Communication in India, Jaico Books, Mumbai, 2009 (Unit III & IV)
PHOTOGRAPHY

UNIT 1

History of photography – characteristics of light, types of cameras – structure and functions of camera –

UNIT 2


UNIT 3


UNIT 4


UNIT 5

Ethical issues in photography – Codes of ethics for photographers, Tragedy image, digital improvement, privacy, moral rights of subjects etc. Basic software of photo editing tools.

Reference books:

1. *Photo journalism* – By the editors of *time* – *life books* New York.


Drawing & Graphic Design

List of Exercises:

**Drawing**
1. Perspectives
2. Composition
3. Drawing Landscape.
4. Drawing Human figures.
5. Logo styles

**Graphic Design**
6. Design an Multicolor visiting card with logo
7. Design a Letterhead for an Organization
8. Design a Brochure for a company
9. Design a public service advertisement
10. Design a package for a product
Page Layout and Design

UNIT-I
Introduction to Printing Technology: Size and scope of Printing Industry-Organization.
Major printing process; Relief Printing, Intaglio printing, Screen Printing and Electrostatic Printing.

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

REFERENCES:

Radio Programme Production

Unit I


Unit – II

Radio Transmission, Types of Signals: AM, FM, Shortwave, Digital, Sound Recording, Use and types of Microphones, types of pick up patterns, Sound Editing, Console handling, OB Recordings & Live Shows, Radio audience measurements systems :RAM, SMS IVRS and Phone calls.

Unit – III


Unit – IV

Production of Musical Programmes, Drama/ Skits, Advertisements, Promos, Jingles, documentaries, Feature, News, Commentaries, and Current affairs, live programme production, voice over techniques, presentation skills, compeering skills.

Unit V

Equipment for radio studio, AIR & Public Service Broadcasting, Major FM channels in India, Programme Research, Audience Research, Ratings and Calculations, Audience Feedback.

References

2. U.L Baruah, This is ALL India Radio, Publications Division.
Writing for Visual Media

Unit I
Meaning and importance of language, Language and communication, Essentials of good writings Function and formation of language, Language : verbal and non verbal, visual aesthetics, characteristics of visual media.

Unit II
Basics of Script : meaning and types of script, Role of a scriptwriter in media, Element of good script, Concept of content and form, Process of scripting : idea formation, research, sequencing, opening and concluding.

Unit III
Features of spoken language, Concept of visual language, Writing for visuals, Process of script writing, Introduction to various formats of scripts, Writing for television news, documentary, serials and advertisement.

Unit IV
Writing for visuals, Relation between narration and visuals, Script layout : one page and split page, shooting and editing script, Writing for fictional and non fictional program, Writing for different programme genre: Talk, news, news reel, documentary, drama.

Unit V
Script writing for tele-serials, Script writing for educational Programmes, Scripting for feature film, Scripting for commercials, Writing for online media, Techniques of web writing, Script writing software's

References
2. Valladares, Stovall, Glenn – Writing for Mass Media
4. Sharda Kaushik, Script to Screen, Mc Millan Ltd
Radio Production Practical

Student shall produce minimum of any three productions from the following topics

1. Production of five minutes News bulletin.
2. Production of five minutes radio talk.
3. Production of five Radio commercials.
4. Production of one five minutes Radio feature.
5. Production of one five minutes interview.
6. Recording and editing five minutes duration of natural sounds.
Web Designing

Students have to design any two websites on topics given below with minimum of five links with content.

1. Design a website for an educational institution.
2. Design a website for an NGO.
3. Design a Children website.
4. Design a website for a business organization.
5. Design your own website/Blog.
ADVERTISING

UNIT I

INTRODUCTION TO ADVERTISING: Definition, Scope and Nature of Advertising, Types of advertising, Functions of Advertising.

UNIT II


UNIT III

ADVERTISING AGENCY- Types of agency, structure, functions & scope. Public Relations: Definitions, concept, scope. PR and social responsibility.

UNIT IV

MEDIA STRATEGY & PLANNING: Media objectives – strategy and planning –Media planning and scheduling. Marketing mix, Brand building, Brand loyalty, USP, market research, product research, consumer analysis

UNIT V

SALES PROMOTION: Sales promotion and supplementary media –conducting press conferences, press meet etc.

REFERENCE BOOKS:

TELEVISION PROGRAMME PRODUCTION

Unit - 1

Formats of TV programs - Soap operas, situation comedies, Discussions, game shows, quiz shows, talent Shows, musical Programs.

Unit - 2


Unit - 3

Camera: Types of Cameras, Type of lenses, Type of shots; Single camera production and multi camera production. Studio equipment: Floor plan, sound design, lighting design, set and props design.

Unit – 4

Production process: development stage - pre production stage - production stage - post production stage – offline and online production.

Unit - 5

Basic Television news production techniques: production of news magazine, Electronic News Gathering, PTC, Sound bite, Current affair programs, news interviews, Production Control room and Studio Floor. Copyright issues.

Books for Reference:

Studio Management

Unit I


Unit II

Theories Of Management: Management As Process, Approaches To Management, Classical School Of Management, Human Relations School of Management, Modern Approaches to Management.

Unit III


Unit IV


Unit V


References

Fundamentals of Animation

UNIT – 1

Drawings with the help of basic shapes, Technics of Drawing, Principles of compositions, proportion of drawing, still life drawing, perspectives in drawing, colour theory, Animal study, Human anatomy, Shading techniques, Live model study.

UNIT – 2

Introduction- Importance of confidence, Difference between “looking at the drawing” and “seeing the drawing”, what is observation, Procedure- How to approach, Importance of Guideline- Line of action, Overcome the fear, Drawing for animation,

UNIT – 3

An Introduction on how to make drawings for animation, Shapes and forms, About 2d and 3d drawings, Caricaturing – fundamentals, Exaggeration, Attitude, Silhouettes, Boundary-breaking exercises and warm ups, gesture drawing, Line drawing and quick sketches, Drawing from observation, memory and imagination.

UNIT – 4

Drawing for Animation, Exercises and warm ups on pegging sheet, Quick Studies from real life, Sequential movement drawing, caricaturing the Action. Thumbnails, Drama and psychological effect, Motion Studies, Drawing for motion,

UNIT – 5


References:

Elements of Film

UNIT I

FILM HISTORY: Birth of Cinema; Growth and development of Indian cinema- Silent era to Digital cinema.

UNIT II


UNIT III

ELEMENTS OF FILM: Mise-en-scene, Cinematographer properties-the photographic image, framing, duration of the image, montage and long take.

UNIT IV

GENRE: Definition, Types of genres. Approaches to studying film- Narrative and Non Narrative films.

UNIT V


REFERENCE BOOKS:

2. Baskar, Theodor: Eye of the Serpent, East west Books (Madras), 1996
Commercial Production

Student has to choose any three topics given below.

1. Production of three to five minutes News bulletin.
2. Production one segment of a talk show not exceeding 10 minutes.
3. Create a story board for a short film.
4. Production of two minutes Advertising.
5. Production of one five minutes interview.
6. Shooting and editing five minutes duration of natural sounds.
Documentary

1. Produce a documentary not more than 20 Min of any Government scheme.