

<b>S.No</b>	<b>Ist Year</b>	<b>Paper title</b>
1.		Tamil
2.		English
3.	Major Paper - 1	introduction to visual communication
4.	Allied - I	photography
5.	Major Practical – I	drawing & graphic design
6.	Allied - I	page layout and design
<b>IInd Year</b>		
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
<b>IIIrd Year</b>		
13.	Paper - III	Advertising
14.	Paper - IV	Television Programme Production
15.	Paper - V	Studio Management
16.	Paper – VI	Fundamentals of Animation
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:**

Perception- definition & concept; Visual Perception- definition & concept- Illusions- Basics of Illusion; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation Illusions.

### **UNIT- IV:**

Vision and Visually-Visual Culture-Social Conditions and Effects of Visual Objects Critical Visual Methodology-Visual Production: Technological, Compositional and Social aspects of visuals.

**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**

1. *Seema Hasan, Mass Communication- Principles & Concepts, CBS Publishers, New Delhi, 2010*
2. *Lester. E, Visual Communications: Images with messages, Thomson Learning, London, 1998*
3. *Denis McQuail, Mass Communication Theory- An introduction, Sage Publications, London, 2010 (Unit I & II)*
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

Composition: light – colour – shape – form – texture – pattern – depth – format – angles – frame – movement.

## UNIT 3

Techniques: interchangeable lenses – macro photography – exposure – focusing – shutter speed – filters – editing – common faults.

## UNIT 4

News photography: nature – architecture – wildlife – travel – funfairs – weddings – accidents – weather – sports.

## 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.*
2. *Basic photography – John HedgeCoe. London: Collins & brown, 1993.*
3. *The colour photo book – Andreas Feininger. New Jersey: prentice – hall, 1969.*
4. *The colour book of photography – L.Lorelle . London: Focal press, 1956.*
5. *New introductory photographic course, John Hedgecoe's, Mitchell Beazley, 1990.*
6. *Photo – journalism, Rotovision SA, Terry AOPE, 2001.*

## **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

Design- Alphabets, Art Copy - Layout and Paste-Up, Working with Photographs- Rough Layout, Single Color and Multi Color Paste Up, Line photography, Half-Tone Photography, Tone, Density, and Contrast. Basic Color theory. Plate Making

### UNIT-III

Digital Image, Types, File Formats, Digital Inputs, Digital Workflow - Digital Press, Digital Color Process. Page Lay Out-Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Softwares.

### UNIT-IV

Offset Press operations- Sheetfed - Webfed- Rollar and blanket, Trouble Shooting Check list. Screen printing process- Concept of Stencils-Frame-Masking –Squeezee and Ink- High Speed Presses Machine. Gravure-Concepts-Cylinder preparations-Printing Process -Flexographic printing-Concept-Printing Process

### UNIT-V

Paper and Ink for Printing Industry. Paper – Types, Recycled papers. Price of papers. Ink-Properties of Inks- Ink Specifications and Standards. Ink for Lithography, Screen, Letter Press, Flexography and Gravure. Ultra Violet Curing. Finishing- Cutting, Folding, Assembling, Binding and Packaging.

### REFERENCES:

1. *Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.*
2. *Newspaper design ( 2000) N Y Harlod Evans. Sage publications. London, First edition*
3. *How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy - Publisher: Princeton Architectural Press. Fock land. Second edition.*
4. *Designing Effective Communications (2001): Creating Contexts for Clarity And Meaning .by Jorge Frascara (Editor) Publisher: Allworth Press.U.S.A. First edition*
5. *In Design Type : Professional Typography with Adobe InDesign CS2 (1995 ) by Nigel French- Publisher: Adobe Press. Netherland. Second edition.*
6. *Golden trends in Printing Technology (1996);by V S Krishnamurthy. Sage publications. New delhi. First edition.*

## **Radio Programme Production**

### **Unit I**

History of Radio, Growth and development of Radio in abroad and India, Radio Programme Formats, Latest trends in Radio, Functions, uses & Characteristics of Radio, Types of Radio: Entertainment Radio, Community Radio, Internet Radio, Satellite Radio.

### **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**

Programme Planning, Conceptualization of ideas, Show Designing, Programme Production Techniques & Tools, Interviews, Radio Talk, Discussions, Review Programmes , Commercialization of Radio, Voice modulation, Radio announcing, Audition, conducting audition.

### **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**

1. *Meleish Robert - Jeff Link , Radio Production, Focal Press.*
2. *U.L Baruah, This is ALL India Radio,, Publications Division.*
3. *Chatterji, P.C. :Broadcasting in India, Sage, New Delhi.*
4. *News production: Theory and Practice, Routledge.*

## **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**

1. Hilliard L. Robert , Writing for Television, Radio and News Media
2. Valladares, Stovall, Glenn – Writing for Mass Media
3. Anthony Friedmann, Writing for Visual Media, Focal Press
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**

ADVERTISING STRATEGY: Audience analysis and buyer behavior – segmentation – targeting – positioning – audience research – advertising objectives – strategy and plans – intercultural and international advertising

### **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:**

1. *Michael Newman Wiley, Creative Leaps (Reference), John Wiley & Sons (Asia), 2003*
2. *Lisa I.Cyr, Innovative Promotions That Work, Rock Port Publishers, 2006.*
3. *Advertising Management, Dr.Varma & Aggarwal, King books, 1998.*
4. *The (Un)Common sense of advertising- Getting the basics right, Sanjai& Tiwari, Response Books, 2008.*
5. *Advertising Basics- a resource guide for beginners, J.V.Vilani, A.K.Vaarghese, Response Books, 2008.*

## **TELEVISION PROGRAMME PRODUCTION**

### **Unit - 1**

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

### **Unit - 2**

Scripting and Editing: Story- storyboard, formats of scripts, treatment and research. Creative writing for video, TV news, documentaries & fiction. Introduction to editing: Montage, linear editing & Non-linear editing.

### **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:**

1. *Herbert Zettl, Television production handbook, seventh edition, Thomas Wadsworth, 2006*
2. *Robert B. Musburger and Gorham Kindem. Introduction to Media Production, Third Edition: The Path to Digital Media Production, 4 th Edition, Focal press, 2009.*
3. *Mirzoeff. F. An Introduction to visual culture, Routledge, London, 1999*
4. *Vasuki Belavadi, Video Production, Oxford university press ,2008*

## **Studio Management**

### **Unit I**

Introduction: An overview of studio management – Skills, roles, and functions studio manager – Levels of management, strategic alliances and the electronic media industries – Mergers & acquisition.

### **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**

Human Resource Management: Personnel management – Hiring process – Interviewing orientation – Performance reviews – Legal issues in personnel management – Labour issues: Working with unions, other labour law, structure, communication and personnel.

### **Unit IV**

Financial Management: Meeting financial goals, implementing financial management, budgeting monitoring financial performances, financial analysis, Ratio analysis, Break-even Analysis, Reporting financial performance. Marketing: Defining the market – Dual product market – Geographic market – Market structure – Concentration in the market.

### **Unit V**

Programming: Strategy And Media Economics: Radio programming – Print Media Management , Radio programming, Television programming, Management issues in programming, Intense competition for audiences, Demand for more research, Brand development and Brand extension. News and News room management. Media ownership.

### **References**

1. *Rajan Sexena. Marketing Management, Tata McGraw-Hill, 2003.*
2. *Gillian Doyle. Understanding Media Economics, Sage, London, 2002.*
3. *Gillian Doyle. Media Ownership, Sage, London, 2002.*
4. *David Croteau and William Hoynes, The Business of Media: Corporate Media and the Public Interest, Pine Forge Press, London, 2006.*
5. *Alan B. Albarran. Management of Electronic Media (4th Edition), Wadsworth Publishing, 2012.*

## **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**

Introduction to animation production process, Basic Principles in animation, Squash and stretch, Anticipation, Staging, Straight ahead and pose to pose, Follow through and overlapping action, Slow in and slow out, Arcs, Secondary action, Timing, Exaggeration, Solid drawing, Appeal, Mass and weight, Character acting, Volume, Line of action, Path of action, Walk cycles- animal and human.

### **References:**

1. Weixel, S., Morse, B., & Morse, C. B. (2003). *Graphics and Animation BASICS (Basics)*. Course Technology Press.
2. Cohen, S. (2006). *Cartooning: Character Design: Learn the art of cartooning step by step*. Walter Foster.
3. Strothotte, T., & Schlechtweg, S. (2002). *Non-photorealistic computer graphics: modeling, rendering, and animation*. Morgan Kaufmann.
4. Hughes, J. F., Van Dam, A., Foley, J. D., & Feiner, S. K. (2013). *Computer graphics: principles and practice*. Pearson Education.
5. Wells, P. (2013). *Understanding animation*. Routledge.

## **Elements of Film**

### **UNIT I**

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

### **UNIT II**

FILM MAKING PROCESS: Pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production- Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & final mixing, Distribution.

### **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**

Personalities: Study of Great Indian and International filmmakers - D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosowa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and others.

### **REFERENCE BOOKS:**

1. *Roberge, Gaston: The Subject of Cinema, Seagull Books, 2005*
2. *Baskar, Theodor: Eye of the Serpent, East west Books (Madras), 1996*
3. *Monoco, James. How to read a film, Routledge, London, 2001*
4. *Studying film- Nathan Abrams, Ian Bell and Jan Udris.*

## **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.