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 2021 – 2022 ONWARDS
PERIYAR UNIVERSITY

REGULATIONS FOR B.Sc. (VISUAL COMMUNICATION)
DEGREE COURSE with Semester System
(Effective from the academic year 2021-2022)

COURSE DESCRIPTION AND REGULATIONS

Definition:

• **Visual communication** is the transmission of information and ideas using symbols and imagery. It is believed to be the type that people rely on most and includes signs, graphic designs, films, typography, and countless other examples. There is evidence to suggest that it is the oldest form of communication.

• **Visual communication** is the delivery of message through the use of visual elements, such as charts and graphs, clip art and electronic images, to convey ideas and information to audience. Visual communication plays an important role in our daily life.

B.Sc. Visual Communication:

• B.Sc. in **Visual Communication** is a 3-year full-time undergraduate course, the minimum eligibility for admission to which is the successful completion of the Senior Secondary Certificate (10+2) or 10+3 year Diploma qualification from a recognized educational board, with a minimum required eligibility prescribed by the Periyar University. The program is spread over 3 years, divided into 6 semesters of 6 months each.

Ideal candidates for the course would possess:

• Interest in conceptualizing, designing, and giving life to creative ideas.
• interest in, and aptitude for:
  1. Typography
  2. Photography
  3. Signs
  4. Drawing
  5. graphic design
  6. illustration
  7. color and electronic resources.
  8. It makes for a vast portion of visual media and art.

Such graduates are hired in capacities such as:

• Graphic Artist
• Desktop Publisher
• Digital Photographer
• Web Designer
• Instructional Designer
• Animator
• Cartoonist
• Production Assistant
• Ad Photographer
• Event Manager, etc.

**Popular areas of employment for such graduates include:**
• News and Media Industry
• Advertising Industry
• Film Industry
• Websites
• Radio Stations
• Colleges and universities
• Animation
• Gaming websites, etc.

**Major components of the course include:**
• Human communication
• Graphic design
• Basics of advertising
• Photography
• Design
• Drawing
• Script writing
• Acting
• Film
• Copywriting, among others such.

**Successful graduates of the course may also opt to specialise in:**
• Media management
• International media
• Television production
• Visual design
• Radio programming
• Media trends.

The course also most often includes the mandatory completion of an internship, of 6-8 week duration, in design or media-based organizations.
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 UGcourse 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 Notebooks’ 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 (15 x 1 = 15 Marks)
(Answer ALL questions), (Objective Type - Three questions from each unit)

PART – B (2 x 5 = 10 Marks)
(Answer ANY TWO questions) & (One question from each unit with 2 out of 5 questions))

PART – C (5 x 10 = 50 Marks)
(Answer FIVE questions) & (Either or Pattern i.e. Internal Choice)

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 2020 - 2021, i.e. for students who are to be admitted to the first year of the course during the academic year 2020 – 2021 and thereafter.
PERIYAR UNIVERSITY

B.Sc. Visual Communication

Outcome Based Education (OBE)

Program Educational Objectives (PEO)

<table>
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<tr>
<th>PEO</th>
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<tbody>
<tr>
<td>PEO1</td>
<td>Graduates of the programme will have successful career in all visual communication and Media related industries and can pursue higher education and research.</td>
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<tr>
<td>PEO2</td>
<td>Graduates of the programme can work in teams to create the social responsibilities in the broad way as media person to construct the ethical practices.</td>
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<tr>
<td>PEO3</td>
<td>Graduates of the programme will continue to develop their knowledge and skills throughout their career.</td>
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<tr>
<td>PEO4</td>
<td>Graduates of the programme will continue to develop their technical perspective view to accomplish the new technical innovations.</td>
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Program Outcomes (PO):

<table>
<thead>
<tr>
<th>PO</th>
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<tbody>
<tr>
<td>PO1</td>
<td>Apply the knowledge of visual communication and media fundamentals to the solution of problems in Visual Communication and media industry.</td>
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<tr>
<td>PO2</td>
<td>Identify, formulate, research literature, and analyze Media and Communication problems reaching substantiated conclusions using first principles of Media and Visual Communication theories and practice.</td>
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<td>PO3</td>
<td>Design solutions for complex media and Visual Communication problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.</td>
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<tr>
<td>PO4</td>
<td>Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions related to Media and Visual Communication.</td>
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<tr>
<td>PO5</td>
<td>Create, select, and apply appropriate techniques, resources, and modern media and communication tools to Media and Visual Communication activities with an understanding of the limitations.</td>
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<td>PO6</td>
<td>Understand the impact of the professional media and Visual communication solutions in societal and environmental contexts, and demonstrate the knowledge of media and communication and need for sustainable development.</td>
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<tr>
<td>PO7</td>
<td>Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.</td>
</tr>
</tbody>
</table>
PO8: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9: Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Correlation between the POs and the PEOs

<table>
<thead>
<tr>
<th>Program Outcomes</th>
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<th>PEO2</th>
<th>PEO3</th>
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Components considered for Course Delivery listed below:

1. Class room Lecture
2. Laboratory studio and demo
3. Assignments
4. Mini Project
5. Project
6. Video tutorials
7. External Participation
8. Seminar
9. Internship

Mapping of POs with Course Delivery:

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<th>Program Outcomes</th>
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SCHEME OF EXAMINATIONS

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

FIRST YEAR

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First Internship Training in any Media / Production House in 30 days / 4 weeks (to be undertaken during summer holidays)

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Internship report to be evaluated in 4th Semester
## SECOND YEAR

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### THIRD YEAR

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<td>CORE VI: Media Management and Entrepreneurship</td>
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<td>ELECTIVE I: Media Campaign (PR, CC &amp; CSR)</td>
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**Mapping of Course Outcomes with Program Outcomes:**

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FIRST YEAR

SEMESTER I

| 20UVC01 | CORE I: Fundamentals of Communication | 6 | T | 4 | 25 | 75 | 100 |


Unit IV: Introduction to Visual Communication: Visual language - Visual grammar-perception, composition, grouping and organization, balance, ratio and proportion, rule of thirds, light, colour harmony and contrast - Principles of visual grammar- Film, video, e books, art, modern ways

Unit V: Socio cultural history of Visual Communication: History of visual communication – How to read visuals, Analysing designs and posters - Impact of Visual Communication on society - Presentation Methods of Visual Communication: Forms of visual communication - Approaches to visual communication. Design principles - Design processes

References:

**Unit II:** Sketching and Drawing: Natural and manmade objects and environment- Elements of Design: (Line, Shape, Forms, Space, Colours etc.) - Principles of Design: Unity- Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Repetition and Proportion.

**Unit III:** Calligraphy and 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:** Designing logos, business cards, letterheads, Brochure, Danglers etc.

**Reference books:**
UNIT I
The Nature and Scope of Social Psychology. The Methods of Social Psychology. The Development of Social Psychology: Early Beginnings – the Contributions of Sociologists and Psychologists: Comte; Le Bon; Durkheim; Cooley; G.H.Mead; McDougall.

UNIT II
Socialization: Social Learning Process. Socialization and Motivation; dependency; Aggression; Co-operation, Acculturation, Accommodation, Need Achievement; affiliation; etc. Social Factors in perception. Society and Personality.

UNIT III

UNIT IV
Groups and group Processes; Nature and Types of groups; Conditions Conclusive to Development of Groups; group Dynamics; Group norms and conformity; Social Facilitation. Group structure and group performance; Cooperation and competition.

UNIT V

Reference Books:
FIRST YEAR

SEMESTER II

| 20UVC03 | CORE III: Writing for Media | 6 | T | 4 | 25 | 75 | 100 |


UNIT-V: Web Writing: Internet as a medium - nature and characteristics – Newspapers online – contents online: informational, educational and entertainment – authenticity and piracy issues – regulations.

Reference:

Unit 1: Indian Constitution

Unit 2: Indian Constitution and Media Laws

Unit 3: Fundamentals of Media Laws

Unit 4: Cyber Laws in India

Unit 5: Media Law &Ethics
Right to Information Act – Indian Cinematograph Act 2006 - Human Rights - Indian Penal Code pertaining to media – Sec.144 etc. Media Ethics - Code of ethics, Journalist ethics during Pandemic - economic pressures and social responsibility, basic components of media ethics-truth-telling, credibility, accountability, justice, fairness, freedom - Ethics of Photo and Video Journalism, manipulating news, Advertising Ethics, Ethics in Cyberspace..

References
1. Basu, Law of the Press in India. Prentice-Hall India
2. Basu. Introduction to Indian Constitution. Prentice-Hall India
Digital Portfolios encourage students to showcase their accomplishments, works in progress, or personal history when applying for a job or for college entrance. They will build a portfolio that features the work they have completed throughout the year using designing softwares.

1. Functions of Design
2. Graphic Design Process
3. Types of Drawing
4. Colour and its Theories
5. Elements of Composition
6. Types of Layout and a Complete Design for Publication.
7. Types of Digital Images, Editing and Printing
8. Advertisement Design Planning
9. Means of Campaign Designing
10. Types of Visual Communication and Design a Poster/Hoarding/Book-cover, etc.
11. Layout of a Website Home - Page on a Chosen Field.
   (Institution/organization/sports/art/event etc.)

Portfolio:
1. One work from each concept
2. One complete sketch book of at least 100 sketches
SECOND YEAR

SEMESTER III

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<tr>
<th>20UVC04</th>
<th>CORE IV: Photography</th>
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UNIT I
Photography- Definition & concept; Nature & Functions of Photography; Historical development of Photography; Camera: Introduction to camera - Human Eye & Camera-Concept of Visual Perception; Basics of Camera: Different types of Camera- Box, TLR, SLR, DSLR & Mirrorless Cameras; Parts & Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

UNIT II
Lens - Definition & Concept; Nature & Characteristics of Lens; Types of Lens- Wide Angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types of Focus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length- Short, Long & Variable Focal Length; Exposure - Depth of Field- Aperture Priority & Shutter Priority - ISO - Filter- Definition & concept; Characteristics of Filters; Types of Filters- UV, Polarizing Filter, Grey Grad Color Balancing Filter, Neutral Density Filter & Soft Focus Filter.

UNIT III
Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light; Types of Lighting Equipments- Pro-lit, Soft Box & etc; Different accessories of Lighting- Umbrella, & etc; Flash- Functions of Flash; Light Meter- Definition & concept; Functions of Light Meter.

UNIT IV
Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.; Scope of Photography; Types of Photography- Photo Essay, Photo Documentary, Photo-Journalism, Advertisement Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

UNIT V
Align – Art Filter – Plug ins – Rule of Thumb – Kerning – leading digital image on various media.

Reference books:
1. Photo journalism – By the editors of time – life books New York.
UNIT – I: Perception of sound - hearing sensitivity - frequency range- sound- wave length; 
the speed of sound; measuring sound; psychoacoustics - dBA and dBC concepts ; musical 
sounds, noise - signal dynamic range - pitch - harmonics-equalization-reverberation time, 
Sabine formula.

UNIT –II: Sound isolation and room acoustics- means of control- treatments- studio layout – 
room dimensions- Basic set-up of recording system-analog, digital,- cables and 
connectors, interference, microphone , musical stands, equipment inter-connection –input, 
out meters-the essence of recording engineering.

UNIT-III : The production chain and responsibilities - recording session, production charts 
and log, laying tracks, mono, stereo, panning, surround, filters and pad - studio 
communication, environment, head phones: types and uses, ambience noise, 
dolbyA,B,C,SR,bdx. LFE.

UNIT-IV: Microphones types - direction pick up pattern, phantom power, noise, choosing 
the right mike, technique - Sound reproduction devices - zero level, monitors, 
specifications listening test- Compression ratios -various sound file extensions- time code, 
synchronization –positioning of microphones – speech-musical instrument s- standard 
rules,1/3 rule, care and handling - foley& sound effect creation.

UNIT-V: Mixing console - Echo and reverberation - special effects units- equalizers & 
compressors, plug-ins - digital recording software - editing techniques. Input devices - 
Storage - Output devices - file transfer protocols- networking of studio -streaming - basics 
of broadcasting- AM, FM, mobile radio, internet radios, community radio, educational 
radio broadcasts, audio publishing .

References:
Williams, Baron.
Academic Press. 2001
Unit 1: What is presentation? - Why we need training – Boring presentation – Common cases of infective presentation – Steps to make an effective presentation – communication is the key

Unit 2: Introduction to Voice: - Introduction to Human Voice -5 P’s of Voice. i.e. - Pitch - Pace – Pause - Projection –Punch. Breathing :- Breathing & Voice relationship - How to Breathe – Controlling the Airflow - When to breathe - Noisy breathing - The diaphragm - Breathing Exercises, Pranayama

Unit 3: Introduction to the Art of Public Speaking & Presentation: - Understanding the Audience – Preparation of Subject - Scripting - Presentations; Reading for Microphone & Presentation: - Introduction to Micro-phone - Use of Mike - Voice Modulations - Characterization - Language & Dialects.

Unit 4: Voice-Over: - Voice Over for different Audio-Visual genres i.e. Documentaries, Walk-through, Programsetc- Voice Over for Audio Programs - Voice Over for Commercials - Techniques of Voice recording & editing. Dubbing: - Introduction to dubbing - Understanding of Character - Dubbing as Art - Role of Dubbing Artist - Introduction to Dubbing Studio’s - Dubbing Exercises - Reviewing Dubbed Films & other genre


References:
1. Introduction to Broadcast Voice – Jenny Mill
3. Introduction to Broadcast Journalism- Dr.KeshavSathaye
5. Introduction to Advertising- Oxford University Press
UNIT- I: New media- Definition & Introduction; Characteristics of New Media; New Media technology; Communication Revolution; New Media Vs Old Media; Differences between New Media; Digital divide; E-Governance- Process, Social & Legal Frameworks; New Media & Visual Culture.

UNIT- II: Social Media- Definition & Concept; Why Social Media; Characteristics of Social Media; Role of Social Media; Types of Social Media- Blog, Social Networks, Content Communities, Wikis, Tweeters & Podcasts; The Evolution of Social Media; Attributes of Social Media; Impact of Social Media. The Social Media Mix: - Tallying the Bottom Line - Plotting Social Media Marketing Strategy - Managing Cyber social Campaign- Leveraging Search Engine Optimization (SEO) for Social Media - Using Social Bookmarks, News, and Share Buttons.

UNIT- III: Social Media & Communication; Social Media tools- social networking, Blogs, Micro-blogging, Wiki, Content sharing & social bookmarking; Social Media- Creating & Connecting, Creating & Managing groups, Privacy & Safety; Blog- Features of Blog; Types of Blogs- Personal, Political, Business, Almost Media & Mainstream Media Blogs; Reading Blogs; Blogging culture: presence, credibility, identity, reputation, authority, and influence;

UNIT- IV: Social Media & Society- Performing Relationship & community, performing identity through social media, social media strategies & planning; Reaching Consumers- Ethical Issues, Privacy, Labour & Identity Regulations; Technological Convergence; Social Media- Activism, Diplomacy, Ground Sourcing & Digital Divide; User-generated content (UGC), Consumer-generated Media (CGM), Social Bookmarking & Social Media Optimization.

UNIT- V: Challenges in social media- content, advertising & marketing; limitations & influence on individual & society; social media audience & behavior; Trends of Social Media-Communities, Audience & Users; Domains of application- Social Media & Crowd sourcing; Social Media & Organizations; Social Media- Government & Diplomacy; Social Media- Activism, Race, Class & Digital Divide.

Reference:
6. Social Media Marketing All-in-One for Dummies by Jan Zimmerman
7. *Social Media Marketing for Dummies* by Shiv Singh
8. *Social Media Marketing. The Next Generation of Business Engagement* by Dave Evans
SECOND YEAR

SEMESTER IV

| 20UVC05 | CORE V: Videography | 4 | T | 4 | 25 | 75 | 100 |

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

UNIT II: Digital Television – Camera parts, Operations and functions, Accessories, Types of Video camera, Video Formats, Picture Compositions, Various types of shots, Framing, effective Shots, Lights and lighting, Camera angle, lighting instruments, Techniques of television lighting.

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, Non-linear 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.
1) Outdoor - Single / Group - people
2) Composition - Normal, Wide, Tele
3) Nature - Landscape - Wide, Close up
4) Still life
5) Silhouette
6) News Photography
7) Industrial Photography
8) Foods and Beverages
9) Wildlife Photography
10) Advertising Photography
11) Architecture (Interior & Exterior)
12) Action photography (Pan & Freeze frame)
13) Indoor photography (Portrait – Single & Group)
14) Lighting (Top Light, Key Light, Back Light, Side Light, Low Light, Fill Light, Diffused Light, Spot Light)
15) Multiple Exposures.

* Take 4 Pictures with the entire Specifications note down, print and prepare record note book. Record should contain minimum of 50 pictures.
Audio production:
1. Add vocals to previously recorded rhythm tracks.
2. Correct errors and add new parts (for the above track)
3. Do over dubbing procedures for any three types of musical instruments.
4. Blend sound to create moods.
5. Do sound recording for different formats
6. Record live drums using multiple mikes.
7. Do Signal processing to shape sound through the use of reverberation units, digital delays and echo production – (using either software/hardware)
9. Do Signal Processing with limiters, compressors, noise gates, and expanders, chorusing units, flangers and harmonizers. – (using either software/hardware)
9. Experiment and discover your own unique sounds and special effects
10. Create a signature tune, a PSA, a radio spot, a radio ad, a jingle.
11. Produce programmes in different formats (Talk, compering, announcement, anchoring, interviews etc.)
12. Create an audio story book with BGM, ambience and effects (duration 10 to 15 minutes).

Video Production:
1. Script
2. Story board
3. Camera movements
4. Shots
5. Angles
6. Multi camera setup
7. Editing techniques
8. Linear and Non-linear editing
10. Basic lighting techniques
11. Atmospheric lighting
12. Anchoring
13. Titling
14. Short film
15. TV commercial
16. Montage
17. Interview
18. News production
19. Talk show
   a) Three-Act Structure Short Film
   b) Documentary (5 to 10 min)
Reference Books:
Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Reference:
UNIT I: Definition, nature and scope of advertising, role of advertising, functions of advertising. Advertising environment, advertising agency and media, latest trends in Indian advertising. Advertising as a process of communication - Social effects 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. Classification of advertising based on target audience, geographic area, media and purpose, Internet advertising and promos, Brand positioning, brand name, brand personality, brand equity and brand management.

UNIT III: Advertising agency: Structure and functions; Leading agencies in India- Diversification and competition – full service agencies – multinational clients – challenges and opportunities. Integrated Marketing Communications, Publicity, Propaganda and Public relations, Advertising and public relations, ethics and regulations.

UNIT IV: Components of advertisement – visuals- types of visuals, advertising copy - headlines, signature, slogans & logos. Visualization and execution of advertisements - Advertising campaign: objectives, client brief, account planning, advertising strategy, creative strategy, creative process and execution: message, appeals, target market, level of response. Media research, planning, budgeting and media buying, pre testing and post testing.


Reference books:
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
UNIT I : Citizen – definition -Society - Community – Society Vs Community - Culture and communication – Access to knowledge & Culture – Public Sphere - Political sphere - Mediated communication (Historical context) – Mediated communication on modern culture - News inflation and filtering

UNIT II : Design of technologies (control and desire), Inequalities of design, control of public space – laws and regulation - Media stereotypes and bias - Media ecology (Tribal age, Literacy age Print age, Electronic age, New media age), Media in transition, Technological convergence, Media identity, Introduction of participatory culture, Disruptions (New Technologies, New Audiences, New Rhetorics, New Authority)

UNIT III: Digital Revolution- Media literacy – Content analysis in modern context- Democracy in Virtual World - Activism & Civil Disobedience – Activism and civil disobedience without media literacy - Social Justice – Vigilantism - Safe space – Political correctness - post-truth- Technological determinism, Mobile Journalism (MOJO)

UNIT IV: Internet as Human right (net neutrality) - Social Networks and participatory culture – online privacy and citizen surveillance – Crowd sourcing- Non-fiction documentaries - Advocacy Films - Alternative journalists and their agenda - Parody news shows – significance and context.

UNIT V: Open data and open governance - New forms of civic media - Access to information in digital world - Available tools for citizen journalist -Indian government and civic media – impartiality in citizen journalism – source journalism, Citizen media, Participatory journalism. Hyper Local Journalism in today’s media market.

References
THIRD YEAR

SEMESTER V

| 20UVC06 | CORE VI: Media Management and Entrepreneurship | 6 | T | 4 | 25 | 75 | 100 |


UNIT II: Ownership- Definition & Concept; Licensing & Franchising; Rules & Regulations- Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Media ownership- Concept & Structures; Types of Media Ownership- Sole Proprietorship, Partnership, Private Limited Company, Public Limited Companies, Trusts, Cooperatives, Religious Institutions & Franchises;

UNIT III: Media Organization- Concept & Structure; Functions of Media Organization- Organizing, Leading, Communicating, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution & Documentation; Organizational Behavior- Nature & Theories of Organizational Behavior; Organizational System & Individual Behavior- Ability, Personality, Attitude, Learning & Perception; Group Dynamics & Organizational Behavior; Leadership & Leadership Qualities.

UNIT IV: Media Economics- Definition & Concept; Economics of Print & Electronic Media; Media Business- Legal & Financial; Media Revenues- Media Sales, Advertising & Capital Cost; Sponsorship- Definition & Concept; Principles of sponsorship, Reason for Companies to Sponsor; Elements of Sponsorship; Identifying appropriate Sponsors & Sponsorships; Managing Sponsorship Relationships.

UNIT V: Event Management- Need for Event Management; Principles of Event Management- Planning, Creativity, Briefing, Time lines and budgeting; Types of Event & Event Management; Understanding Events; Growing importance of Events- Exhibitions, Audio & Product Launch, Movie Release & Advertising Campaign.

Reference Books:
1) Alan B. Albarran, Management of Electronic Media, Wadsworth, USA, 2010
4) Lucy Keung, Strategic Management in the Media, Sage Publications, New Delhi, 2008

Unit I: What is ANIMATION - EARLY STUDIOS AND ANIMATION PIONEERS – EARLY APPROACHES TO MOTION IN ART- Types of Animation - cell animation, classic characters, cut out animation, stopmotion effects, puppet stop motion, pixilation, optical printing, vector / keyframed animation, sand animation, silhouette animation, pin-screen animation, Chinese shadow puppetry and rotoscope – 2D and 3D

Unit II: HISTORY OF INDIAN ANIMATION, INDUSTRIES AND STUDIOS - emerging trends in Indian animation industry and outsourcing demands

Unit III: Clay animation, Flip Books. Stop motion techniques. White board stop animation, Cut out paper animation, Animation set designing (Table top). Clay-character modeling, Table top Model lighting, Clay Animation, Technique of working in team.

Unit IV: Creating 2D animation: Animation basics, creating motion, creating key frames, Representations of animation in the timeline, Frame rates, Frame by frame animation, Onion skinning, Extend still images, Mask layers. USING timeline effects, Twinned Animation, Special effects, Filters and animation of filters, filter libraries, working with text, working with Sound, Working with video.

Unit V: Interface of 3D, Understanding the concept of four view ports, Aligning object in the each view port in X, Y, Z axis, Using the menus, Floating and docking. Command panel, customizing the interface. Introduction to different workspaces, "Geometry, Sub objects, Extruding, Welding, bridging etc, Recognizing the workspaces". Introduction to standard and extended primitives.

References:
2. Frank thomas “the illusion of life”, Disney animation (Disney editions deluxe)hardcover – import, 5 oct 1995
UNIT I: Concepts of Development: Approaches to development (Gandhian, Western, Eastern, Schumaker, Communist), Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Self-reliance theory, Cultural model, Participatory model.

UNIT II: Social development - Economic development - Political development - Cultural development - meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernization and post-modern.

UNIT III: Panchayati Raj - planning at national, state, regional, district, block and village levels.
Ingredients of development a) Education b) Health c) Population Planning b) Agriculture e) Media f) Good Governance g) Water - Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non-governmental; Different experiments in India and Asia.

UNIT IV: Development Communication, Media and National Development, Community Radio, Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

UNIT V: Prospects and challenges of Development Communication, Planning Development Communication Campaign, Alternative Theories of Communication for Development: Development of What and Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.
References:


UNIT II: Corporate Communication in Brand Promotion – Financial Communication – Crises


UNIT – IV: Functions of Public Relations Department, Policy, Publicity, Product Publicity, Relations, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations, Establishment of Relations with the Public, The need for Public Relations, Scope of Public Relations, Professional Code-Public Relations theories.


References:


Unit III: Social media design overview- create a story in social media – optimize your story – design an inspirational post – multipage post – cover video – impactful ad – animated ad

Unit IV: Creating templates – board covers – Image cut-outs – channel art – creating thumbnails

Unit V: Business and web material – designing e-book- compression file formats

Reference:
1. Visual Explanations, Edward Tufte
2. Infographics Designers’ Sketchbooks: Rick Landers and Steven Heller
3. Information Graphics, Robert L. Harris
5. The Functional Art: An Introduction to Information Graphics and Visualization, Alberto Cairo
THIRD YEAR

SEMESTER VI

| 20UVC09 | CORE IX: Film Studies | 5 | T | 4 | 25 | 75 | 100 |

UNIT- I: Film studies- definition & Concept; - Culture & Art; Film as a medium; Characteristic of Film Studies; Film theory & Semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation. History of Cinema- Motion Picture- Pioneers of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

UNIT- II: World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang- The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Montage- Definition & Concept; Origin of Montage; Soviet Montage- Lev Kuleshov, VsevelodPudovkin& Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Latin Cinema; Third world Cinema.

UNIT- III: Mise-en-scene- Definition & Concept; Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres &Hybrids Genres; Narrative Cinema- Definition & Concept; Story, Three Act Structure & Plot; Non Narrative Cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- Documentary, Abstract, Music Videos & Live Cinema (Performance); Style & Ideology.


UNIT- V: Emergence of Indian Regional Cinemas. Tamil cinema- Development of Tamil Talkies; Talkie Studio- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Vahini Studio, L.V. Prasad; Writer’s era- Film Institutes, New Dimension of Tamil Cinema- Marketing & DistributionFilm Festivals- International & National Festivals; Film Awards- International & National Film Festivals; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society;.

Reference:
8. Warren Buckland, Film Studies: Teach Yourself, McGraw-Hill, USA, 2010
9. Sarah Casey Benyahia, As Film Studies, Routledge, USA, 2008

| 20UVC10 | CORE X: Media Society and Culture | 5 | T | 4 | 25 | 75 | 100 |

UNIT- I: Mass Media- Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.

UNIT- II: Media Audiences- Interpretation & Resistance; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Public & Public Opinion; Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women; Violence in Media; Audience Making-Active Vs Passive audience; Theories of audience-Uses and Gratification Theory- Uses & Effects Theory.

UNIT- III: Media & Popular Culture- Commodities, Culture and Sub-Culture; Popular texts: Popular Discrimination; Politics & Popular Culture; Popular Culture Vs People's Culture; Acquisition & transformation of popular culture; Celebrity Culture- Film Industry; Personality & Brand Management; Hero-worship & etc.; Film, Television & Visual Culture; Advertising & Commercial Culture; Literacy & Media Literacy; Importance of Media Literacy; Youth, Television & Socialization.

UNIT- IV: Psychoanalysis- definition & concept; psychoanalytic techniques; Psychoanalytic process; Feminism- definition & concept; historical & Characteristics of Feminism; Modernism- definition & concept; Modern & Modernity; Historical & Characteristics of Modernism; Modernism Vs Postmodernism; Marxism- definition & concept; history of Marx’s theory; Criticisms of Marx’s Theory; Marx’s Understanding of Globalization.

UNIT- V: Audience Analysis- Ratings in Advertising, Ratings in Programming & Ratings Services;
Audience Rating- Rating Points- GRPs & TRPs; Reach Vs GRP; Types of Audience Rating-
Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and
CPP; Ratings Data Collection Methods; Audience & Marketing Trends; Selling Space &
Time.

Reference:
3. Asa Berger, Media Analysis Technique, Sage Publications, India, 1998 (Unit IV & V)
4. Lawrence Grossberg, Media-Making: Mass Media in a popular culture, Sage Publications,
1998 (Unit III)
(Unit I & II)

20UVCP04 | CORE PRACTICAL IV: Graphics and Animation | 4 | P | 4 | 40 | 60 | 100

1. Animation exercises on following principles:
   a) Squash and Stretch,
   b) Anticipation,
   c) Staging,
   d) Straight ahead and pose to pose,
   e) Follow through and
   f) overlapping action,
   g) slow in and slow out,
   h) Arcs,
   i) Secondary action,
   j) Timing,
   k) Exaggeration,
   l) Solid drawing,
   m) Appeal,
   n) Mass and weight,
   o) Character acting,
   p) Volume.

2. Create a white board animation with stop motion technique.
3. Create a Paper cut out Animation
4. Animate text and apply filters and effects.
5. Animated web banners.
6. Frame by frame animations (Butter fly, Bird fly, biped walks, quadruped walks).
7. Cut out animations (Character animations, lip-sync animation, walks, body movements with
dialogues).
8. Experiments with interactivity create button symbols and explore your creativity with them.

(Student will create and submit a short 2D Animation film individually or in group under the
supervision of project guide. This project will be evaluated by a panel of internal faculty members as
well as by external examiner.)
**Unit I:** Introduction to development for the content - ient/Server Request/Response Web Browser – Look and feel - Dynamic Content - Dynamic request/response

**Unit II:** Content Creation Process – Idea, Outline – promotion & Include Influencers – Create Images and content – Content review – Mixed Media – Publish Content – Promotion

**Unit III:** Content Marketing – Content Strategy – Research / Editor – Copy and Paste – Promoting Content – Outsourced design and development – Advertising

**Unit IV:** Content Marketing Tools: Ideation and Research – Outline – Writing and rewriting – promotional elements (quotes, Reference data .. ) – Custom images – Review – adding Mixed media – upload and publish

**Unit V:** Promotion: content for social media ads – customer audience – lookalike audience – Mobile audience – Promoting through Email content - build relationships.

**Reference:**
3. WileyEpic Content Marketing: How to Tell a Different Story, by Joe Pulizzi
4. Profit With Social Media by Benita Bhatia Dua & Deepa Jayaraman

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**20UVCEP01 ELECTIVE PRACTICAL I: Advertising**

1. Produce classified advertisements
2. Design ear panels
3. Design a visual dominant advertisement
4. Design a copy dominant advertisement
5. Design a solus advertisement
6. Design an advertisement for a consumer product
7. Design a retail advertisement.
8. Design a corporate advertisement
9. Design a public service advertisement
10. Design a testimonial advertisement
11. Design a comparative advertisement
12. Design an advertisement for brand promotion
13. Design an advertisement with emotional appeal
14. Design an advertisement with fear appeal
15. Design an advertisement with humor as appeal

(Digital Portfolios encourage students to showcase their accomplishments, works in progress, or personal history when applying for a job or for college entrance. They will build a portfolio that features the work they have completed throughout the year using designing softwares. Record should contain the thumbnail, rough and comprehensive artwork and printed copy for all the items listed above)

20UVCSB04 SEBC IV: E-Media Marketing

Unit I: Marketing – Definition – Marketing Mix elements – Globalisation – competition- need for effective marketing – Marketing and Selling - New trends in marketing – Corporate social responsibilities – Green marketing- social marketing and other concepts.


Reference:
1. Social Media Marketing by Tracy L Tuten Michael R Solomon
2. Social Media Marketing 2019 by Clarke Gary
3. Social Media Analytics Strategy by Alex Goncalves