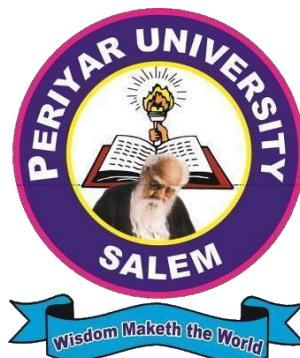


PERIYAR UNIVERSITY

SALEM – 636011



B. A. JMC (DIGITAL PRINT MEDIA)
CHOICE BASED CREDIT SYSTEM (CBCS)

SYLLABUS FOR

B. A. JMC (DIGITAL PRINT MEDIA)

**(SEMESTER
PATTERN)**

**(FOR THE STUDENTS ADMITTED FROM
THE ACADEMIC YEAR 2026-2027
ONWARDS)**

B.A.JMC (Digital Print Media)
SEMESTER SYSTEM WITH CREDITS

Programme Educational Objectives (PEOs)

- To enhance the skills essential to address the requirements of digital media and Printing industry.
- To get recruited in designing, digital print media and packaging industries.
- To acquire academic and pragmatic knowledge to become efficient contributors to digital print media across the globe.
- To develop creative and innovative ways to generate, and design effective messages across media platforms.
- To assimilate technical knowledge, to think independently and act as individual and in teams to fulfill the expectations of the industry.
- To provide training to be Entrepreneurs.
- To emerge as ethically and socially responsible media person and imbibe the values of honesty and responsibility.

Program Outcome (POs)

- Different types of printing techniques, quality maintenance, pre and post-press management are learned
- Ability to design, develop and produce media content on a wide range of topic
- Provides job as a professional Graphics Designer.
- Helps students to be self-employed in printing and media field.
- Students are aware of basic drawing and visual concepts
- Focus on obtaining management related jobs to our students.
- Both software and hardware skills are made well-known to our students.
- Different types of printing techniques from traditional to modern methods are thought to the students.
- Knowledge regarding Quality maintenance, press management, machinery maintenance is made known to the students.

Mapping of Programme Educational Objectives with Programme Outcomes

A broad relation between the programme educational objective and the programme Outcome is given in the following table.

Program Educational Objectives (PEO)	Program Objectives (PO)				
	PO2	PO3	PO4	PO5	PO6
PEO1	YES	YES	YES	YES	YES
PEO2	YES	YES	YES	YES	YES
PEO3	YES	YES	YES	YES	YES
PEO4	YES	YES	YES	YES	YES
PEO5	YES	YES	YES	YES	YES
PEO6	YES	YES	YES	YES	YES
PEO7	YES	YES	YES	YES	YES
PEO8	-	-	-	YES	YES
YES=Match Between PEO and PO					

PROGRAMME SPECIFIC OUTCOMES (PSOs) for B.A.JMC (Digital Print Media)

By the completion of the B.A.JMC (Digital Print Media) programme, the students will have the following programme-specific outcomes.

- **Proficient in Digital Printing Techniques:** Graduates will demonstrate a comprehensive understanding of digital printing technologies, processes, and equipment used in the print media industry. They will be able to operate and maintain digital printing machines effectively.
- **Graphic Design and Layout Skills:** Students will acquire strong graphic design skills and be capable of creating visually appealing and engaging designs for digital print media, including brochures, posters, flyers, magazines, and other promotional materials.
- **Image Editing and Manipulation:** Graduates will have the ability to edit and manipulate digital images using industry-standard software tools. They will be skilled in retouching, color correction, image enhancement, and other techniques to ensure high-quality output.
- **Print Production Management:** Students will develop competencies in print production management, including understanding print specifications, selecting appropriate materials, estimating costs, and managing the production process efficiently.
- **Digital Publishing:** Graduates will be proficient in digital publishing platforms and tools, enabling them to create interactive and engaging digital publications such as e-books, online magazines, and digital brochures.
- **Knowledge of Print Media Technologies:** Students will gain a solid understanding of the latest trends, technologies, and innovations in the print media industry. They will stay updated with advancements in digital printing, finishing techniques, and emerging media formats.
- **Color Management:** Graduates will possess expertise in color management principles and techniques, ensuring accurate color reproduction across various digital print media platforms and devices.
- **Marketing and Advertising Skills:** Students will develop an understanding of marketing and advertising concepts specific to the digital print media field.
- **Professional Communication:** Graduates will possess strong communication skills and be able to effectively collaborate with clients, team members, and stakeholders to meet project requirements and deliver high-quality digital print media products.
- **Ethical and Legal Considerations:** Students will be aware of ethical and legal considerations related to the digital print media industry, including copyright laws, intellectual property rights, and privacy issues.
- **Entrepreneurial Skills:** Graduates will have the necessary entrepreneurial skills to start their own digital print media ventures, including business planning, client acquisition, and project management.
- **Industry Exposure and Internship:** Students will gain practical industry exposure through internships and real-world projects, providing them with hands-on experience in the digital print media field and fostering professional development.

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 there to are permitted to appear and qualify for the **Bachelor of Arts in Journalism and Mass Communication (Digital Print Media) 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.

5. Revision of Regulations and Curriculum

The University may revise / amend / change the Regulations and Scheme of Examinations, if found necessary.

6. (a). Passing Minimum – Theory

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.

7. Question Paper Pattern for B.Sc. Visual Communication Course

7.1 (a). THEORY - Question Paper Pattern [EA] (Total Marks: 75)

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 2026 - 2027, i.e. for students who are to be admitted to the first year of the course during the academic year 2026 – 2027 and thereafter.

JMC-Digital Print Media Curriculum Structure

SEMESTER I

PART	COURSE GROUP	PART TYPE	SUBJECT NAME	Cdt.	Hrs	IN T	EXT	Total
I.	Language	Theory	Tamil I / Language	3	6	25	75	100
II.	English	Theory	English I	3	6	25	75	100
III.	Core - I	Theory	Introduction to Human Communication	5	5	25	75	100
		Practical	Artificial Intelligences for Digital Media	5	5	40	60	100
		Practical	Graphic Design and Typography	3	4	40	60	100
IV.	Core - II	Theory	Concept in Visualisation	2	2	25	75	100
		Practical	NME I: Digital Storytelling and Scriptwriting	2	2	25	75	100
Total				23	30 Hrs			700
	Total Credits - 23 / Hours (Per week) - 30							

SEMESTER II

PART	COURSE GROUP	PART TYPE	SUBJECT NAME	Cdt.	Hrs	INT	EXT	Total
I.	Language	Theory	Tamil II / Language	3	6	25	75	100
II.	English	Theory	English II	3	4	25	75	100
IV	NMSDC	Practical	Overview of English Language Communication	2	2	25	75	100
III.	Core - III	Theory	Introduction to Printing Techniques	5	5	25	75	100
		Practical	Photography and Image Editing	5	5	25	75	100
		Practical	Drawing and Illustrations	3	4	40	60	100
IV.	Core - IV	Theory	Social Media Management and Marketing	2	2	25	75	100
			Disaster Management	1	2	25	75	100
Total				25	30 Hrs			800
	Total Credits – 25 / Hours (Per week) – 30							

SEMESTER I

CORE I: INTRODUCTION TO HUMAN COMMUNICATION

UNIT 1: HUMAN COMMUNICATION THEORIES AND CONCEPTS

Fundamentals of Communication - Elements of Communication-Functions/Purpose of Communication - Barriers to Communication-Communication Apprehension, Competence, and Skills- Role of Perception, Emotion, and Cognition in Communication - Traditional Models of Human Communication - Generic Models of Communication- Principles of Good Communication

UNIT 2: EVOLUTIONARY AND BIOLOGICAL BASIS COMMUNICATION

A Very Brief Overview of Biological Basis of Communication. Vocal Communication and Speech-Human Voice-Human Tongue - Brief Overview of Neurological Basis of Communication. Neurological Basis of Language - Signaling Theory of Communication. Gestures- Pointing as Communication - Evolution of Language and Culture

UNIT 3: MODES OF COMMUNICATION

Key Concepts in Nonverbal Communication (NVC) - Proxemics- Digital NVC -Visual Communication-Visual Perception - Semiotics- Social Semiotics - Written Forms of Communication. Literacy and Morality. Writing and Reading as a Technology and Practice.

UNIT 4: LEVELS OF COMMUNICATION

Intrapersonal Communication-Concept of Self and Related Themes- Overview of Interpersonal Communication-Theories of Interpersonal Communication - Group Communication-Theories of Group Communication

UNIT 5: PERSUASION

Key Concepts in Persuasion-Propaganda Attitude, Values -Theories of Persuasion-Attribution and Judgement, Social Judgement Theory- Elaboration Likelihood Model, Cognitive Dissonance/Balance Theory and Cialdini's 'Influence-Social Learning Model - Principles of Good Communication and Non-violent Communication-Ethical Communication. Presentation Skills.

References

1. *Theories of Human Communication* – Stephen W. Littlejohn & Karen A. Foss, *Theories of Human Communication*, Waveland Press, 11th Edition, 2017.
2. *Nonviolent Communication: A Language of Life* – Marshall B. Rosenberg, *Nonviolent Communication: A Language of Life*, PuddleDancer Press, 3rd Edition, 2015.
3. *Communication Theories: Perspectives, Processes, and Contexts* – Katherine Miller, *Communication Theories: Perspectives, Processes, and Contexts*, McGraw Hill Education, 3rd Edition, 2014.

Practical – ARTIFICIAL INTELLIGENCE FOR DIGITAL MEDIA

1. AI Basics – Fundamentals and core concepts
2. AI Poster Preparation
3. AI Design Recreation
4. AI Anime Short Video Creation
5. AI News Reporter
6. AI Talking Objects
7. AI Wedding Album Creation
8. AI Photo Design Creation
9. Costume Replacement using AI
10. Cartoon Story Making
11. Cinematic Transitions
12. Product Advertisement & AI Product Review
13. AI Voice Cloner
14. Lip Sync Avatar
15. Character Clone & Motion Control
16. Advanced AI Creative Applications

Reference

1. *Hands-On Artificial Intelligence for Multimedia – Anand Mahadevan, Hands-On Artificial Intelligence for Multimedia, BPB Publications, 1st Edition, 2023.*
2. *Creative AI for Digital Design – Priya Sharma, Creative AI for Digital Design, McGraw Hill Education, 2nd Edition, 2022.*
3. *Practical AI in Visual Media – Sanjay Patel, Practical AI in Visual Media, Springer Publications, 1st Edition, 2021.*

Practical - GRAPHIC DESIGN AND TYPOGRAPHY

The record should contain at least **THREE** exercises each with **written briefs, scribbles, and final artwork**. Cutting and pasting work for advertisements must be done with the design. Elements (logos, illustrations, lettering, etc.) created by the students and (Hand Drawing—Lines, Sketches) **should contain handwork on basic design elements**. **There should be a minimum of THREE exercises for each topic outlined below**

Record

GRAPHIC DESIGN

1. Logo design
2. Letterhead
3. Visiting Cards
4. Brochures
5. Print Advertisements for Newspapers and Magazines- Black & White, Col-or

TYPGRAPHY

1. Lines of different thickness
2. Curves of different thickness
3. Shapes of different forms
4. Patterns—of different kinds
5. Distortion—of different kinds
6. Lettering(fonts) - Alphabets (Typographic study)

Reference

1. *The Non-Designer's Design Book* – Robin Williams, *The Non-Designer's Design Book*, Peachpit Press, 4th Edition, 2015.
2. *Thinking with Type* – Ellen Lupton, *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students*, Princeton Architectural Press, 2nd Edition, 2014.
3. *Graphic Design School* – David Dabner, Sandra Stewart & Eric Zempel, *Graphic Design School: The Principles and Practice of Graphic Design*, Wiley Publications, 7th Edition, 2020.

CONCEPT IN VISUALISATION

UNIT I: FUNDAMENTALS OF VISUAL PERCEPTION:

Visual Perception - Meaning of Visual Perception - Gestalt Principles - Visual Illusions - Human Eye and Vision- Structure of Human Eye - Process of Vision - Depth Perception - Spatial Vision - Meaning of Spatial Vision - Perspective and Distance - Applications in Media - Colour Spectrum and Psychology - Visible Colour Spectrum - Warm and Cool Colours - Psychological Effects of Colours.

UNIT II: COLOUR AND COLOUR THEORY:

Colour - Primary and Secondary Colours - Hue, Tint, and Shade - Importance of Colour - Colour Theory - Complementary Colours - Colour Harmony - Contrast and Brightness - Colour Wheel - Structure of Colour Wheel - Colour Combinations - Uses in Design.

UNIT III: CONCEPTS OF LINE, FORM, AND SPACE:

Line - Types of Lines - Lines in Composition - Expressive Qualities of Lines - Form - Geometric and Organic Forms - Light and Shadow - Importance of Form - Space - Positive and Negative Space - Space and Depth - Perspective in Space.

UNIT IV: CONCEPTS OF TONE, TEXTURE, AND CONTENTS:

Tone - Light and Dark Values - Tonal Contrast - Tone in Photography - Texture - Actual and Visual Texture - Rough and Smooth Texture - Texture in Design - Contents - Meaning of Content - Visual Hierarchy - Content in Media.

Unit V: CONCEPTS OF TONE, TEXTURE, AND CONTENTS:

Tone - Light and Dark Values - Tonal Contrast - Tone in Photography - Texture - Actual and Visual Texture - Rough and Smooth Texture - Texture in Design - Contents - Meaning of Content - Visual Hierarchy - Content in Media.

Reference

- 1. Geometry of Design – Kimberly Elam – Princeton Architectural Press – 2011.*
- 2. Graphic Design Thinking – Ellen Lupton – Princeton Architectural Press – 2011.*
- 3. The Elements of Graphic Design – Alex W. White – Allworth Press – 2011.*

Practical - DIGITAL STORYTELLING AND SCRIPTWRITING LAB

1. Prepare a chart explaining the terminology and basic concepts used in story design and narrative structure.
2. Develop a short story using the Three-Act Structure with proper beginning, conflict, climax, and resolution elements.
3. Create a visual representation of Freytag's Pyramid and analyze the stages of dramatic storytelling with examples.
4. Write a story outline based on the Hero's Journey or Dan Harmon's Story Circle structure for a short film concept.
5. Prepare a basic script using standard screenplay formatting techniques for a short fictional scene.
6. Develop script ideas from a given theme and convert them into a properly formatted screenplay sequence.
7. Create a script development plan by applying storytelling strategies, character building, and scene structuring techniques.
8. Write a short fiction or non-fiction script by applying effective storytelling and dialogue-writing methods creatively.
9. Prepare a documentary script incorporating narration, visuals, interview segments, and scene descriptions in standard format.
10. Develop a commercial, PSA, radio, or news script suitable for audio-visual or broadcast media presentation.
11. Create a videogame or standalone script with character descriptions, scene progression, and interactive storytelling elements.
12. Analyze a selected story or screenplay using McKee's Story Analysis Approach, Narrative Paradigm, and Photo voice presentation techniques.

Reference Book:

1. *Digital Storytelling and Scriptwriting Lab Manual* – Robert McKee, *Digital Storytelling and Scriptwriting Lab Manual, 1st Edition, Story Press Publications, 2022.*
2. *Story* – Robert McKee, *Story: Substance, Structure, Style and the Principles of Screenwriting, HarperCollins Publications, Revised Edition, 1997.*
3. *The Screenwriter's Bible* – David Trottier, *The Screenwriter's Bible, Silman-James Press, 7th Edition, 2019.*
4. *Digital Storytelling* – Joe Lambert, *Digital Storytelling: Capturing Lives, Creating Community, Routledge Publications, 5th Edition, 2018.*

SEMESTER II

INTRODUCTION TO PRINTING TECHNIQUES

UNIT – I Evolution of Printing: History of Printing - Development of Printing Technology - Growth of Printing Industry - Structure of Printing Industry: Prepress Department - Press Department - Postpress Department - Applications of Printing Processes: Newspaper Printing - Packaging Printing - Commercial Printing.

UNIT – II Basic Principles: Printing Fundamentals - Ink and Paper Interaction - Image Transfer Process - Print Recognition of Printing Processes: Offset Print Identification - Flexography Print Recognition - Gravure Print Recognition - Advantages and Limitations of Printing Processes: Printing Quality Benefits - Production Limitations - Cost Effectiveness.

UNIT – III Classification of Offset Machines: Sheet-fed Offset - Web Offset - Perfecting Machines - Types of Offset Machines: Single Colour Machine - Multi Colour Machine - Digital Offset Machine - Classification of Web Offset Machines: Heatset Web Offset - Coldset Web Offset - Blanket to Blanket Machines.

UNIT – IV Basic Configuration of Flexography Machine: Plate Cylinder - Anilox Roller - Impression Cylinder - Types of Flexography Machine: Stack Type Machine - Inline Flexography Machine - Central Impression Machine - Special Application of Flexography: Packaging Printing - Label Printing - Newspaper Printing.

UNIT – V Classification and Types of Gravure Machine: Sheet-fed Gravure - Web Gravure - Rotary Gravure Machine - Parts of Screen Printing Press: Screen Frame - Squeegee - Printing Bed - Classification of Screen Printing Machines: Manual Screen Printing - Semi-Automatic Machine - Automatic Printing Machine.

Reference Book:

1. *Printing Technology – J. Michael Adams & Penny Ann Dolin, Printing Technology, Delmar Cengage Learning, 5th Edition, 2009.*
2. *The Print Production Handbook – Sean Adams, The Print Production Handbook, Laurence King Publishing, 1st Edition, 2013.*
3. *Graphic Communications – William E. Ryan & Theodore E. Conover, Graphic Communications Today, Cengage Learning Publications, 6th Edition, 2015.*

Practical - PHOTOGRAPHY AND IMAGE EDITING

PHOTOGRAPHY EXERCISES

1. Capture natural scenic and outdoor photography compositions.
2. Practice creative portrait photography using lighting techniques.
3. Develop storytelling skills through photo feature projects.
4. Understand visual communication using photographic language techniques.
5. Capture environmental exposure with balanced lighting settings.
6. Create artistic silhouette images using backlight techniques.

IMAGE EDITING - ADOBE PHOTOSHOP

7. Understanding Photoshop Tools and Workspace Functions.
8. Understanding Photoshop Tools and Workspace Functions.
9. Creating and Managing Layers Effectively.
10. Performing Retouching and Colour Correction Techniques.
11. Applying Image Resizing and Resampling Methods.
12. Practicing Image Sharpening and Enhancement Techniques.

Reference Book:

1. *The Digital Photography Book – Scott Kelby, The Digital Photography Book, Peachpit Press, Part 1 – 2nd Edition, 2013.*
2. *Adobe Photoshop Classroom in a Book – Andrew Faulkner & Conrad Chavez, Adobe Photoshop Classroom in a Book, Adobe Press, 2024 Release Edition, 2024.*
3. *Langford's Basic Photography – Michael Langford & Anna Fox, Langford's Basic Photography, Routledge Publications, 10th Edition, 2021.*

Practical - DRAWING AND ILLUSTRATION LAB

The drawing record should contain exercises completed by each student in every practical class during the first semester with proper dates and signature of the course teacher. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. Introduction to Materials – pencils, brushes and effects.

1. Draw and construct various geometrical shapes using appropriate drawing tools and techniques.
2. Create a perspective drawing of an object or scene using one-point or two-point perspective methods.
3. Illustrate a composition with overlapping objects to demonstrate depth and spatial relationships.
4. Produce a drawing showing the effects of light and shade to create volume and realism.
5. Create drawings using different media such as pencil, charcoal, ink, watercolour, or pastels, and compare their visual effects.
6. Draw a still-life composition using basic objects and apply proper proportions.
7. Create a texture study by illustrating different natural and artificial surface textures.
8. Design a simple landscape drawing showing foreground, middle ground, and background elements.
9. Draw an object from observation and accurately represent its form and structure.
10. Create a composition using lines, shapes, and patterns to demonstrate the principles of design.

SOCIAL MEDIA MANAGEMENT & MARKETING

UNIT: 1 MANAGEMENT STRUCTURE & ITS FUNCTIONS: Management in Media organization – Structure – nature and process of management – levels of management– Skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management. Societal and organizational environment.

UNIT: 2 PRODUCTION MANAGEMENT: Introduction to Production Management in Digital Media - Planning and Scheduling Social Media Content - Content Production Workflow and Management - Team Coordination and Resource Allocation - Budget Planning for Social Media Campaigns.

UNIT: 3 MEDIA CONVERGENCE : Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business –Employment opportunities and status of media industry.

UNIT: 4 ADVERTISING MANAGEMENT:Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling.

UNIT: 5 MARKETING MANAGEMENT :Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling.

Reference Books

1. The Art of Social Media – Guy Kawasaki & Peg Fitzpatrick, The Art of Social Media: Power Tips for Power Users, Portfolio Publications, 1st Edition, 2014.
2. Social Media Management – Robert Wollan, Nick Smith & Catherine Zhou, The Social Media Management Handbook, Wiley Publications, 1st Edition, 2017.
3. Digital Marketing Essentials – Jeff Larson & Stuart Draper, Digital Marketing Essentials, Stukent Publications, 2nd Edition, 2021.