

**DEPARTMENT OF VISUAL COMMUNICATION**  
**Program for B.Sc. Visual Communication (SF) – CBCS – 2015-2016**

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Mar ks
1	I	XXX xxxx	TAM/FRE/HIN	3	2	30
1	II	ENS 1201	Conversational Skills	3	2	30
1	III C	BVC 1521	Introduction to Visual Communication (T)	5	5	75
1	III C	BVC 1421	Visual Literacy (T)	4	4	60
1	III C	BVC 1423	Drawing (P)	4	4	60
1	III S	BVC 1425	Advertising and Public Relations (T)	5	4	60
1	IV NME	BVC 1221	New Media (T)	3	2	30
1	IV LS I	BVC 1223	Life Skills - I	3	2	30
			<b>Total</b>	<b>30</b>	<b>25</b>	<b>375</b>
2	I	XXX xxxx	TAM/FRE/HIN	3	2	30
2	II	ENS 1202	Reading & Writing Skills	3	2	30
2	III C	BVC 1522	Media, Culture and Society (T)	5	5	75
2	III C	BVC 1422	Graphic Design - I (T)	4	4	60
2	III C	BVC 1424	Graphic Design –II (P)	4	4	60
2	III S	BVC 1426	Media Management (T)	5	4	60
2	IV NME	BVC 1222	Media Education (T)	3	2	30
2	IV LS II	BVC 1224	Life Skills - II	3	2	30
2	V	XXX xxxx	Ext. Activity NSS/NCC/PED/SLP		1	15
			<b>Total</b>	<b>30</b>	<b>25+1</b>	<b>390</b>
3	I	XXX xxxx	TAM/FRE/HIN	3	2	30
3	II	ENS 2201	Study Skills	3	2	30
3	III C	BVC 2521	Fundamentals of Photography (T)	5	5	75
3	III C	BVC 2523	Theatre and Cinema (T)	5	5	75
3	III C	BVC 2525	Film Language (T)	5	5	75
3	III C	BVC2427	Practical Photography (P)	4	4	60
3	III S	BVC 2429	Visual Analysis (T)	5	4	60
			<b>Total</b>	<b>30</b>	<b>27</b>	<b>405</b>
4	I	XXX xxxx	TAM/FRE/HIN	3	2	30
4	II	ENS 2202	Career Skills	3	2	30
4	III C	BVC 2522	Sound and Image (T)	5	5	75
4	III C	BVC 2428	Theories of Communication (T)	4	4	60
4	III C	BVC 2524	Screen Writing (P)	5	5	75
4	III C	BVC 2526	2 D Animation (P)	5	5	75
4	III S	BVC 2430	Media Budgeting and Financing	5	4	60
4	V	XXX xxxx	Ext. Activity NSS/NCC/PED/SLP		1	15
			<b>Total</b>	<b>30</b>	<b>27+1</b>	<b>420</b>

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
5	III C	BVC 3621	Television Production (T)	6	6	90
5	III C	BVC 3531	Media Laws and Ethics (T)	5	5	75
5	III C	BVC 3623	3 D Animation (P)	6	6	90
5	III C	BVC 3625	Media Production I (P)	6	6	90
5	IV LS III	BVC 3225	Practical Theatre	3	2	30
5	IV	BVC 3200	Environmental studies (T)	4	2	30
			<b>Total</b>	<b>30</b>	<b>27</b>	<b>405</b>
6	III C	BVC 3622	Fiction and Film (T)	6	6	90
6	III C	BVC 3624	Development Communication (T)	6	6	90
6	III C	BVC 3532	Internship( (P)	5	5	75
6	III C	BVC 3626	Media Production II (P)	6	6	90
6	IV	HVS 3200	Human Value Development(T)	4	2	30
6	IV LS IV	BVC 3226	Art From Anything	3	2	30
			<b>Total</b>	<b>30</b>	<b>27</b>	<b>405</b>

Courses offered to Non – Major students by the Department of Visual Communication (UG)

#### Supportive

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	III	BVC 1425	Advertising and Public Relations (T)	5	4	60
2	III	BVC 1428	Media Management (T)	5	4	60
3	III	BVC 2429	Visual Analysis (T)	5	4	60
4	III	BVC / CIT 2430	Media Budgeting and Financing	5	4	60
		BVC / CIT 2430 (2017 Onwards)	Visual Ad	5	4	60

Courses offered to Non – Major students by the Department of Visual Communication (UG)

#### Non-Major Elective

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	IV NME	BVC 1221	New Media (T)	3	2	30
2	IV NME	BVC 1222	Media Education (T)	3	2	30

#### Life Skill Courses

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	IV LS I	BVC 1223	Font making and crafting (P)	3	2	30
2	IV LS II	BVC 1224	*Digital Photography (P)	3	2	30
5	IV LS III	BVC 3225	Practical Theatre (P)	3	2	30
6	IV LS IV	BVC 3226	*Art from Anything (P)	3	2	30

**BVC 1521****Introduction to Visual Communication****5Hours/5Credits****Course Objectives:**

Enable the students

- To trace the Origin and evolution of visual communication
- To be familiar with the various theories of visual communication
- To gain knowledge of the visual culture

**Learning outcome:**

- The learner can explain the origin, status and trends of visual communication
- The learner can analyze the models of communication
- The learner can adopt visual culture for better understanding of the subjects

**Unit I**

Definition – Origin and Development –Importance of Communication – Essentials of communication - Types of communication– Functions and Barriers of Communication

**Unit II**

Visual Communication – Definition – Origin and Development – Advantages and disadvantages – Scope of visual communication – Elements of visual communication

**Unit III**

Communication models and Body language – Various models of communication, SMCR Model, Lasswell model, Shannon and Weaver Model, Wilbur Schramm model, Osgood Model, Helical Dances model, Aristotle model, George Gerbner Model – Verbal and Non verbal Communication- Body language and its main aspects – Various approaches to body language.

**Unit IV**

Sensation and perception – Learning and thinking – Human intelligence – Aptitude and personality – Motivation and creativity – Application of psychological concepts of visual communication

**Unit V**

Visual culture – Visualizing – Visual power – Visual pleasure, Picture, Semiotics, Signs of symbols

**Evaluation Pattern:**

End of semester exams will be conducted for 100 marks.

**Reference Books:**

Paul Martin Lestner Visual Communication, Images with messages, Third Edition, Thomson Wadsworth, 2003, California.

Seema Hasan Mass Communication, Principles and concepts, second edition,

**BVC 1421****Visual Literacy****4Hours/ 4Credits****Course Objectives:**

Enable the students

- To gain knowledge of the Visual elements and Principles
- To Learn through Visual
- To Communicate through visual

**Learning Outcome:**

- The Learner can think Visually
- The Learner can understand the elements of Visual
- The Learner can analyze different kinds of perspective

**Unit I**

Visual Literacy: elements of visual –dot-line-shape-form-colour-texture. Principles of Visual: Harmony, Balance – Rhythm – Proportion

**Unit II**

Perspective: one point – two point- three points – Aerial – Curve Linear. Colour theory

**Unit III**

Reading the Image: Perception - Light and Shade – Composition

**Unit IV**

Medium used in Drawing: Charcoal – water colour – poster colour – oil Colour – acrylic colour – mixed media

**Unit V**

Human Anatomy: Heads – Hands- body- legs- feet – structures and postures – facial expression – movement in drawing - Cartoon Drawing

**Evaluation Pattern:**

End of semester exams will be conducted for 100 marks.

**Reference Books:**

Pran Nath Mago, Contemporary art in India, National Book Trust, India, 2000

Elizabeth Cumming & Wendy Kaplan, The Arts and Crafts Movement, Thames and Hudson Ltd, 2002

Brandon Taylor, Art Today, Laurence King Publishing, 2005

**BVC 1422****Drawing (Practical)****4Hours/ 4 Credits****Course Objectives:**

Enable the students

- To understand the visual elements and principles.
- Classification of colors and their applications.
- To learn the applications of various medium of colors

**Learning Outcome:**

- The Learner can draw pictures using Visual Vocabulary
  - The Learner can use various medium for Drawing
  - The Learner can draw the picture creatively
1. Dot, line, shape, form, texture
  2. Perspective – One point, Two Point, Three Point
  3. Colour – Primary-Secondary – Tertiary – Warm –Cool – Colour Wheel
  4. Still Life
  5. Landscape
  6. Water Colour
  7. Oil Colour
  8. Acrylic Colour
  9. Mixed Media
  10. Creative Composition

Visit to Museum, Art Gallery, Historical Places and Outdoor study are compulsory

**Evaluation pattern:**

Students need to maintain two records. Class work and Homework separately for Continuous Internal Assessment.

**Reference Books:**

1. Sayre Henry M. (2010) World of Art New Jersey: Pearson Education Inc.
2. Hanks Kurt.(2006) Rapid Viz., Boston: Thomson Course Technology
3. Barber, Barrington.( 2006 )The Fundamentals of Drawing in Colour, London: Archturus Publishing Limited

**BVC 1423****Advertising and Public Relations****5 Hours/ 4Credits****Course Objectives:**

Enable the students

- To learn about the nature, history and development of advertising.
- To get trained in the visual codes of advertisement
- To create effective advertisements on various products

**Learning outcome:**

- The learner can describe the products on the basis of their features
- The learner can create advertisements as per requirements
- The learner can rate the roles of public relations

**Unit I**

Advertising – definition – History and development of advertising – functions of advertising – types of advertising – various criticisms on advertising – elements of advertising: slogan, Headline, sub headline, illustration, copy, product, Trademark – advertising as a tool of communication - Layout

**Unit II**

Product – definition – classification – product life cycle – types of product – target audience – types of audience – branding – brand image – brand positioning market segmentation – appeals – sales promotion

**Unit III**

Advertising budget – media strategy – media vehicle – definition – types of media vehicle – selection of media, planning and classification – ad agency – types of ad agency, structure and function of ad agency – Children and advertising – Women and advertising

**Unit IV**

Public Relations – role and meaning of PR – History of PR- Qualities of PRO – How to conduct PR Campaign – Importance of PR – codes of Ethics for PR – Role of photography in PR

**Unit V**

Principles of Public Relations – Methods of Public Relations (Tools) – Press Release – Press Conferences – Public Relations in Government sector – Public Relations in Private sector – Public Opinion – Basis of public opinion – Propaganda - Publicity

**Evaluation Pattern:**

End of semester exams will be conducted for 100 marks

**Reference Books:**

Mass Communication, Principles and concepts, second edition, Seema Hasan  
Foundations of Advertising, Theory and Practice, S. A. Chunawalla, K.C. Sethia

**BVC 1221****New Media****3 Hours/ 2Credits****Course Objectives:**

Enable the students

- To acquire the knowledge on new media and its impacts
- To learn the basics of social networking, E-Publishing and mobile communication
- To learn the usage of new media in contemporary Era

**Learning Outcome:**

- The learner can adopt the various types of social networking
- The learner can understand the importance of socializing and digitalizing
- The learner can analyze the new facet of new media

**Unit I**

New media – Definition – Scope and characteristics of new media (Five C's – Communication, Collaboration, Community, Creativity and Convergence), Old Vs new perspectives - Importance of new media in contemporary era

**Unit II**

Socializing – Definition – Importance of socialization in digital age- Role of New media in socialization

**Unit III**

Social Networking – Definition – Types of social networking – Characteristics of social networking - Positive and negative factors of social networking – Social networking and its impact on youth

**Unit IV**

E publishing – E books – Traditional reading and online reading - Job opportunities in E publishing - Mobile communication

**Unit V**

Role of new media in Education, Entertainment, Politics and Journalism, New media technologies – Web Related communication technology – Blogs and Wikis

**Evaluation Pattern:**

End of the semester exams will be conducted for 60 marks in theory and for the remaining 40 marks the continuous internal assessment mark will be added.

**Reference Books:**

1. Mike Ward, Journalism Online, Focal Press, Oxford, 2002
2. Dennis P. Curtin, Kim Foley, Kunal sen and Cathleen Morin, Information Technology, the breaking wave, Mc Graw- Hill College, 1998
3. Electronic media (second edition), Then, now and later, Norman J. Medoff, Barbara K. Kaye

**BVC 1222****Typography (Practical)****3Hours/ 2Credits****Course Objectives:**

Enable the students

- To learn about the basic types and style of the letters
- To learn Stencil cutting of letters
- To learn calligraphy writing

**Learning Outcome:**

- The learner can do stencil cutting
- The learner can write calligraphy
- The learner can do visual composition

**Unit I** Type – size –style – various types - form

**Unit II** Calligraphy - practical

**Unit III** Dot - line – shape – form - color

**Unit IV** Harmony – Balance – Rhythm – Symmetry – Proportion

**Unit V** Stencil cutting of the letters

**Evaluation Pattern:**

End of the semester exams will be conducted for 60 marks in theory and for the remaining 40 marks the continuous internal assessment mark will be added.

**Reference Books:**

Annie Moring, Calligraphy stroke –by – storke, Quantm Books, 2006

Sarkar, N. (2008) Art and Print Production. New Delhi: Oxford University Press

**BVC 1522****Media, Culture and Society****5Hours/ 5Credits****Course Objective:**

Enable the students

- To understand the importance and media and its culture
- To make use of media for the development of the society

**Learning Outcome:**

- The learner can explain the origin, Characteristic and functions of Media
- The learner can analyze the role of culture in developing the society
- The learner can able to revive the traditional types of media

**Unit I**

Mass media and its characteristics – Functions of mass media – Effects of mass media on individual, society and culture – Power of mass media

**Unit II**

Culture – Functions and effects of culture – Elements of culture – Role of media in developing the culture – popular culture and its transformation, Hero worship

**Unit III**

Mass culture – Habermas, Mass Culture and the early Frankfurt School – Problems with Mass Culture, public sphere and public Broadcasting, Marxism and Liberalism

**Unit IV**

Audiences – Television audience, Feminism and Soap opera, cultural imperialism, Modern Technology and culture, Oral, print and Modern culture

**Unit V**

Media in Madurai – Traditional media and their usage in transforming culture in the society, Media clubs, Tamil tradition in popularizing the culture

**Evaluation Pattern:**

End of Semester will be conducted for 100 marks

**Reference Books:**

Media Culture and Society, Paul Hodkinson, Sage Publications 2011

Digital Diversions Youth Culture in the age of Multimedia, Julian Sefton – Green UCL Press  
Pennsylvania



**BVC 1424****Graphic Design – I (Theory)****4Hours/ 4 Credits****Course Objectives:**

Enable the students

- To know the fundamentals and principles of graphic design
- To be acquainted with the various applications in print and electronic media
- To learn the basics of colour theory

**Learning Outcome:**

- The learner can design the layout for Print and Electronic Media
- The learner can understand the usage of graphics in various media
- The learner can create new designs

**Unit I**

Design practices and process: Role of design in society- Graphic design process. Principles and Elements of graphic design: Sketching and Drawing – Colour theory

**Unit II**

Fundamentals of Visual Composition: Typography- Types of Letterforms-structure-design function-function of type composition

**Unit III**

Fundamentals of design: Principles of composition – elements of Composition – relational visual devices

**Unit IV**

Principles of Layout Design: Theme and content – types of layout – layout composition – colour in layout-design for publication-layout of a Newspaper – Layout for a magazine.

**Unit V**

Media and Design: Advertising Design: Media Planning – Print Media – Electronic Media – New Media .Integrated methods of Design: Kinds of events – Corporate Social Responsibility. Graphic Design for Interactive Media: Website Design- Gestalt for web design - Designing Navigation- Interactivity

**Evaluation Pattern:**

End of semester exams will be conducted for 100 marks.

**Reference Books:**

1. Publication Division, (2011) Towards a new age graphic design. New Delhi: NCERT.
2. Sayre Henry M.(2010) World of Art New Jersey: Pearson Education Inc.
3. Sarkar, N.(2008) Art and Print Production. New Delhi: Oxford University Press
4. Arntson, Amy E. (2007) Graphic Design Basics. California: Thomson Wadsworth.

**BVC 1425****Graphic Design- II (Practical)****4Hours/ 4 Credits****Course Objectives:**

Enable the students

- To gain knowledge of the basics of layout and design
- To create advertisements and web pages
- To understand the importance of image editing

**Learning Outcome:**

- The learner can create layout for print and Web media
- The learner can design posters and magazine
- The learner can create image editing

1. Background Design
2. Type
3. Image editing
4. Colour concept
5. Logo
6. Visiting Card
7. Invitation
8. Poster Layout
9. News Paper Layout
10. Magazine Layout
11. Advertisement Layout
12. Web Page Design

**Evaluation Pattern:**

Students should submit Practical Records for Class work (using Design Software) and Home work (Manual Design work using pencil, poster colour on paper separately)

**Reference Books:**

Hanks Kurt.(2006) Rapid Viz., Boston: Thomson Course Technology  
 Kress, Genther R.(2006) Reading Images: the grammar of Visual Design, New York: Rutledge  
 Dodson, Bert (2007) Keys to Drawing with Imagination, Cincinnati: North Light Books  
 Gavin Ambrose, Paul Harris, GRIDS, AVA Publishing, 2008, Singapore.  
 Gavin Ambrose, Paul Harris, Layout, AVA Publishing, 2005, Singapore.

**BVC 1426****Media Management****5Hours/ 4Credits****Course Objectives:**

Enable the students

- To gain knowledge of the growth and function of media in society
- To become familiar with the technical operations and the structure of the management
- To learn the production unit of Radio, advertising, television and internet

**Learning Outcome:**

- The learner can able to understand various types of media
- The learner can able to know about the functions of various Media Management
- The learner can understand the production and distribution unit of Mass Media

**Unit I**

Origin and growth of media –functions of media – impact of mass media – media audience – media and society – management – management vs. media – communication – a management tool

**Unit II**

Advertising management – role of advertising within the market program – advertising plan – marketing plan – message strategy – media strategy – advertising production process – social advertising

**Unit III**

Radio – Technical function programming and production – radio production and distribution – station structure – management: sales, programming, engineering, promotion

**Unit IV**

Television – operation – production – structure of typical station – cable –operation – management – sales and marketing distribution – studio vs. field production

**Unit V**

Internet Management – Internet – marketing – function of the internet – E- commerce, E-commerce components – E- commerce incentives – sales on internet direct marketing on internet – customer service and internet

**Evaluation Pattern:**

End of semester exams will be conducted for 100 marks.

**Reference books:**

Media and Communication Management, C.S. Rayudu, 1998  
 Advertising Management, Rajeev Batra, John G. Myers, David A. Aaker  
 Management communication today, Niraj Kumar, 1998  
 Integrated Advertising promotion and marketing communication, third edition, Kenneth E. Clow, Donald E. Baack, 2011

**BVC 1222****Media Education****3Hours/ 2 Credits****Course Objectives:**

Enable the students

- To gain knowledge of media and its impact on society
- To understand the role of media in educating the children, women and youth
- To understand the generation gap

**Learning outcome:**

- The learner can explain the media education and literacy
- The learner can compile the impacts of media on society
- The learner can utilize the new media with social responsibility

**Unit I**

Media Education – definition – Need for Media Education – Importance of media Education - Old and new agendas in media education – active and passive consumer

**Unit II**

Media Literacy – concepts of media literacy – traditional literacy – Media literacy define by MIC – Computer literacy – relationship among Traditional and computer literacy

**Unit III**

Mass media – Role of Mass media in media education – social responsibility of media towards educating the society – Media Violence

**Unit IV**

New Media - Impacts of new media in role of Media Education towards Adolescents and Children

**Unit V**

Media and Sexuality – Women and Media – Emotional Intelligence of women towards media - impacts of changing lifestyle among Youth

**Evaluation Pattern:**

End of the semester exams will be conducted for 60 marks in theory and for the remaining 40 marks the continuous internal assessment mark will be added.

**Reference Books:**

Media Education in Asia, Springer, 2009

Media Education: Literacy, learning and contemporary culture, wiley – Blackwell, David Buckingham, 2003

Media education: an introduction, BFI Pub, Manuel Alvarvdo, Oliver Boyd – Barrett

**BVC 1224****Digital Photography****3Hours/ 2 Credits****Course Objectives:**

Enable the students:

- To learn the fundamentals of photography
- To understand the various camera and its maintenance
- To learn about the types of photography

**Learning Outcome**

- Learners can handle the compact digital camera
- Learners can compose the pictures pleasing to our eye
- Learners can do basic in camera editing for picture

1. Basics of camera handling
2. Composition
3. Camera Care and Maintenance
4. Landscape
5. Architecture
6. Function photo
7. Passport photo
8. Portrait
9. Sports or fast moving object photo
10. Photos in available light
11. Photos with flash
12. Red Eye Reduction
13. Close up (Macro) photo
14. In Camera edit
15. Photos using built in effects

**Evaluation Pattern:**

Students should submit digital photos for continuous internal assessment. Internal 75 marks  
External 25 marks

**Reference Books:**

Banek, Cora.(2013) Learning to Photograph Volume 1, California: Rocky nook Inc.  
Obermeier, Barbara. (2008) Digital Photography Just the steps for Dummies, Indiana: Wiley Publishing Inc.

**BVC 2521**

**FUNDAMENTALS OF PHOTOGRAPHY**

**5 Hours/5 Credits**

**Course Objective:**

To enable the learners to be acquainted with photography in contemporary field.

**Learning Outcome:**

- The learner knows the basics of photography
- The learner understands the components, types and features of camera and digital camera

**UNIT I**

Camera – Camera Vs Eye - Components of Camera – Types of Camera – Lens – Meaning – Types of lens – Prime lens - Normal lens – Wide angle lens – Telephoto Lens – Types of Special lens – Fish eye lens – perspective control lens – Micro lens – Macro lens.

**UNIT II**

Photography – Definition – image - Pixels – Resolution – Composition – Rule of Third – Camera Controls – White balance - shutter – aperture – light meter – depth of field –Depth of focus - Focal length – ISO – Colour in photography – RGB Colour – CMYK Colour

**UNIT III**

Lighting – types of lighting – Three-point Lighting – Exposure – under exposure – over exposure – Sources to control the exposure – Filters – usage of filters in camera – types of filters – polarizing filters – UV filters – ND Filters.

**UNIT IV**

Photography in various fields – Product photography – lighting for product Photography Landscape photography – Wild life photography - Photo journalism – Candid photography – Night light photography – street photography.

**UNIT V**

Digital photography – Imaging Technique - Photo Manipulation– Using Adobe Photoshop for editing and creating.

**Reference Books:**

1. Robert Hirsch, Light and Lens: Photography in the Digital Age, Focal Press, 2008.
2. Tom Grimm, The Basic Book of Photography: Fifth Editing, Penguin, USA, 2003.
3. Scott Kelby, The Digital Photography, Peachpit Press: 2<sup>nd</sup> Edition, USA, 2013.
4. Rick Sammons, Complete guide to Digital Photography, W.W. Norton & Company Inc., 2004.

**BVC 2523**

**THEATRE AND CINEMA**

**5 Hours / 5 Credits**

**Course Objective:**

To enable the learners to have knowledge in the field of theatre and cinema.

**Learning Outcome:**

- The learner knows the fundamentals of theatre and cinema.
- The learner understands the effects of theatre script and theatre craft.

**UNIT I**

Theatre – Definition– Elements of theatre – Theatre as an art and Performance – Cinema – definition – Elements of Cinema - Crossroads between theatre and Cinema – Types of theatre (Proscenium, Thrust and End) – Audience – an introduction – types of audience – Audience role in theatre performance.

**UNIT II**

History of Indian Theatre – Theatre in Ancient India – Theatre in Medieval India – Contemporary Indian Theatre – History of Indian cinema - Traditional theatre forms – Nautanki – Rasaleela – Tamasha – Koodiyattam – Yakshagana - Therukoothu – Forms of Theatre – Environmental theatre – Political theatre – absurd theatre – Globe Theatre (Shakespeare Theatre).

**UNIT III**

Theatre Script – Playwright – Theatre Crew members – their duties and responsibilities – Elements of playwright – Acting – Stanislavski approaches towards acting.

**UNIT IV**

Theatre craft – Set Design – introduction – costume Design – Types of Costumes - Lighting Design – Stage lighting – makeup and props – Sound Design.

**UNIT V**

Plays Production – choosing a play reading – pre rehearsal period – rehearsal period – run through grand rehearsal – performance.

**Reference Books:**

1. Aparna Bhargava Dharsadker, Theatres of Independence: Drama, Theory, and Urban performance in India since 1947, Oxford University Press, 2005.
2. RamaswamiHarindranath, Audience – citizens: The media, public knowledge and interpretive practice, Sage Publication, 2009.
3. David Allen, Stanislavski for beginners, Orient Longman Pvt Ltd., 1999.

**BVC 2525****FILM LANGUAGE****5 Hours/5Credits****Course Objective:**

To enable the learners to gain knowledge on film language.

**Learning Outcome:**

- The learner knows about shot, screenplay and lighting effects.
- The learner understands the basics of editing, sound and film genres.

**UNIT I**

Shot – sequence – scene - shot sizes – camera angles – Camera Movements – Story – idea – structure – plot – screenplay – point of view (Story, Direction, Camera, and Editing) – Mise –en- scene - 5 W's of film – Set Design – Props – Lighting – costumes.

**UNIT II**

Lighting – types of lighting – Three points lighting – high key lighting – low key lighting – contrast lighting – lighting in location – units of light – hard light – soft light – Image manipulation.

**UNIT III**

Principles of Editing – Cuts and Transitions – Chronological Editing – Cross Cutting – Parallel Editing – Continuity Editing – Montage – Deep Focus.

**UNIT IV**

Sound – Diegetic Sound and non-diegetic sound - cinematic time and space, noise.

**UNIT V**

Narrative structure – Linear Narrative structure – Non linear Narrative structure - Film Genres – Horror – Historical – Western – War and Crime – Science fiction – Action – Adventure – Comedy – Drama - Film Appreciation.

**Reference Books:**

1. Monaco. J, How to read a film, Oxford University Press, New York, 2000.
2. Robert Edgar Hunt, John Marland, Steven Rawle, Basics Film making of the language of film, AVA Publishing (UK) Ltd., 2010.
3. Bruce Block, The Visual Story: Creating the visual structure of Film, TV, and Digital Media, Second Edition, Focal Press, 2008.
4. Stephanie Marriott, Live Television: Time, space and the broadcast Event, Sage Publications, 2007.

**BVC 2427****PRACTICAL PHOTOGRAPHY****4 Hours / 4 Credits****Course Objective:**

To Enable the learners to gain knowledge for the practical application of photography in media.

**Learning Outcome:**

- The learner explains the various types of photography.
- The learner acquires skills in video journalism.

**UNIT 1**

Rule of third – composition – perspective – portraiture – landscape.

**UNIT II**

Over exposure - Under exposure - Photography with different types of lens (Normal lens, wide angle lens, telephoto lens)

**UNIT III**

Product Photography - Lighting for Product - Product photography with model - portraiture – landscape – street photography – candid photography – fashion photography.

**UNIT IV**

Photo Journalism - ethics of photo journalism.

**UNIT V**

Street photography - Candid Photography – fashion photography.

**Evaluation Pattern:**

Assessment I and Assessment II will be evaluated for 25 = 25 = 50 Marks and the record note will be evaluated for 25 Marks

**Reference Books:**

1. Bryan Peterson, Understanding Exposure: How to shoot great Photographs with any camera, Amphoto Books, Fourth Edition, New York, 2016.
2. Al Judge, Mastering Aperture, Shutter speed, ISO and Exposure, CreateSpace Independent Publishing Platform, 2014.
3. Arnold Wilson, Nature Photography: Location and studio Workshop, Fountain press Newpro UK Limited, 2001.
4. Vivien Morgan, Practising video Journalism, Routledge, 2008.



**BVC 2429****VISUAL ANALYSIS****5 Hours / 4 Credits****Course Objective:**

To enable the learners to gain knowledge on various media analysis techniques.

**Learning Outcome:**

- The learner knows about Semiotic and Marxian analysis.
- The learner understands the grid group analysis and its applications on the visuals.

**UNIT I**

Semiotic Analysis : Social aspects of semiotics : The individual and society – Saussure on the science of semiology – signs – Forms of signs – Signs and Truth – Connotation and Denotation – Syntagmatic analysis – Paradigmatic analysis – Codes – Cultural aspects of Codes – Semiotics of the television medium

**UNIT II**

Marxian Analysis: Materialism – Ideology – Alienation – The consumer society – Hegemony – Grid Group analysis – Marxist Criticism in the postmodern world

**UNIT III**

Psychoanalytic Criticism: The conscious – sexuality – The Oedipus complex- Media and Oedipus complex – Id,Ego and Superego- structural hypothesis applied to culture – symbols- Dreams - Aggression and Guilt – Freud and Beyond – Psychoanalytic analysis of Media

**UNIT IV**

Sociological analysis: Bureaucracy – Ethnicity – Lifestyle – Mass society – Postmodernism- Sex and Gender – Socialization – Stereotypes – Values

**UNIT V**

Cellphone, Social media and Problem of identity: social media-metaphors – Advertising analysis

**Evaluation Pattern:**

Continuous Assessment of Two tests for 30 marks each will be conducted based on the theoretical inputs by way of written tests. Analysing Texts and home exercises will be evaluated for 40 marks. External exam will be conducted for 100 marks.

**Reference Books:**

1. Arthur Asa Berger Media Analysis Techniques, Sage Publications, New Delhi,2012.
2. MarcellDenesi Messages, Signs and Meanings Canadian Scholars Press Inc. Torondo, 2004.
3. Gillian Rose Visual Methodology. Sage Publications India Pvt. Ltd., New Delhi, 2012.
4. Kunther Kress Reading Images: The Grammar of Visual Design,Routledge, New York, 2006.
5. Monaco. J, How to read a film: Movies Media and Beyond, Oxford University Press, 4<sup>th</sup> Edition, New York, 2009.

**BVC 2522****SOUND AND IMAGE****5 Hours / 5 Credits****Course Objective:**

To enable the learners to gain knowledge on the fundamentals of sound recording.

**Learning outcome:**

- The learner knows the history of sound recording systems.
- The learner understands the musical styles, musical genres and art and craft of matching sound and image.

**UNIT I**

History of Sound Recording – Cylindrical phonograph – Gramophone - Technology and elements of recorded medium - Magnetic tape – Stereo – Digital Recording.

**UNIT II**

Noise – sound – Music and its elements – Sound and texture – pitch – melody – Harmony – Scale – Rhythm – Dynamics – Musical Form – Voices.

**UNIT III**

Musical Styles and Genres – Indian and Western Classical (Carnatic, Hindustani and Symphony) – Contemporary Styles – Pop – rock – jazz – Hip hop – Mash up.

**UNIT IV**

The art and craft of matching sound and image – the art of listening – music and culture – Music and Imagination – Sound and Emotions - movies sound track – Documentaries – Tele serials – Ad – jingles – Music Time and Space

**UNIT V**

Sound Design for various visual genres – Recent application of sound among youth.

**Evaluation Pattern:**

End of semester exams will be conducted for 50 marks and a 50 marks practical project will be given.

**Reference Books:**

1. Deena Kaye, James LeBrecht, Sound and Music for the theatre: the art and technique of design, Gulf Professional Publishing, 2000.
2. Mann Hanson, Reinventing music video: Next generation directors, their inspiration and work, Rotovision, 2006.
3. Gorham Kindem, Robert B. Musburger, Introduction to Media Production: The path to digital media production, Focal press, Burlington, Third Edition, 2005.

**BVC 2428****THEORIES OF COMMUNICATION****4 Hours / 4Credits****Course Objective:**

Enable the learners to obtain knowledge in the theories of communication and media effects on audience.

**Learning Outcome**

The learner knows the need of communication.

The learner understands the theories of communication and the effects of media on audience.

**UNIT I**

Mass Communication: Definition, scope and need for communication – Elements of Communication – Theories of Persuasion and Human Communication

**UNIT II**

Theories of Media and Society – Marxist theory – Functionalist theory – Critical Political- economic theory – Development theory – Information theory and cultural theory

**UNIT III**

Sociological Theories of Mass Communication: Cultivation theory – Social Learning theory – Agenda setting theory – Play theory – Uses and Gratification theory – Dependency theory

**UNIT IV**

Normative theories of Mass media: Authoritarian theory – Libertarian theory – Social Responsibility theory – Soviet Communist theory – Development media theory – Democratic participant media theory

**UNIT V**

Media effects – Long term and short term – Comstock's model – effects model – Media audience – Audience positioning – Audience research tradition

**Evaluation Pattern:**

End of semester exams will be conducted for 100 marks

**Reference Books:**

Dennis Mc Quail, Mass Communication Theories: An Introduction, Sage Publication, New Delhi, 1998.

Stanley J.Baren, Introduction to Mass Communication, Mayfield Publications, London, 1999.

Fred Ingles, Media Theory – An Introduction, Basil Blackwell Ltd., UK, 1990.

**BVC 2524****SCREEN WRITING****5 Hours / 5 Credits****Course objective:**

To enable the learners to know the writing techniques, style, and structure in media production

**Learning outcome:**

- The learner knows the writing techniques.
- The learner prepares script for media.

**UNIT I**

Story telling: One line, Story, Story development,

**UNIT II**

Screenplay, Character Building in film, time and space, Point of view.

**UNIT III**

Types of Script formats: Full script, semi script, show down and run down sheet, shooting script: Shot break down, Scene Breakdown.

**UNIT IV**

Writing for Print Media: Articles, News, Feature, writing for Radio: News, Drama, Interviews, Documentary, Writing for visual Media for various television programmes: News, Reality show, Interview, Discussion, Serials, TV Documentary.

**UNIT V**

Story Board, writing for PSA (Public Service Announcement), writing for Short films and advertisement.

**Evaluation Pattern:**

Assessment I and Assessment II will be evaluated for 25 = 25 = 50 Marks and the record note will be evaluated for 25 Marks.

**Reference Books:**

1. Blacke synder, Save the Cat! Strikes back Save the Cat ! Press, 2009
2. Syd Field, The screenwriter's problem solver: How to recognize, identify, and define screenwriting problems, Bantam Dell, 2006.
3. David Tottier, The Screenwriter's bible: A complete Guide to Writing, formatting, and selling your script, Sixth Edition, Silman James Press, Los Angeles, 2014.
4. Pat Cooper, Ken Dancyger, Writing for Short Film, Third Edition, Focal Press, California, 2007.

**BVC 2526****2D ANIMATION****5 Hours/5Credits****Course Objective:**

To enable the learners to gain knowledge on the concepts and methods of Animation

**Learning Outcome:**

- The learner knows to create and edit the symbols.
- The learner applies filter effects on graphics.

**Unit I**

Introduction to Animation- About computer animation – Principles of Animation – Animation production – Animation tools& techniques – Computer animation production tasks

**Unit II**

Types of Animation – Introduction to 2D Animation – Creating Storyboard - An overview of Adobe Flash – Explore the panels – Creating and editing the symbols – Writing a basic Action script

**Unit III**

Editing layer properties – Text more in Flash – Managing the Timeline – Applying a Filter effect on Graphics – Optimizing Flash movies – Publishing Flash movies

**Unit IV**

Introduction to interactive multimedia – About Internet – Basic HTML scripting – About the web colours – Developing interactive web pages – Web Banner Creation

**Unit V**

Adding sound file to Flash projects – Converting movie file to FLV – Integrating Flash movies with HTML documents – Creating contents and presentations in Flash

**Project Outline:**

- Logo animation
- Web Banner
- 2D Product Ad.
- Web designing (front page)
- Portfolio

**Evaluation Pattern:**

Continuous assignment marks will be given on the basis of practical seminars conducted in the lab.

The end of the semester exam will be based on projects conducted in the lab and will be evaluated for 100 marks.

**Reference Books:**

1. Doug Sahlin and Bill Sanders, Flash CS4 all in one for dummies, First Edition, Wiley Publishing Inc., 2009.
2. Doug E. Comer., The Internet Complete Reference, Millenium Edition, Mc Graw Hill Companies
3. Wendy Willard, HTML A Beginner's Guide, Fourth Edition, Tata Mc Graw Hill, 2009.

**BVC 2430                      MEDIA BUDGETING & FINANCING                      5 Hours/ 4 Credits****Course Objective:**

To make the learners to understand the fundamentals of accounting and financial management

**Learning Outcomes:**

- The students of VISCOM can able to prepare a budget for their projects.
- The students can able to maintain accounts and understand their financial performance

**UNIT I**

Financial Accounting: Double-entry accounting, rules, Receipts and Payments Account, Income Statement, Structure of the balance sheet

**UNIT II**

Cash Management: Introduction, Meaning and Importance of Cash Management  
Objectives of Cash Management, Cash Planning, Cash Forecasting and Budgeting.

**UNIT III**

Financing Social reforms, credit financing, equity financing, the role of investment banks, taxes, sponsorship, gap financing, financing models, concepts and strategies

**UNIT IV**

Investment - Basics of financial mathematics, static and dynamic investment calculation method

**UNIT V**

Cost of Capital: Introduction, Meaning of Cost of Capital, Cost of Different Sources of Finance

**Reference Books:**

1. Khan M & Jain Y, Cost and Management accounting, Tata Mc Graw Hill India Ltd., New Delhi, 2002
2. Pandey, I M, Management Accounting, Vikas Publishing House, 2004.
3. Vinayagam, Mani Principles of Accountancy, S Chand & Co ltd, New Delhi, 2003
4. Gupta R. L, Gupta VK, Fundamentals of Accounting, S Chand & Sons, New Delhi, 2003

**BVC 2430 (2017 onwards) VISUAL AD****5 Hours/ 4Credits****Course Objective:**

To enable the learners to gain knowledge on the fundamentals of story development in visual ad

**Learning Outcome:**

- The learner knows the concept of screenplay.
- The learner understands types of advertising copy.

**UNIT I**

Idea /Concept – Story creation from idea – Story Development – Screenplay - Scriptwriting – Single column script – double column script – script for various programmes in television.

**UNIT II**

Character building – Characterization in story – internal conflict – external conflict – improvisation of character - Camera – introduction – Camera shot – camera angle – camera movement

**UNIT III**

Lighting – types of lighting – three-point lighting – Chroma-key - Advertisement – storyboard – writing for commercial – Slogan – logo – illustration – thumbnail for advertisement

**UNIT IV**

Copywriting – ad copy – types of ad copy – Different types of commercials – Jingles – corporate advertisements – Institution advertisements - Advertisement with dialogue – Advertisement without dialogue.

**UNIT V**

Sound – dubbing – voice over – narration in ad films - Editing – basic transition – effects – titling.

**REFERENCE BOOKS:**

1. Syd Field, The screenwriter's problem solver: How to recognize, identify, and define screenwriting problems, Bantam Dell, 2006.
2. Seema Hasan, Mass Communication – Principles and Concepts, CBS Publishers and Distributors Pvt. Ltd., New Delhi, 2013.
3. Herbert Zettl, Television Production Handbook, Wordsworth Publication, New York 2009.

**BVC 3621****TELEVISION PRODUCTION****6Hours/ 6Credits****Course Objective:**

To enable the learners to gain knowledge on programme production in TV.

**Learning Outcome:**

- The learner knows the production stages and scripting types.
- The learner understands the camera production and the role of lighting and sound in programme production.

**UNIT I**

Television Standards – NTSC – PAL – SECAM – Television technology – Standard – HD - Production stages – pre production – production – post production – Analog and Digital forms of television – Genres in Television - Understanding the television medium – signs – codes and functions of television.

**UNIT II**

Television Scripting – types of scripting – scripting for various programs in television – story board – Set Design - Production Crew and its functions.

**UNIT III**

Camera – an introduction – mounting devices - ENG and EFP Production - Single Camera Production – Multi-camera Production – Camera for various production – Fiction – TV Serials – Reality show – Nonfiction – News – Interview – TV Documentary – Video journalism.

**UNIT IV**

Lighting – an introduction – its importance in television– Colour Temperature –Types of lighting – Chroma Key – Chrominance - Luminance – Sound Design – On screen sound and Off screen sound - Microphone – Types of microphone – Usage of microphone in various programs.

**UNIT V**

Editing - On line editing and off line editing – Basic transitions – Television graphics, titling and special effects

**Evaluation Pattern:**

End of semester exams will be conducted for 50 marks and a 50-mark practical project will be given.

**Reference Books:**

1. Herbert Zettl, Television Production Handbook, Wordsworth Publication, New York 2009.
2. Seema Hasan, Mass Communication – Principles and Concepts, CBS Publishers and Distributors Pvt. Ltd., New Delhi, 2013.
3. Gerald Millerson, Jim Owens, Video Production Handbook: Fourth Edition, Focal Press, Burlington, 2008.
4. Charlotte Worthington, Basics Film making of Producing, AVA Publishing (UK) Ltd., Switzerland, 2009.



**BVC 3531****MEDIA LAWS AND ETHICS****5 Hours/ 5Credits****Course Objective:**

To enable the learners to gain knowledge on the importance of laws and ethics of media.

**Learning outcome**

- The learner knows the basics of Indian constitution and fundamental rights
- The learner explains media acts and code of ethics in various circumstances.

**UNIT I**

Indian Constitution - Fundamental Rights – Right to Information – Freedom of Expression – Freedom of Press – Contempt of Court – Defamation – Libel and Slander

**UNIT II**

Press and Registration of Books Act – Indian Telegraphy Act – Copy right Act – Official Secrets Act – Indecent Representation of Women (Prohibition) Act – Indian Penal Code – Press Council

**UNIT III**

Ethics of Advertising & Public Relations – Advertising and Social issues – Ethics in Advertising – ASCI (Advertising Standards council of India) Code – Media and Public relations – Ethics of Public Relations

**UNIT IV**

Code of ethics of Radio and TV and Cinema – Social responsibility of media – Chanda Committee – Verghese Committee – Ethics of Broadcasting – CBFC – Film Censorship – PrasarBharathi – VividhBharathi – Joshi Committee – Broadcast Regulation Bill (2007) – Cable TV Act

**UNIT V**

Cyber laws – Impact of Internet and Web – Plagiarism – Obscenity and Indecency – Social Networking – Cyber crime

**Reference Books:**

1. ParanjyGuhaThakurta, Media Ethics, Oxford University Press, New Delhi, 2012
2. Yashada, Right to Information Act 2005, Tata McGraw- Hill Publishing Company Limited, New Delhi, 2006.
3. Seema Hasan, Mass Communication –Principles and Concepts, CBS Publishers &Distributors Pvt Ltd, New Delhi, 2013

**BVC 3623****3 D ANIMATION****6 Hours/ 6Credits****Course Objective:**

To enable the learners to gain knowledge on 3 D animation.

**Learning Outcome:**

- The learner knows the basics of animation.
- The learner understands the various tools of modeling.

**UNIT I**

Modeling – Introduction to MAYA – Tools for modeling- Create Basic Modeling – Poly Modeling – Face – Body – Hand- Ear

**UNIT II**

Shading – Introduction to Hyper shade – Maya nodes – 2D &3D Textures for UV mapping

**UNIT III**

Lighting- Introduction to Maya lights – Using default lights for Interior and Exterior - Shadow – Introduction to Monterey - Caustics – Illumination – final gathering

**UNIT IV**

Visual effects (dynamics) – Introduction to Particals – Fluid – fields- Soft and Rigid Bodies – Effects

**UNIT V**

Rigging– Introduction for rigging -Skeleton - Creating two leg skeleton – Skimming- Principles of animation – Introduction to Walk cycle – Camera rendering

**Evaluation Pattern:**

Continuous assignment marks will be given on the basis of practical seminars conducted in the lab.

The end of the semester exam will be based on projects conducted in the lab and will be evaluated for 100 marks.

**Reference Books:**

Danny Riddle, Andrew Birtt, MAYA, Peachpit, 2002.

John Kundet, Mick Carkins, Gibbs, Eric Kun Zendof, DariushDevakhshani, Mastering Maya 8.5, John Willy and Sons, New Delhi, 2008.

DariushDevakhshani, Introducing Maya, John Willy and Sons, New Delhi, 2010.

**BVC 3625****MEDIA PRODUCTION – I****6 Hours/ 6Credits****Course Objective:**

To enable the learners to gain knowledge on media production.

**Learning Outcome:**

- The learner gets exposure to photography.
- The learner edits the audio and video programs.

**The specializations for the students are;**

1. Photography (Event photography, Product Photography, Architect Photography, Portrait)
2. Editing (Audio Video Editing, Transitions, Titling)
3. Short Film and documentary (One minute short film, PSA, Television Documentary)

**Evaluation Pattern:**

Assessment I and Assessment II will be evaluated for 25 = 25 = 50 Marks and the record note will be evaluated for 25 Marks

**Reference Books:**

1. Scott Kelby, The Digital Photography, Second Edition, Peachpit Press, 2013.
2. Rick Sammons, Complete guide to Digital Photography, W.W. Norton & Company Inc., 2004.
3. Gerald Millerson, Jim Owens, Video Production Handbook: Fourth Edition, Focal Press, 2008.

**BVC 3225****PRACTICAL THEATRE****3 Hours/ 2Credits****Course Objective:**

To enable the learners to get knowledge on the practical theatre.

**Learning Outcome:**

- The learner knows the basics of theatre.
- The learner performs street play and Mime.

**UNIT I**

The games for actors - games for improving imagination – concentration – team spirit  
- spontaneity

**UNIT II**

Body, Mind, Voice Coordination through games and exercises

**UNIT III**

Various theatre forms - traditional – proscenium and other experimental theatre forms

**UNIT IV**

Creating scripts through Folk tales -short stories –poetries – issues and incidents

**UNIT V**

Play: working with scripts – planning rehearsals – performances

**Evaluation Pattern:**

All tests and quiz marks will be assessed on individual exercise and group performances. End of the semester exam will be assessed on the basis of a full length play production. Group performances will be evaluated. Internal 75 marks External 25 marks.

**Reference Books:**

1. Se. Ramanujam Naadakak Katturaigal Compiled by C. Annamalai, Kaavya Publishers, 2003.
2. Gill Foreman A Practical Guide to working in Theatre, First Edition, A & C Black Publishers, London, 2009.
3. Sally Mackey, Practical Theatre, First Edition, NelsonThomes, Cheltenham, 1997.
4. Alison Oddey, Devising Theatre: A Practical and Theoretical Handbook, First Edition, Routledge, New York, 1996.

**BVC 3200**

**ENVIRONMENTAL STUDIES**

**4 Hours/ 2 Credits**

**Course Objective:**

To enable the learners to gain knowledge on the importance of environment.

**Learning Outcome:**

- The learner knows the basics of environment.
- The learner understands the effects of pollution at local and global levels.

**UNIT I**

Introduction – multidisciplinary nature of environmental studies – Basics of Lithosphere – hydrosphere – Biosphere.

**UNIT II**

Sustainable energy – solar energy – energy from earth's forces – energy from biomass – nuclear energy – best resources – use and overexploitation – energy crisis – deforestation – afforestation measures.

**UNIT III**

Ecosystem – structure – function – Pond ecosystem – Grass land eco system – Food chain – Food web – energy flow pyramid.

**UNIT IV**

Biodiversity – Ecosystem diversity – hotspots – Eco tourism – Pollution – Water pollution – air pollution – Land Pollution – Global warming – Acid Rain – Ozone Depletion.

**UNIT V**

Media Environment – Global environmental issues and media responses – documentaries and feature film relating to environment.

**Evaluation Pattern:**

Assessment I and Assessment II will be evaluated for 25 = 25 = 50 Marks and the record note will be evaluated for 25 Marks

**Reference Books:**

1. Deena Kaye, James LeBrecht, Sound and Music for the theatre: the art and technique of design, Gulf Professional Publishing, 2000.
2. Erach Bharucha, Environmental studies for Undergraduate Courses, University Press, 2006.

**BVC 3622****FICTION AND FILM****6 Hours/ 6Credits****Course Objective:**

To enable the learners to obtain knowledge on fiction and film.

**Learning Outcome:**

The learner knows the history of fiction and film.

The learner understands the narrative structure, character building and elements of adaption.

**UNIT I**

History of cinema – Principles of film – Narrative form and non – formative form – Dividing a film into genres (language, style, grammar, syntax)

**UNIT II**

Understanding various narrative structures – Epic – Folktales – Short stories – novel – drama – Elements of visual narratives - plot, theme, character, settings, point of view - Scenes and Sequences

**UNIT III**

Character building – time, space and action – Character Checklist: physical, sociological and psychological data – Dialogue – Text and Sub text – Screenplay

**UNIT IV**

Elements of Adaptation – Transformation and Improvisation – from fiction to film

**UNIT V**

World Cinema: Charles Dicken's Oliver Twist – Alice Walker's Colour Purple  
Indian Cinema: Balu Mahendra's Kathai Neeram – Short stories / short films and selected short films.

**Evaluation Pattern:**

End of semester exams will be conducted for 100 marks

**Reference Books:**

1. Richard Meran Barsam, Nonfiction film: A Critical History, Indian University Press, New Delhi, 1992
2. Deborah Cartmell, I.Q. Hunter, Heidi Kaye, Imelda Whelehan, Classics in film and fiction, Pluto Press, 2000
3. David Bordwell, Narrative in the fiction film, University of Wisconsin Press, 1985
4. Linda Seger, Art of Adaptation: Turning Fact and Fiction into Film, First Edition, Owl Books, New York, 1992.

**BVC 3624 DEVELOPMENT COMMUNICATION****6 Hours/ 6Credits****Course Objective:**

To enable the learners to gain knowledge on the origin and evolution of development communication.

**Learning Outcome**

The learner knows the origin of development communication.

The learner undertakes projects for the development of the society.

**UNIT I**

Introduction to development - Dynamics of development – Developmental issues – Development indicators – Role of Communication in development – Approaches to Development Communication

**UNIT II**

Origin of development communication concept - Post II world war – Rise of International Communication – Early years of development - Role of Everet Rogers – Wilbur Schramm in development – Focus on Tele communication

**UNIT III**

Development Communication - Need for development Communication – Models of development Communication – Differences between communication and development communication – Role of media in Development – Using folk forms for social change

**UNIT IV**

Media for rural development – Radio and TV development programmes – Agriculture, Health, Education, Environment, Cultural Preservation – National Integration – SITE – Kheda Project

**UNIT V**

Modernization – Diffusion of Innovation – Culturist model – Self Reliance - New Communication Technologies and Development - Development Support Communication – Participatory Communication

**Evaluation Pattern:**

End of semester exams will be conducted for 60 marks in theory and for the remaining 40 marks the continuous assessment mark will be added.

**Reference Books:**

1. Paolo Mefalopulos, Development Communication Source book, The World Bank, Washington, 2008.
2. Thomas L. McPhail, Development Communication, A John Wiley & Sons Ltd., Publication, 2009.
3. Seema Hasan, Mass Communication – Principles and Concepts, CBS Publishers & Distributors Pvt Ltd, New Delhi, 2013.

**BVC 3532****INTERNSHIP****5 Hours/ 5Credits****Course Objective:**

To enable the learners to gain field knowledge on media.

The Internship training takes the students to the next level of growth in their career giving them a chance to exhibit their talents. Every student gets an opportunity to work in a firm of their choice, to continue their career in the future.

Moreover the internship enacts as a platform for employment. The internship period is for a minimum of 300hours.

The students will be assessed in terms of the knowledge, they acquired from the institutions they worked, thereby giving us the clear picture of where they stand in the growth ladder.

**Evaluation Pattern:**

The work will be assessed by both internal and external examiners for 75 marks and a vice voce will be conducted by the panel for 25 marks.

**BVC 3626****MEDIA PRODUCTION- II****6Hours / 6Credits****Course objective:**

To enable the learners to have knowledge on photography, editing and short film making.

**Learning Outcome:**

- The learner gets field experience in taking photographs.
- The learner gets field experience in editing and short film making.

**The specializations for the students are**

1. Photography (Creative wedding photography, Nature Photography, Landscape Photography, Candid Photography)
2. Editing (Audio Video Editing, Transitions, Titling, Visual Effects)
3. Short Film and documentary (short film, Tele Film, Documentary on social issues)

**Evaluation Pattern:**

Assessment I and Assessment II will be evaluated for 25 =25 = 50 Marks and the record note will be evaluated for 25 Marks

**Reference Books:**

1. CharlotteWorthington, Basics Film making of Producing, AVA Publishing (UK) Ltd, Switzerland, 2009.
2. Gorham Kindem, Robert B. Musburgerm, Introduction to Media Production: The path to digital media production, Focal press, Burlington, 2005.

**BVC 3226****ART FROM ANYTHING****3 Hours/ 2 Credits****Course Objective:**

To enable the learners to gain knowledge on making art works from any available material.

**Learning Outcome:**

- The learner understands the methods of making art.
- The learner makes art from any available material.

**UNIT I**

Making greeting cards using handmade papers – Dry flowers – Dry leaves and any available materials

**UNIT II**

Miniature Sculpture carvings – Candles – Soap, Chalk and Clay and from other available materials

**UNIT III**

Rubber Castings – Reproducing ant figures and design

**UNIT IV**

Wall Hangings- Decorative design using glass, wood, stain glass and cloth

**UNIT V**

Origami and paper craft

**Evaluation Pattern:**

Continuous assignment marks will be given on the basis of practical exercises given for each unit.

**Reference Books:**

1. Joanna Lorenz, Harriet Lanzer, Make it yourself, Annes Publishing Limited, 1997.
2. Neelam Verma, Traditions : A Complete Book of Indian Arts and Crafts Motifs: Special Reference to Rangoli Design, English Edition Publishers and Distributors, 2005.
3. Elizabeth Cumming, Wendy Kaplan, The arts and crafts movement, Thames and Hudson, 1991.
4. Dona Z. Meilach, Creating Art from Anything: Ideas, Materials, Techniques, 1974

*UNDERGRADUATE DEPARTMENT OF VISUAL COMMUNICATION***Program for B.Sc. Visual Communication (SF) – CBCS – 2020**

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	I	XXX xxxx	TAM/FRE/HIN	3	2	30
1	II	ENS 1201	Conversational Skills	3	2	30
s1	III C	BVC 1521	Introduction to Visual Communication (T)	5	5	75
1	III C	BVC 1421	Visual Literacy (T)	4	4	60
1	III C	BVC 1423	Drawing (P)	4	4	60
1	III S	BVC 1425	Advertising and Public Relations (T)	5	4	60



1	IV NME	BVC 1225	Camera Handling Techniques	3	2 <sup>BVC 33</sup>	30
1	IV LS I	BVC 1227	Design for Print I	3	2	30
			<b>Total</b>	<b>30</b>	<b>25</b>	<b>375</b>
2	I	XXX xxxx	TAM/FRE/HIN	3	2	30
2	II	ENS 1202	Reading & Writing Skills	3	2	30
2	III C	BVC 1428	Graphic Art	4	4	75
2	III C	BVC 1532	Fundamentals of Photography (T)	5	5	60
2	III C	BVC 1432	Fiction and Film	4	4	60
2	III S	BVC 1426	Media Management	5	4	60
2	IV NME	BVC 1226	Commercial Photography	3	2	30
2	IV LS II	BVC 1228	Design for Print II	3	2	30
2	V	XXX xxxx	Ext. Activity NSS/NCC/PED/SLP		1	15
			<b>Total</b>	<b>30</b>	<b>25+1</b>	<b>390</b>
3	I	XXX xxxx	TAM/FRE/HIN	3	2	30
3	II	ENS 1202	Study Skills	3	2	30
3	III C	BVC 2523	Theatre and Cinema	5	5	75
3	III C	BVC 2531	Film Studies (T)	5	5	75
3	III C	BVC 2537	Introduction to Sound	5	5	75
3	III C	BVC 2439	Media Production (P)	5	4	60
3	III S	BVC 2431	Screen Writing (P)	4	4	60
			<b>Total</b>	<b>30</b>	<b>27</b>	<b>405</b>
4	I	XXX xxxx	TAM/FRE/HIN	3	2	30
4	II	ENS 2202	Career Skills	3	2	30
4	III C	BVC 2432	Audio Production	4	4	60
4	III C	BVC 2532	Theories of Communication (T)	5	5	75
4	III C	BVC 2536	Video Editing(P)	5	5	75
4	III C	BVC 2538	Animation Techniques (P)	5	5	75
4	III S	BVC 2534	Cinematography	5	5	75
4	V	XXX xxxx	Ext. Activity NSS/NCC/PED/SLP		1	15
			<b>Total</b>	<b>30</b>	<b>28+1</b>	<b>435</b>

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
5	III C	BVC 3621	Television Production (T)	6	6	90
5	III C	BVC 3529	Visual Analysis (T)	6	6	90
5	III C	BVC 3631	Media Laws	6	6	90
5	IV LS III	BVC 3225	Practical Theatre (P)	3	2	30
5	IV	BVC 3200	Environmental studies (T)	4	2	30
5	IV	HVS 3200	Human Value Development	4	2	30
			<b>Total</b>	<b>29</b>	<b>24</b>	<b>360</b>
6	III C	BVC 3902	Pre - Internship	9	9	135
6	III C	BVC 3904	Internship	10	9	135
6	III C	BVC 3906	Post Internship	9	9	135
6	IV LS	BVC 3226	Art from Anything	3	2	30
			<b>Total</b>	<b>31</b>	<b>29</b>	<b>435</b>

*Supportive*

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	III	BVC 1425	Advertising and Public Relations (T)	5	4	60
2	III	BVC 1426	Media Management	5	4	60
3	III	BVC 2431	Screen Writing	5	4	60
4	III	BVC 2534	Cinematography	5	5	75

**Courses offered to Non – Major students by the Department of Visual Communication (UG)**  
**Non-Major Elective**

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	IV NME	BVC 1225	Camera Handling Techniques	3	2	30
2	IV NME	BVC 1226	Commercial Photography	3	2	30

**Life Skill Courses**

Sem	Part	Course Code	Course Title	Hr/Wk	Cr.	Marks
1	IV LS I	BVC 1227	Design for Print I	3	2	30
2	IV LS II	BVC 1228	Design for Print II	3	2	30
5	IV LS III	BVC 3225	Practical Theatre (P)	3	2	30

## Value Added Course Syllabus

Sem	Course Code	Course Title	Hr / Wk	Cr.
I	BVC121V	Content Writing	2	2
II	BVC122V	Brochure Designing	2	2
III	BVC221V	Anchoring (VJ/RJ)	2	2
IV	BVC222V	Management of YouTube Channel	2	2
V	BVC321V	Audio Podcasting	2	2
VI	BVC322V	Digital Painting	2	2
		<b>Total</b>	<b>12</b>	<b>12</b>

**BVC 1225****Camera Handling Techniques****3 Hours/ 2 Credits**

This course is aimed at introducing the basic concepts of Camera. It is also aimed at concentrating on the parts, types and its usages in various fields of photography. In addition, it is aimed at providing the current concepts of camera angles, shots and use of filters in the field of photography.

*At the end of the course the students will be able to:*

- i. Recognize the basic concepts of camera, working and usage of camera
- ii. Explain the usage of camera filters, angles and light meter
- iii. Classify the different types of shots and its usage
- iv. Compare the effects of shutter speed, aperture, ISO and depth of focus in photographs
- v. Evaluate and develop digital photographs

*Unit I*

Introduction to camera: Eye and Camera - Parts of Camera - on film - Handling the camera – Components of camera – Types of camera: Digital, SLR, DSLR and Camcorders - Lens – Types of lenses - filters – bellows - converters

**8 Hrs***Unit II*

Focusing - Aperture - Shutter speed - ISO - Depth of field - Depth of focus – Exposure – light meter – Types of metering modes - Working with different modes in camera - Camera filters - Color correction filter - Color composition filters

**8 Hrs***Unit III*

Shots - Subjective angles - Objective angles - Point of view angles - Close-up - Extreme close-up - Close shot - TV close - Mid shot - Mid long shot - Long shot - Full shot - Fixing a master shot and Cut shots - Over the shoulder shot - Imaginary line - Shot continuity

**7 Hrs***Unit IV*

Lens - Materialize a shot - Choosing angle - Deciding the depth of field due to lens - Macro lens - Macro zoom - Angle of coverage - Height of the camera - Eye level - Low angle - High angle - Top angle - Bird eye view - Point of view - Warms view - Camera angle for mood - Camera angle for emotion

**7 Hrs**

*Unit V*

Imaging Techniques - Color correction – HSL – Levels and curves – Image manipulation – Photo Journalism **7 Hrs**

*Evaluation Pattern:*

Students should submit digital photos for continuous internal assessment of 75 marks. The marks obtained out of 75 in internal assessment and the marks obtained out of 25 in external examination will be added up.

*Text Books:*

1. Dennis P. Curtin (2011), The Textbook of digital photography, Third edition.
2. Michael Freeman (2007), The Photographer's Eye: Composition and Design for Better Digital Photos (2nd Ed), Focal Press.

*Reference Books:*

1. Liz Wells, 2015, Photography: A Critical Introduction, Routledge Publisher, London
2. Ian Farrell, 2014, Complete Guide to Digital Photography, Quercus Publishing, United Kingdom
3. Chris Gatcum, 2015, The Complete Book of Photography: The Essential Guide to Taking Better Photos, AE Publications, United Kingdom
4. Kenneth Kobre & Betsy Brill, 2004, Photojournalism: The Professionals' Approach, Volume I, Focal Press, Waltham, Massachusetts Volume
5. Eisman, Dugan, and Grey, 2010, Real World Digital Photography, Pearson/Prentice Hall, New Jersey

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

*Mean: 4*

**BVC 1227****Design for Print I****3 Hours / 2 Credits**

This course is designed to provide hands-on experience in Photoshop. It is also designed to focus on the creation of logo, layout and page design by using Photoshop. It is as well designed to provide the applied concepts in guidelines and process of photo manipulation.

*At the end of the course the students will be able to:*

- i. Recognize the functional concepts of Photoshop and its tools
- ii. Classify the methods of filling colors and inserting pictures and shapes
- iii. Use designs and patterns to create presentations
- iv. Analyze the web gallery in Photoshop
- v. Create animations and presentations in Photoshop

*Unit I*

Photoshop – Introduction - File menu - Tools - Drawing lines & shapes

**8 Hrs***Unit II*

Inserting picture and shapes - Filling colors - Text effects - Working with layers - Filters **7Hrs**

*Unit III*

Creating design patterns - Photoshop presentations - Static and Dynamic presentation

**7 Hrs***Unit IV*

Web and Web Gallery using internet explorer in photoshop

**7 Hrs***Unit V*

Creating animations using image - Creating animations and presentations - Tips and tricks in Photoshop  
**8 Hrs**

*Evaluation Pattern:*

Students should submit digital photos for continuous internal assessment of 75 marks. The marks obtained out of 75 in internal assessment and the marks obtained out of 25 in external examination will be added up.

*Text Books:*

1. Adobe Photoshop CC Classroom in a Book (2019 Release)
2. Glyn Dewis (2014). The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques, Peachpit Press.

*Reference Books:*

1. Andrew Faulkner and Conrad Chavez, 2018, Adobe Photoshop CC Classroom in a Book, Adobe Publisher, California
2. Jeff Carlson, 2017, Adobe Photoshop Elements 13 Classroom in a Book, First Edition, Adobe Press, California
3. Cheryl Brumbaugh and Duncan, My Photoshop Elements 13 (My...) First Edition, Kindle Edition, Que Publishing
4. Glyn Dewis, 2015, The Photoshop Workbook Professional Retouching and Compositing Tips, Tricks, and Techniques, Peach pit Press
5. Barbara Obermeier and Ted Padova, 2019, Photoshop Elements 2020 For Dummies For Dummies, First Edition, Adobe Publisher, California

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

*Mean: 4*

**BVC 1226****Commercial Photography 3 Hours/ 2Credits**

This course aims to introduce the basic concepts of photography. It also aims to focus on the parts of camera, use of filters, use of lights and the usage of camera in various fields of photography. In addition, it aims to provide the contemporary concepts of the responsibility of photographer in product photography and wedding photography.

*At the end of the course the students will be able to:*

- i. Recognize the applied concepts of product photography
- ii. Explain the importance and usage of photography in advertising
- iii. Apply photography in scientific field
- iv. Compare the effects of fine art photography and digital photography
- v. Evaluate and develop digital photographs by using software

*Unit I*

Product Photography – Overview - significance – Role in promotion of products - Categorization of products – Lighting Equipments – Types of lighting units – Accessories – Digital Lights - Study of Concepts – Props – Backgrounds – Models – equipment **7 Hrs**

*Unit II*

Photography in Advertising – Relationship of Coordination – Working Schedules - Equipment and techniques - Planning - Stage setting – Modeling - Make-up - Uses and importance of medium - Format and large format cameras - Model release - Property release **8 Hrs**

*Unit III*

Scientific application - Ultra Violet photography - Infrared Photography – Forensic Photography - Aerial Photography – Astro Photography - Medical & Bio Medical Photography – Underwater Photography – Close up Photography - Micro and Macro photography **7 Hrs**

*Unit IV*

Fine art photography – Overview - Painting and Photography Relations – Aesthetics of Fine Art photography – Light – Shade – Objects– Shape – Form – Line – Texture – Pattern - Exploring concepts Abstract – Still life – Nude – Portraiture – Character portraiture – Candid - Fine art photography - Commercial considerations - Fine Art and Computer Graphics – New form of Fine Art photography – Digital Photography - Portraiture Indoor and outdoor **8 Hrs**



*Unit V*

Photo journalism - Snap shots - News papers - Weekly news magazine. - Eye witness - Methods and techniques - Politics and realism - Spot news - Photo feature - Photo sequence **7 Hrs**

*Evaluation Pattern:*

Students should submit digital photos for continuous internal assessment of 75 marks. The marks obtained out of 75 in internal assessment and the marks obtained out of 25 in external examination will be added up.

*Text Books:*

1. Selina Maitreya (2007), How to Succeed in Commercial Photography: Insights from a Leading Consultant, Allworth Press
2. Scott Kelby (2011), Light It, Shoot It, Retouch It: Learn Step by Step How to Go from Empty Studio to Finished Image, Rocky Nook Press

*Reference Books:*

1. DSLR for Beginners, 2015, Well Being Publishing House, Kindle Edition
2. Al Judge, 2014, Understanding DSLR Lenses, Subtle Vision Media, Kindle Edition
3. Al Judge, 2013, The Art of Photography, Subtle Vision Media, Kindle Edition
4. Al Judge, 2014, Mastering Digital Cameras, Subtle Vision Media, Second Edition
5. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press: USA
6. Rick Sammons, 2004, Complete guide to Digital Photography, W.W. Norton & Company Inc.,

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

Mean: 4

**BVC 1228****Design for Print II****3 Hours / 2 Credits**

This course aims to provide hands on experience in CorelDraw. It also aims to focus on the applications of dots, lines, shapes and composition in CorelDraw. In addition, it aims to provide hands on experience in creating logo, layout, advertisements and visiting cards with CorelDraw.

*At the end of the course the students will be able to:*

- i. Recognize the functional concepts of CorelDraw and its tools
- ii. Classify the drawing tools and inserting pictures, shapes, tables and objects
- iii. Use special effects and patterns to create presentations
- iv. Analyze the color shades and shadows in CorelDraw
- v. Create business cards, pamphlets and banners in CorelDraw

*Unit I*

Corel draw – Introduction – Menu - Tools – Layers

**7 Hrs***Unit II*

Drawing – Lines - Shapes - Inserting pictures – Objects – Tables – Templates

**7 Hrs***Unit III*

Adding special effects - Exporting drawings - Outlining and filling objects - Inserting symbols and Clip arts

**7 Hrs***Unit IV*

Working in Corel draw presentation – Adjusting the position - Resizing – Positioning – Merging - Color shades and Shadows working with advanced effects - Special interactive effects

**8 Hrs***Unit V*

Short cut keys in Corel draw – Creating business cards – Pamphlets – Banners - News papers - Books

**8 Hrs***Evaluation Pattern:*

Students should submit digital photos for continuous internal assessment of 75 marks. The marks obtained out of 75 in internal assessment and the marks obtained out of 25 in external examination will be added up.

*Text Books:*

1. Gary David Bouton (2014), CorelDraw X8: The Official Guide Book, McGraw-Hill Education; 12 edition
2. Satish M. Geetha Jain (2018), Corel Draw Training Guide.

*Reference Books:*

1. Gary David Bouton, 2014, CorelDRAW X7: The Official Guide, Eleventh Edition, McGraw Hill Education, United States
2. Daniel Gary & Gary David Bouton, 1995, Coreldraw! 6, First Edition, New Riders Pub, Sage, India
3. Peter Schiessl, 2018, CorelDraw 2018 Build-Up Volume, Independently Published
4. Shane Hunt, 1997, Coreldraw 8 F/X: Inventive Techniques & Outrageous Effects, Ventana Pr,
5. Steve Schwartz, 2002, CorelDRAW 11 for Windows, First Edition, Peach pit Press, United States

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

*Mean: 4*

**BVC 2531****Film Studies 5 Hours / 5 Credits**

This course is designed to introduce the applied concepts of films. It is also designed to focus the developments of world cinema, Tamil cinema and ISM in cinema. In addition, it is designed to provide the contemporary concepts of narrative structure, film genre and film appreciation.

*At the end of the course the students will be able to:*

- i. Recognize applied concepts of film studies
- ii. Describe impacts of cultural movement in cinema
- iii. Compare narrative structure of Tamil and World cinemas
- iv. Evaluate trends of Tamil and World cinemas
- v. Perform film appreciation, criticism and analysis of Tamil cinema

*Unit I*

Introduction to world cinema - History of world cinema - Lumiere Brothers - Thomas Alwa Edison - Cinematograph - Kinetoscope - The Birth of Nation - Pudovkin - Kulasev effect - D.W. Griffith **12 Hrs**

*Unit II*

Introduction to Tamil cinema - First talkie movie in Tamil - Samikannu Vincent - Nataraja Mudhaliyar - Directors of 80's Tamil cinema - K. Balachander - Mahendran - Bharathiraja - Manirathnam – Balumahendra **15 Hrs**

*Unit III*

ISM in cinema - Realism - Surrealism - German Expressionism - French impressionism and soviet montage - Italian neo realism - French new wave - Modernism – Postmodernism **15 Hrs**

*Unit - IV*

Narrative structure - Linear narrative structure - Non linear narrative structure - Time and space in cinema - Film genre - Historical - Periodical - Horror - Action - Documentary - Music - War - Sci-Fi **15 Hrs**

*Unit - V*

Film Appreciation - Film Criticism - Film Analysis - Film Critics - Roles and Responsibility - CBFC - Types of Audiences **10 Hrs**

*Evaluation Pattern:*

End of semester exams will be conducted for 100 marks.

*Text Books:*

1. M.K. Raghavendra (2017), Beyond Bollywood: The Cinemas of South India, Harper Collins.
2. As  
hish Rajyadhaksha (2012), Indian Cinema in the Time of Celluloid from Bollywood to the Emergency, Tulika Publishers

*Reference Books:*

1. Jill Neldes, 2011, Introduction to Film Studies, Routledge, New Delhi, India
2. Annette Kuhn & Guy Westwell, 2012, A Dictionary of Film Studies, Oxford University Press, Oxford, United Kingdom
3. Ahmed Omar, Studying Indian Cinema, Penguin, Auteur Publishing
4. Andre Bazin, 2004, What is Cinema? First Edition, University of California Press, USA
5. David Bordwell, 2007, Poetics of Cinema, First Edition, Routledge

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	2			
CO 3				3		
CO 4					4	
CO 5						5

Mean: 3.4

**BVC 2538****Animation Techniques****5 Hours/ 5 Credits**

This course intends to provide practical experience in 2D and 3D animation. It also intends to focus on the applications of animation with reference to creating story board, editing symbols and developing frame by frame animation. In addition, it intends to provide the applied concepts of web banner creation, icons creation and app creation

*At the end of the course the students will be able to:*

- i. Recognize practical concepts of 2D and 3D Animation
- ii. Explain tools, techniques and types of animation
- iii. Employ software Adobe Flash and Maya for frame by frame animation and Modeling
- iv. Apply and evaluate with web color and web pages for web banner creation
- v. Develop icons and app

*Unit I*

Introduction to Animation - Computer animation - Principles of Animation - Animation Production - Animation tools and techniques - Computer animation production tasks - Introduction to Maya - Modeling - Tools for Modeling - Create Basic Modeling - Poly modeling

*15 Hrs***Unit II**

Types of animation- Introduction to 2d animation - Creating Story Board - Overview of Adobe Flash - Explore the panels - Creating and editing the symbols - Writing a basic Action Script - Shading - Ramp shader and Ocean shader - 2d and 3d textures for UV mapping

**15 Hrs***Unit III*

Frame by frame animation - Motion tweening - Shape tweening - Creating a mask - Creating a button - Motion guide and motion guide path - Application of Maya - Lights and Shadows - Texturing and lighting

**13 Hrs***Unit IV*

Introduction to Interactive Multimedia - About Internet - Basic HTML Scripting - Web colors - Developing interactive web pages - Web banner creation

**12 Hrs***Unit V*

Icons and app creation (logo) - Text more on flash - Create a glowing text - Jumping letters - Converting Flash file into MOV file - Introduction Fluids – Fields - Soft and Rigid Bodies - Effects - Rigging Basics

**12 Hrs***Project Outline:*

- 2D Product Ad
- Portfolio
- Web designing (Front Page)

*Evaluation Pattern:*

Students should maintain two records. One record should be maintained for class work and another record should be maintained for homework. On the basis of presentation in records, the continuous internal assessment will be carried out for 25 marks. Practical exams will be conducted for 75 marks. The obtained marks will be added up.

*Text Book:*

1. Richard Williams (2009). The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators. Faber Publishing.

*Reference Books:*

1. Satish Jain, 2016, Adobe Flash Professional CS6 Training Guide (First Edition), BPB Publications, New Delhi, India
2. DT Editorial Service, 2016, Animation 2D Digital: Advanced. 3G E-Learning (First Edition), Dream tech Press - Books & Education solutions, New Delhi, India
3. DT Editorial Service, 2016, HTML5 Black Book (Second Edition), Dream tech Press - Books & Education solutions, New Delhi, India

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					4	
CO 5						5

Mean: 3.8

**BVC 3631****Media Laws****6 Hours/ 6 Credits**

This course intends to introduce the basic concepts of media laws and ethics. It also intends to focus on the usage of acts related to book, press, and telegraphy, copy right, official secrets and indecent representation of women prohibition, Indian Penal Code and press council. In addition, it intends to provide the current concepts not only on code of ethics of Radio, TV and Cinema but also on impact of new media, cyber crimes and cyber laws.

*At the end of the course the students will be able to:*

- i. Recognize the basic concepts of laws and ethics of media
- ii. Explain the fundamental rights and important acts
- iii. Use the code of ethics of different media
- iv. Analyze the ethics in advertising and ethics of public relations
- v. Evaluate the ethical codes of new media and plan for their implementation

*Unit I*

Indian Constitution - Fundamental Rights - Right to Information - Freedom of Press - Contempt of Court  
- Defamation - Libel and Slander **15 Hrs**

*Unit II*

Press and Registration of Books Act - Indian Telegraphy Act - Copy right Act - Official Secrets Act -  
Indecent Representation of Women (Prohibition) Act - Indian Penal Code - Press Council

*20 Hrs***Unit III**

Ethics of Advertising & Public Relations - Ethics in Advertising - ASCI (Advertising Standards council  
of India) Code - Ethics of Public Relations **15 Hrs**

*Unit IV*

Code of ethics of Radio and TV and Cinema - Chanda Committee - Verghese Committee - Ethics of  
Broadcasting - CBFC - Film Censorship – Prasar Bharathi – Vividh Bharathi - Joshi Committee -  
Broadcast Regulation Bill (2007) - Cable TV Act **18 Hrs**

*Unit V*

Cyber laws - Impact of Internet and Web - Plagiarism - Obscenity and Indecency - Social Networking -  
Cyber crime **14 Hrs**

*Evaluation Pattern:*

End of semester exams will be conducted for 100 marks.



*Text Book:*

1. Neelamalar, 2010, Media Law and Ethics, PHI Learning Private Limited, New Delhi
2. Paranjay Guha Thakurta, Media Ethics, 2012, Oxford University Press, New Delhi

*Reference Books:*

1. Yashada, Right to Information Act 2005, 2006, Tata McGraw- Hill Publishing Company Limited, New Delhi
2. Shweta Jaswal Vikram Singh Jaswal, Cyber Crime and Information Technology Act 2000, 2014, Oxford University Press, New Delhi
3. Kant Mani, A Practical Approach to Cyber Laws, 2017, Kamal Publishers, New Delhi

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

*Mean: 4*

**BVC 3902****Pre - Internship****10 Hours/ 9 Credits**

This Pre internship intends to provide hands on experience in print, electronic and new media. It also intends to focus on the applications of the role of editor, cinematographer, camera man, and script writer and production manager. In addition, it intends to provide hands on experience to create script, edit shots, design layout and take photos in different fields.

*At the end of the course the students will be able to:*

- i. Recognize the basic concepts of internship
- ii. Explain the importance of internship
- iii. Implement skills in different platform
- iv. Analyze the gap between laboratory and land
- v. Evaluate a course of action in media and apply creativity

The Internship training takes the students to the next level of growth in their career giving them a chance to exhibit their talents. As the internship enacts as a platform for employment, the students get opportunities not only to continue their career but also to work of their own choice. Before attending the Internship, the student has to submit a small report regarding his /her field of interest.

*Evaluation Pattern:*

The work will be assessed by both internal and external examiners for 75 marks. Subsequently, a vice voce will be conducted by the panel for 25 marks. The obtained marks shall be added up

<b>Bloom's Taxonomy</b>						
	<b>K1</b>	<b>K2</b>	<b>K3</b>	<b>K4</b>	<b>K5</b>	<b>K6</b>
<b>CO1</b>	1					
<b>CO 2</b>		2	3			
<b>CO 3</b>				4		
<b>CO 4</b>					5	
<b>CO 5</b>						5

*Mean: 4*

**BVC 3904****Internship****10 Hours/ 9 Credits**

This internship intends to provide hands on experience in print, electronic and new media. It also intends to focus on the applications of the role of editor, cinematographer, camera man, and script writer and production manager. In addition, it intends to provide hands on experience to create script, edit shots, design layout and take photos in different fields.

*At the end of the course the students will be able to:*

- i. Recognize the basic concepts of internship
- ii. Explain the importance of internship
- iii. Implement skills in different platform
- iv. Analyze the gap between laboratory and land
- v. Evaluate a course of action in media and apply creativity

The Internship training takes the students to the next level of growth in their career giving them a chance to exhibit their talents. As the internship enacts as a platform for employment, the students get opportunities not only to continue their career but also to work of their own choice.

The internship period is for a minimum of period of 300 hours. As soon as the internship is over, the acquired knowledge, experience and creativity of the students will be assessed so as to give a clear picture of where they stand in the growth ladder.

*Evaluation Pattern:*

The work will be assessed by both internal and external examiners for 75 marks. Subsequently, a vice voce will be conducted by the panel for 25 marks. The obtained marks shall be added up

<b>Bloom's Taxonomy</b>						
	<b>K1</b>	<b>K2</b>	<b>K3</b>	<b>K4</b>	<b>K5</b>	<b>K6</b>
<b>CO1</b>	1					
<b>CO 2</b>		2	3			
<b>CO 3</b>				4		
<b>CO 4</b>					5	
<b>CO 5</b>						5

*Mean: 4*

**BVC 3906****Post Internship****10 Hours/ 9 Credits**

This Post internship intends to provide hands on experience in print, electronic and new media. It also intends to focus on the applications of the role of editor, cinematographer, camera man, and script writer and production manager. In addition, it intends to provide hands on experience to create script, edit shots, design layout and take photos in different fields.

*At the end of the course the students will be able to:*

- i. Recognize the basic concepts of internship
- ii. Explain the importance of internship
- iii. Implement skills in different platform
- iv. Analyze the gap between laboratory and land
- v. Evaluate a course of action in media and apply creativity

The Internship training takes the students to the next level of growth in their career giving them a chance to exhibit their talents. As the internship enacts as a platform for employment, the students get opportunities not only to continue their career but also to work of their own choice.

The internship period is for a minimum of period of 300 hours. As soon as the internship is over, the acquired knowledge, experience and creativity of the students will be assessed so as to give a clear picture of where they stand in the growth ladder.

*Evaluation Pattern:*

The work will be assessed by both internal and external examiners for 75 marks. Subsequently, a vice voce will be conducted by the panel for 25 marks. The obtained marks shall be added up

<b>Bloom's Taxonomy</b>						
	<b>K1</b>	<b>K2</b>	<b>K3</b>	<b>K4</b>	<b>K5</b>	<b>K6</b>
<b>CO1</b>	1					
<b>CO 2</b>		2	3			
<b>CO 3</b>				4		
<b>CO 4</b>					4	
<b>CO 5</b>						5

*Mean: 3.8*

## Value Added Courses

**BVC 121V**

**CONTENT WRITING**

**2 Hours /2 Credits**

Content writing is a highly skilled area and merging to be a global profession. The course will enable the students to refine their writing skills for the web and understand the industry's demands. The strategy behind selling the content is also the order of the day and will aid the students in understanding the needs.

At the end of the course the students will be able to:

- i. Recognize the basic concepts of content writing
- ii. Explain the different styles of writing required for the web
- iii. Understand the social and the new media
- iv. Analyse the aspects of content writing
- v. Evaluate the different types of content and its writing technique

**Unit 1:** What is content- Content writing- Qualities of a good content writer-Researching before writing

**6 Hrs**

**Unit 2:** Difference among corporate writing, article and sales writing- Attention grabbing headline and introduction- Strategies to market your content

**6 Hrs**

**Unit 3:** Common mistakes while writing- Choosing topics - Importance of social media for writers.

**6 Hrs**

**Unit 4:** Types of content related jobs- Legal aspects of content writing- SEO guidelines

**6 Hrs**

**Unit 5:** Content in Twitter- Content in FB- Content in YouTube- Content in Blog- Content in Instagram

*6 Hrs*

### Reference Books:

1. Joseph Robinson (2020). Content Writing- Step by Step. Audio Book. Charlie Creative Lab. ASIN B087D3SQG2
2. Ann Handley (2014). Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content. Wiley Publisher. ASIN: B00LMB5P0G
3. Tushar Mangl (2016). The Ultimate Guide to Content Writing: Everything you need to know about content writing. ASIN: B01M00UOIQ
4. Roy Peter Clark (2008) Writing Tools: 55 Essential Strategies for Every Writer. Little, Brown Spark. ISBN-10 : 9780316014991, ISBN-13 : 978-0316014991

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

**Mean: 4**

BVC 122V

BROCHURE DESIGN

2 Hours/2 Credits

In this course you will be able to learn about designing a brochure using corel draw. It also aims to concentrate on the usage of typography, image resolution and color modes in design.

*At the end of the course the students will be able to:*

- i. To learn the functioning of Corel Draw
- ii. To learn designing of brochures using Corel Draw
- iii. To adopt the techniques of designing for different documents
- iv. To understand the play of colors and elements
- v. To create designs for brochures

*Unit 1:*

Introduction to Brochure Design – Creating brochure – Working with text – Working with layers. **6 Hrs**

*Unit 2:*

Enhancing the brochure design – Inserting logo – Applying stroke – Aligning objects and elements. **6 Hrs**

*Unit 3:*

Applying effect – Text effect - Drop shadow – Paragraph alignment – Working with shapes – artistic brush. **6 Hrs**

*Unit 4:*

Designing Professional Brochure – Brochure: Menu card – Beauty Parlour – Institution – Furniture showroom **6 Hrs**

*Unit 5:*

Basics of printing – Exporting for print – Comparing output. **6 Hrs**

*Reference Books:*

1. Erich Gamma and Richard Helm and Ralph Johnson and John Vlissides (2015). Design Patterns: Elements of Reusable Object-Oriented Software. Pearson India. ISBN 9789332555402
2. CorelDraw x8 learn graphics designing techniques a beginner's guide, (2018) by Mark Myers, McGraw Hill education ltd, CA.
3. Corel Draw X8: The Official Guide, (2018) By Garry David Bouton, McGraw Hill education ltd, CA.

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6 Creating
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

**Mean: 4**



BVC 221V

ANCHORING (VJ/RJ)

2Hours/ 2 Credits

This course enhances the students to learn the creative and professional skills of becoming Radio Jockey and Video Jockey. This course also gives an eye on different perspectives on Radio and Video speaking.

*At the end of the course, the students will be able to*

- i. Understand the basic techniques of sound and develop the basic skills required for Radio Jockey
- ii. Compute the knowledge for audio script and to know about application of advertisement strategy for audio production
- iii. Identify the knowledge in the basics of music
- iv. Validate and develop the professional skills in video anchoring
- v. Explore the career opportunities in both video and radio anchoring

*Unit 1:*

Basics of sound – Overview of recording studio: Acoustics, Console controlling techniques - Microphone techniques and its usage - Breathing techniques - warm up exercise for voice – Voice Improvisation – Voice modulation

**6 Hrs**

*Unit 2:*

Script for various radio programs – Dubbing – Advertisement in Radio – Spot Advertisement – Sponsored Advertisement – Studio Autocue Reading and recording the voice.

*6 Hrs*

### **Unit 3:**

Basics of Music: Sound – Melody – Harmony – Rhythm – Texture – Structure – Expression – Understanding music theory – Role of RJ in FM Vs AM

*6 Hrs*

### **Unit 4:**

Video Anchoring techniques – Skills required for Video Jockey – Pre production process for various programs – Crowd Organizing techniques – Organizing Live Shows

*6 Hrs*

### **Unit 5:**

Career opportunities as Video Jockey and Radio Jockey

**6 Hrs**

*Reference Books:*

1. Earl Hinz (2016), The Complete Book of Anchoring and Mooring, Cornell Maritime Press
2. Sanjay Gaur (2009), Radio Jockey and TV anchoring, Gaurav Book Centre
3. Simran Kohli (2005), The Radio Jockey HandBook, Fusion Books
4. Neelamalar (2017), Radio Programme Production, PHI Learning Pvt. Ltd.,
5. D-Fuse (2006), VJ: Audio-Visual Art and VJ Culture, Laurence King Publishing

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

**Mean: 4**

BVC 222V

MANAGEMENT OF YOUTUBE CHANNEL

2 Hours/2 Credits

This course is aimed at teaching students to create videos and choosing content. The students will learn how to post videos in YouTube channel with titles, descriptions, and tags.

*At the end of the course the students will be able to:*

- i. To Create successful YouTube channel
- ii. To Make high-quality videos on a budget
- iii. Create clickable thumbnails that get more views
- iv. To create varied content
- v. Understanding the marketing aspects of the channel

*Unit 1:*

Introduction to YouTube interface – Creating a Google account – Creating an YouTube channel

6 Hrs

### **Unit 2:**

Video Resolutions – Lighting – Composition – Choice of content – Show planning

6 Hrs

### **Unit 3:**

Interviews – Scripted content – Basic interview skills – Basic editing skills

6 Hrs

*Unit 4:*

Uploading video – Playlist – Inserting cards in videos –Tags and title

6 Hrs

*Unit 5:*

YT studio – Monetization – Placing ads and automatic ads – Skip able and non-skippable ads

6 Hrs

### **Reference Books:**

1. Sean Cannell (2018). YouTube Secrets: The Ultimate Guide to Growing Your Following and Making, Benji Travis, Lioncrest publications, London
2. Ann Eckhart (2019). How to Start a YouTube Channel for Fun and Profit, Amazon digital services LLC – KDP print, USA.
3. Will Eagle (2019). Youtube Marketing for Dummies. Will Eagle. ISBN 9781119541349

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

**Mean: 4**

BVC 321V

AUDIO PODCASTING

2 Hours/2 Credits

This course is aimed at teaching students to create Audio Podcasting. The students will learn audio recording, editing and manipulation, the student will also be familiarized with podcasting platforms like iTunes, Spotify and google play.

*At the end of the course the students will be able to:*

- i. To start, grow, and monetize podcast
- ii. To setup equipment that is needed to get started
- iii. To record, edit and export a high-quality podcast
- iv. To analyse different audio techniques
- v. To create content for the medium

*Unit 1:*

Introduction to podcasting – creating a iTunes, Spotify and google play account

6 Hrs

**Unit 2:**

Audio recording setups – Microphone for podcasting – basic sound recording.

6 Hrs

*Unit 3:*

Interviews audio recording – audio manipulation – basic audio effects.

6 Hrs

*Unit 4:*

Uploading audio – recording jingles – adding music

6 Hrs

*Unit 5:*

Social media sharing – recording shows and mixing.

6 Hrs

### Reference Books:

1. Martin Spinelli, Lance Dann (2019). Podcasting. Bloomsbury Academic. ISBN 9781501328688
2. Salvador Briggman (2018). Podcasting for Beginners: Start, Grow and Monetize Your Podcast, Amazon digital services LLC – KDP print, USA.
3. Jessica Abel (2019). Out on the Wire: The Storytelling Secrets of the New Masters of Radio, By, Broadway books USA.

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

**Mean: 4**

*BVC 322V**Digital Painting**2 Hours/ 2 Credits*

The course aims to enhance the students' skills in the drawing profession and it also gives the wide knowledge to blend the conventional method of drawing with digital mode.

*At the end of the course the students will be able to:*

- i. Understand the tools usage in the digital painting software and apply the techniques for the drawing
- ii. Analyse and interpret the concepts of interface
- iii. Incorporate the basic concepts of paintings and the application of digital brush for drawing purpose
- iv. Develop the knowledge of color sense and know about its application for the software
- v. Creating the images by using vector tools

*Unit 1:*

Introduction: Downloading and installing using a graphic tablet – External Resources

**6 Hrs**

*Unit 2:*

User Interface – Interface basics – Manipulating the Canvas – Toolbox

**6 Hrs**

*Unit 3:*

Painting fundamentals – Preset Brushes – Importing Brushes – Brush Smoothing and dynamic brush – Gradients and patterns – Layers

*6 Hrs*

#### **Unit 4:**

Working with Color – Color management – Selecting Colors – Color profiles – Soft Proofing – Raw Format

*6 Hrs*

#### **Unit 5:**

Vector tools: Understanding vector objects – Creating Vector objects – Calligraphy Tool – Text Tool – Vector Gradients and patterns

**6 Hrs**

*Reference Books:*

1. Carlyn Beccia (2012), Digital Painting for Complete Beginner, Watson-Guption
2. 3d Total (2009), Digital Painting Techniques: Practical Techniques of Digital Art Masters (Digital Art Masters Series), 1<sup>st</sup> Edition, Routledge
3. Allen Williams (2020), Sketching from the imagination: Creatures and Monsters, 3D Total Publishing, ISBN -10: 978-1-909414-87-7
4. Nykolai Aleksander & Richard Tilbury (2012), Beginner's Guide to Digital Painting in Photoshop, 3D Total Publishing, Slp Edition
5. Alison Jardine (2020), Make Great Art on your Ipad: Draw, Paint& Share: Tool, Tips and tricks for using Adobe Photoshop Sketch, Procreate, Art Rage and many more, Ilex Press

Bloom's Taxonomy						
	K1	K2	K3	K4	K5	K6
CO1	1					
CO 2		2	3			
CO 3				4		
CO 4					5	
CO 5						5

**Mean: 4**