

**B.Sc Visual Communication 2017 - 18**

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	Ins. Hrs /Week	CREDIT	MARKS		TOTAL
							CI A	ES E	
I	17U1LT1/LA1/LF1/LH1/LU1	I	Language – I		6	3	25	75	100
	17UCN1E1	II	English - I		6	3	25	75	100
	17UVC1C1	III	Core – I	Introduction to Visual Communication	5	5	25	75	100
	17UVC1C2		Core – II	Advertising Basics	3	2	25	75	100
	17UVC1A1P		Allied –I	Practical: Drawing	5	4	20	80	100
	17UVC1A2P		Allied –II	Practical: Graphic Design	3	2	20	80	100
	17UCN1VE	IV	Value Education	Value Education	2	2	-	100	100
	<b>TOTAL</b>				30	21			700
II	17U2LT2/LA2/LF2/LH2/LU2	I	Language – II		6	3	25	75	100
	17UCN2E2	II	English – II		6	3	25	75	100
	17UVC2C3	III	Core – III	Media Culture and Society	5	4	25	75	100
	17UVC2C4		Core – IV	Communication Theories	4	3	25	75	100
	17UVC2A3P		Allied – III	Practical: Digital Art	4	3	20	80	100
	17UVC2A4P		Allied –IV	Practical: Painting	3	2	20	80	100
	17UCN2ES	IV	Environmental Studies	Environmental Studies	2	2	-	100	100
	<b>TOTAL</b>				30	20			700
III	17U3LT3/LA3/LF3/LH3/LU3	I	Language– III		6	3	25	75	100
	17UCN3E3	II	English – III		6	3	25	75	100
	17UVC3C5	III	Core– V	New Media	4	4	25	75	100
	17UVC3C6P		Core– VI	Practical: 2D animation	3	2	20	80	100
	17UVC3A5		Allied– V	Basic Photography	4	3	25	75	100
	17UVC3A6P		Allied–VI	Practical Photography	3	2	20	80	100
	17UVC3N1P	IV	Non Major Elective I	Practical: Pencil Sketching	2	2	-	100	100
17UCN3S1	Skill Based Elective - I		Soft Skills Development	2	2	-	100	100	
	<b>TOTAL</b>				30	21			800
IV	17U4LT4/LA4/LF4/LH4/LU4	I	Language–IV		6	3	25	75	100
	17UCN4E4	II	English– IV		6	3	25	75	100
	17UVC4C7	III	Core– VII	Media Production	4	3	25	75	100
	17UVC4C8		Core - VIII	Media Research Orientation	4	3	25	75	100
	17UVC4A7P		Allied– VII	Practical: Radio Production	4	3	20	80	100
	17UVC4A8P		Allied–VIII	Practical: Television Production	4	3	20	80	100
	17UVC4N2P	IV	Non Major Elective - II	Practical: Art from Anything	2	2	-	100	100
	17UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-
	<b>TOTAL</b>				30	21			700

V	17UVC5C9	III	Core – IX	Media Laws and Ethics	6	5	25	75	100
	17UVC5C10		Core – X	Film Studies	6	5	25	75	100
	17UVC5C11 P		Core – XI	Practical: 3D animation	6	5	20	80	100
	17UVC5C12 P1		Core - XII (a)	Internship	–	3	10	40	50
	17UVC5C12 P2		Core – XII (b)	Practical: Domain Study	3	2	10	40	50
	17UVC5M1P A / B		Major Based Elective – I		5	4	25	75	100
	17UVC5S2P A / B	IV	Skill Based Elective II		2	2	-	100	100
	17UVC5S3P A / B		Skill Based Elective – III		2	2	-	100	100
	17UVC5EC1 P		Extra Credit Course - I	Practical: Film Review	-	4*	--	100*	100*
	<b>TOTAL</b>			<b>30</b>	<b>28</b>			<b>700</b>	
VI	17UVC6C13T	III	Core– XIII (a)	Communication for Development	3	3	10	40	50
	17UVC6C13 P		Core– XIII (b)	Communication for Development Practical	3	2	10	40	50
	17UVC6C14		Core– IVX	Visual Analysis	5	5	25	75	100
	17UVC6C15		Core – XV	Media Management	4	4	25	75	100
	17UVC6C16 P		Core – XVI	Practical: Visual Storytelling	5	5	20	80	100
	17UVC6M2P A / B		Major Based Elective II		5	5	20	80	100
	17UVC6M3P A / B		Major Based Elective III		4	4	20	80	100
	17UCN6GS	V	Gender Studies	Gender Studies	1	1	-	100	100
	17UVC6EC2		Extra Credit Course - II	Reporting and Writing	-	4*	--	100*	100*
	<b>TOTAL</b>			<b>30</b>	<b>29</b>			<b>700</b>	
<b>GRAND TOTAL</b>				<b>180</b>	<b>140</b>	<b>-</b>	<b>-</b>	<b>4300</b>	

\* Not considered for Grand Total and CGPA

### Major Based Electives

<b>Semester</b>	<b>Major Based</b>	<b>A : Practical - Writing for Mass Media</b>
<b>V</b>	<b>Elective I</b>	<b>B : Practical - Language of film</b>
<b>VI</b>	<b>Major Based</b>	<b>A : Practical - Editing</b>
		<b>B : Practical - Web Designing</b>
	<b>Elective II</b>	<b>A : Practical - Show Reel Creation</b>
		<b>B : Practical - Creative Advertising</b>
<b>Major Based</b>		
	<b>Elective III</b>	

### Skill Based Electives

<b>Semester</b>	<b>Skill Based</b>	<b>A : Practical - Radio Jockey</b>
<b>V</b>	<b>Elective II</b>	<b>B : Practical - Cartoon Drawing</b>
		<b>A : Practical - Art of Acting</b>
	<b>Elective III</b>	<b>B : Practical - Clay Modelling</b>

## Core I : Introduction to Visual Communication

**Semester : I**

**Subject Code : 17UVC1C1**

**Hours : 5**

**Credits : 5**

**Max. Marks : 100**

**Internal Marks : 25**

**External Marks: 75**

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Objectives:

Enable the learners to

Understand the importance of communication

Study the characteristics and functions of Visual Communication

### Unit I

Need and importance of Human and Visual Communication, Communication as a process, Understanding Communication.

### Unit II

Communication: Meaning & Definitions, Types of Communication, Understanding Communication: SMCR – Model - Connotation, Denotation Culture/Codes etc., Levels of communication: Semantic, and Pragmatic.

### Unit III

History of human Communication seen as four revolutions-oral, written, printing and audiovisual technology.

### 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

### References :

1. Stanley J. Baran, Introduction to Mass Communication, Tata Mc Graw – Hill, Fifth edition, 2010
2. Lester, E (2000) Visual Communication: Image with messages.
3. Visual Elements of Arts and Design (1989) Longman Porter.
4. Richar D. Zakia, Perception and Imaging, Focal Press, Fourth edition 2013  
Seema Hasan, Mass Communication Principles and Concepts, CBS Publications, Second Edition 2014

## **Allied - II: Advertising Basics**

**Semester** : II  
**Subject Code** : 17UVC1C2  
**Hours** : 3  
**Credits** : 2

**Max. Marks** : 100  
**Internal Marks** : 25  
**External Marks**: 75

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Enable the learners to

Understand the importance of Advertising  
Visualise the concept for advertisements

### **Unit I**

**Advertising** : Definition, Origin & Growth – - types of advertising, roles of advertising, functions of advertising.

### **Unit II**

Target audience - branding - brand building - positioning - advertising strategy - advertising campaign - Ad copy - Structure - message - appeals - levels of feedback.

### **Unit III**

Advertising agency - structure and functions - departments - functions - role - nature .

### **Unit IV**

Media planning - developing media objectives - media budget - selection of media - implementing media plans - pre-testing and launch - advertising research.

### **Unit V**

Conceptualization & Ideation. Translation of ideas to campaigns, visualization designing & layout, copy writing – types of headlines, body, copy, base lives, slogans, Logos & trademarks

### **References:**

1. Ken Burtenshaw, Fundamentals of Creative Advertising, AVA Publishing, 2011
2. Vilainilam J.V, Advertising Basics, Sage Publications, 2004
3. Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill  
Jewler, E Creative Strategy in Advertising. Thomson Learning, 1998
4. David Ogilvy, Ogilvy on Advertising, Vintage Books, First edition, 1985

## Allied – I: Practical - Drawing

**Semester : I**  
**Subject Code : 17UVC1A1P**  
**Hours : 5**  
**Credits : 4**

**Max. Marks : 100**  
**Internal Marks : 20**  
**External Marks: 80**

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### Objectives:

Enable the learners to

Draw the basic visual elements and principles of drawing

Understand the perspectives

Know the importance of colour

Draw the figure using human anatomy

Create the drawings from Indoor and Outdoor study

Exercises:

1. Drawing the visual elements ( dot, line, shape, form, Texture)
2. Drawing using the principles of Balance, Symmetry, Rhythm, Proportion, Harmony, Unity
3. Drawing to understand the perspectives ( One point, Two point, Three point, Curvilinear )
4. Draw the colour wheel
5. Human anatomy forms, postures, Portrait
6. Drawing stick figures
7. Creating cartoon characters
8. Create a story board for a concept
9. Studying the inanimate objects ( Still life)
10. Studying the trees, building, landscape, cityscape, seascape

Students need to submit two records (Sketching and Drawing) at the end of the semester

Class work with minimum of 30 Drawings (Minimum Three drawings for each exercise)

All exercises should be in Pencil and Pen (except colour wheel) only.

Students who have submitted the two records are eligible for appearing external examination

## Core – II : Practical - Graphic Design

**Semester : I**  
**Subject Code : 17UVC1A2P**  
**Hours : 3**  
**Credits : 2**

**Max. Marks : 100**  
**Internal Marks : 20**  
**External Marks: 80**

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Objectives:

Enable the learners to

Understand the visual elements and principles of design  
Create designs using visual elements and principles of design

### Exercises

1. Drawing different types and thickness of Lines
2. Drawing different Shapes and creating design using basic shapes
3. Drawing Forms
4. Creating Space using drawing ( Positive and Negative)
5. Drawing Colour Wheel
6. Creating texture using visual elements
7. Principles of design ( Symmetry, Rhythm, Balance, Unity, Harmony)
8. Typography(Structure, design and function) – different types of Lettering and Numbering)
9. Page Layout for in-house magazine
10. Designing Visiting card and logo for different concepts

Students need to submit two records with exercises during their class work and homework  
Minimum of three designs for each exercises using Elements and Principles of design.

Students who have submitted the two records are eligible for appearing external examination

### Core - III : Media Culture and Society

**Semester : II**

**Subject Code : 17UVC2C3**

**Hours : 5**

**Credits : 4**

**Max. Marks : 100**

**Internal Marks : 25**

**External Marks: 75**

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Objectives:

Enable the learners to

Understand the Media Culture

Know the relationship between Media Techniques and audience

#### Unit I

Why study Media? How and How not to study Media?

#### Unit II

Media Determinants: Owners and controlling companies; Media institutions, the State and the law; Media self-regulation and control, Economic determinants, Advertisers, Audiences, Media personnel, Sources.

#### Unit III

Media Techniques: (Class presentations) Selection, The rhetoric of the image, Image and text, the effects of camera and crew; Set-ups, Film and sound editing; Interpretive frameworks, Visual coding, Narrative.

#### Unit IV

Media Ideology: Defining ideology, Ideology in the classroom.

#### Unit V

Audience Relationship: Problematising audiences, Audience positioning, Subjectivity, Pleasure.

#### References:

1. Larry A. Samovar, Communication between Cultures, Thomson Wadsworth, Sixth edition, 2007
2. James Lull, Media, Communication, Culture - A Global Approach, Polity Press, UK. 2000.
3. Ed. Michael Gurevitch & others, Culture, Society, and the Media, Routledge, London. 1988.  
Larry A. Samovar, Communication between Cultures, Thomson Wadsworth, Sixth edition, 2007

## Core IV : Communication Theories

**Semester : II**

**Subject Code :17UVC2C4**

**Hours : 4**

**Credits : 3**

**Max. Marks : 100**

**Internal Marks : 25**

**External Marks: 75**

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Objectives:

Enable the learners to

Understand the theories of Communication

Know the various Models of Communication

### 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

### References:

1. Keval J Kumar, Mass Communication in India, Jaico Publishing House, Fourth edition, 2012
2. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributors, First edition, 2010

### Allied III : Practical -Digital Art

**Semester : II**  
**Subject Code : 17UVC2A3P**  
**Hours : 4**  
**Credits : 3**

**Max. Marks : 100**  
**Internal Marks : 20**  
**External Marks: 80**

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Objectives:

Enable the learners to

Create the dummy for various applications using manual work  
Create the design for various applications using software (Open source)

#### List of Practical

1. Visiting Card
2. Letter Head
3. Envelope design
4. Poster Design
5. Book Design
6. Packaging Design
7. Advertising Design
8. Magazine Front Cover
9. Pamphlets
10. Jamalian Times Page Layout and Design

Layout: Page Layout for in-house magazine  
Exercises: 4 Pages layout and design for a magazine

Exercises: Stencil Cutting design

Students need to submit minimum 10 + 10 designs (2 for each exercise 1 Manual and 1 Digital)

**Record** should contain minimum TEN exercises **with written briefs, scribbles and final artwork**. TEN designs should be created using the pictures, illustrations, lettering and logos from the magazines and newspapers.

Designs submitted in DVD with TEN exercises created using the open source software. (Cutting and pasting from magazine or any other secondary sources will not be allowed).

Students who have completed and submitted the record (Manual) and DVD(Digital creation) are eligible for appearing external examination.

External exam will be viva-voce or Creating Manual or Digital Design

## **Allied IV : Practical - Painting**

**Semester : II**  
**Subject Code : 17UVC2A4P**  
**Hours : 3**  
**Credits : 2**

**Max. Marks : 100**  
**Internal Marks : 20**  
**External Marks: 80**

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Objectives:

Enable the learners to

Draw the images using water colour  
Create images with mixed media

### **List of Exercises**

1. Brush Strokes
2. Basic shapes
3. Outdoor study: Spot painting
4. Mural Painting
5. Collage
6. Mixed media
7. Abstract Painting

Students need to submit the record with paintings using water colour and mixed media (Minimum 5 drawing for each exercise).

Students who have completed and submitted the record are eligible for appearing external examination

## Core V: New Media

**Semester : III**  
**Subject Code : 17UVC3C5**  
**Hours : 3**  
**Credits : 2**

**Max. Marks : 100**  
**Internal Marks : 25**  
**External Marks: 75**

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Objectives:

Enable the learners to

Understand the power of New Media

Utilise the new media for various applications

### Unit I

New media – definition – scope and characteristic of new media (five C's – Communication, Collaboration, Community, Creativity and Convergence), Old Vs new perspective - 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 – Characteristic of social Networking - positive and negative factors of social networking – social networking and youth

### Unit IV

E –publishing – E - books – traditional reading and online reading - Job opportunities in E – publishing, mobile communication in new media

### Unit V

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

### Reference Books

1. Ashwin Razdan, New Media Techniques and Trends, Vitasta Publishing Pvt. Ltd, First edition 2008
2. Dennis P. Curtin, Kim Foley, Kunal sen and Cathleen Morin, Information
3. Technology the breaking wave, Mc Graw- Hill College, 1998
4. Electronic media (second edition), then, now and later, Norman J. Medoff, Barbara K. Kaye

## Core – VI : Practical - 2 D Animation

**Semester : III**  
**Subject Code : 17UVC3C6P**  
**Hours : 3**  
**Credits : 2**

**Max. Marks : 100**  
**Internal Marks : 20**  
**External Marks: 80**

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Objectives:

Enable the learners to

Understand the concept of 2D animation

Create and animate the images using open source software

Exercises

1. Using the tools to draw basic shapes and forms
2. Create an image
3. Characterise the image
4. Draw the background suitable for the character
5. Draw the different postures for animation
6. Animate the image for a concept
7. Create an Ad or PSA using 2D animated image

Students need to submit a DVD with completed exercises during the practical classes and animated ad for online or PSA (Minimum 5) final output for the animation should be in suitable file format.

Students who have completed and submitted the DVD are eligible for appearing external examination

External practical examination will be creating an animation using open source software

## **Allied V : Basic Photography**

**Semester : III**  
**Subject Code : 17UVC3A5**  
**Hours : 4**  
**Credits : 3**

**Max. Marks : 100**  
**Internal Marks : 25**  
**External Marks: 75**

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Objectives:

Enable the learners to

Understand the basic function of the camera and accessories

Know the image editing

### **Unit I**

Three important stages of development in the history of Photography (Daguerre Type, Calo Type, Colloidal Process), Pin Hole Camera, Camera Obscura, Types of Camera, Structure and function of an SLR camera, Camera and Eye Comparison, Art of Seeing

### **Unit II**

Exposure: Focus, Aperture, Shutter Speed, ISO

### **Unit III**

Lighting: Properties of Light, Natural Light, Artificial Light. Three Point Lighting: Key Light, Fill Light, Back Light. Passport, Portrait Photography and Candid Photography

### **Unit IV**

Camera Accessories: Lenses, Filters, Camera Bag, Monopod, Tripod, Storage Devices, Maintenance of Camera and accessories

### **Unit V**

Image editing and File formats: Editing photograph using open source software, jpg, bmp, Tiff, Raw

### **Reference Books:**

1. Ashok Dilwali, All about Photography, National Book Trust, First edition, 2002
2. Richar D. Zakia, Perception and Imaging, Focal Press, Fourth edition, 2013

## **Allied VI : Practical Photography**

**Semester : III**  
**Subject Code : 17UVC3A6P**  
**Hours : 3**  
**Credits : 2**

**Max. Marks : 100**  
**Internal Marks : 20**  
**External Marks: 80**

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### Objectives:

Enable the learners to  
Compose photos for various applications  
Create candid photos

### List of Exercises

1. Shooting Passport, Portrait, Still Life Objects
2. Shooting Landscape, Cityscape
3. Capturing the moving Objects ( Sports )
4. Composing Twilight Photographs
5. Product Photographs
6. Street Photographs
7. Candid Photographs
8. Function Photographs

Students need to submit an album with minimum of 30 colour photographs with exposure details (Aperture, Shutter speed, ISO, Lens used).

Students who have completed and submitted the Album are eligible for appearing external examination

External examination will be either viva voce or written exam with illustrations or practical to test their knowledge in basic photography).

## Non-Major Elective – I : Practical - Pencil Sketching

**Semester : III**  
**Subject Code : 17UVC3N1P**  
**Hours : 2**  
**Credits : 2**

**Max. Marks : 100**  
**Internal Marks : -**  
**External Marks: 100**

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Objectives:

Enable the learners to  
Understand the pencil medium  
Draw using the elements and principles of drawing

Exercises

1. Various thickness of lines
2. Various shapes
3. Different basic forms
4. Colour
5. Composition
6. Light and shade
7. Still Life

Students need to submit minimum of 10 drawings with sketches using pencil.

Students who have completed and submitted the drawings are eligible for appearing external examination

External examination will be to test students' basic skills in sketching

## Core - VII : Media Production

**Semester : IV**

**Subject Code : 17UVC4C7**

**Hours : 4**

**Credits : 3**

**Max. Marks : 100**

**Internal Marks : 25**

**External Marks: 75**

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Objectives:

Enable the learners to

Know the basics of Media production

Understand the stages of Production

### Unit I

Visualization : Images sounds and the creative process Conveying information, Rhetorical persuasion, Artistic expression

### Unit II

Audio/Sound: Aesthetics of sound, Types of microphone, Mic placement and selection, Sound-signal control, Sound Perspectives, Lighting and Design: Light and Colour, Lighting Instruments, Light Control, Light Measurement, Three and Four point Lighting Camera: Camera placement, Lens control, Composition, Analogue video, Digital Video

### Unit III

Preproduction: Script Breakdown, Shooting schedule, Production Budget

Script writing: Visual Thinking, Preparation for script writing, Script writing formats

### Unit IV

Production: Role of the Producer, Production strategies

Directing: Aesthetics Principles and production: Co-ordination, aesthetic approaches,

Visualisation, Composition, Combining shots, Sound and Image Interaction, Preparing shooting script, Production co-ordination, Single- Camera, Multiple- camera directing

### Unit V

Post Production: Editing(Edit Decision List, Linear and Non-Linear Editing, Online and Offline editing,) Titling, Narration/Voice Over, Background Music, Rerecording, Dubbing, Graphics and animation, special effects, Sound effects. Visual Effects Export file to various formats, Creating Master copy after editing, Distribution

References:

1. Robert B. Musburger & Gorham Kindem, Introduction to Media Production, Focal Press, Fourth edition, 2009
2. David Stump, Digital Cinematography, Focal Press, First edition, 2014
3. Mark Brindle, The Digital Filmmaking Handbook, Quercus, First edition, 2014
4. Robert Mc Leish and Jeff Link, Radio Production, Focal Press, Sixth edition, 2016
5. Jim Owens, Television Production, Focal Press, Sixteenth edition, 2016

## Core - VIII : Media Research Orientation

**Semester : VI**

**Subject Code : 17UVC5C8**

**Hours : 4**

**Credits : 3**

**Max. Marks : 100**

**Internal Marks : 25**

**External Marks: 75**

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Objectives:

Enable the learners to

Know the basics of Media research

Do a small survey for social development

**Unit I**

The need and relevance of media research. Responsibility and Involvement. Scientific and nonscientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.

**Unit II**

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.

**Unit III**

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non structured. Telephone and personal interviews. Questionnaire construction methods.

**Unit IV**

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design.

**Unit V**

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.

**Reference:**

1. Roger D. Wimmer, Joseph R. Dominick, Mass Media Research An Introduction, Cengage Learning, Ninth edition, 2011

**Allied – VII : Practical - Radio Production**

**Semester : IV**  
**Subject Code : 17UVC4A7P**  
**Hours : 4**  
**Credits : 3**

**Max. Marks : 100**  
**Internal Marks : 20**  
**External Marks: 80**

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Objectives:

Enable the learners to  
Produce the radio programmes

Practical

1. Live Interview – Indoor and Outdoor
2. Drama or skit for 5 minutes
3. Spot (PSA/Commercial)
4. Promo for an event
5. News
6. Documentary
7. Film review
8. Dubbing ( Narration, Voice Over, BGM, Special sound effects )

Students need to submit a DVD with different types of radio programmes.

Students who have completed and submitted the DVD are eligible for appearing external examination

External exam will be a viva voce or to test the students' ability in radio production.

## **Allied VIII : Practical - Television Production**

**Semester : IV**  
**Subject Code : 17UVC4A8 P**  
**Hours : 4**  
**Credits : 3**

**Max. Marks : 100**  
**Internal Marks : 20**  
**External Marks: 80**

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Objectives:

Enable the learners to  
Create television programmes  
Create commercials and PSA

Exercises

1. Writing scripts for news
2. Drawing the Story board for the script
3. Shooting a news
4. Conducting an Interview and record
5. Creating a Public Service Announcement (PSA)
6. Creating advertisements

Students need to submit a DVD with Scripts and Storyboard for each practical

Students who have completed and submitted the record/DVD are eligible for appearing external examination

External practical examination will be a viva-voce or exercises to test students' ability in basics of television production

## Non-Major Elective - II : Practical - Art From Anything

**Semester : IV**

**Subject Code : 17UVC4N2P**

**Hours : 2**

**Credits : 2**

**Max. Marks : 100**

**Internal Marks : -**

**External Marks: 100**

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Objectives:

Enable the learners to

Understand the art of creating new things from Waste

Utilise the available resources for creating art

Exercises:

1. Designing invitation and wall hangings using used cups and sticks
2. Creating new useful things for home using available unused materials
3. Creating different shapes and figures using Origami (Paper craft)
4. Making toys to teach science concepts
5. Sculpting shapes and images using soap

Students need to submit minimum 5 things created by using available material

Students who have completed and submitted the creations are eligible for appearing external examination

External examination will be viva-voce or creating small things from unused material

## Core - IX : Media Laws and Ethics

**Semester** : V  
**Subject Code** : 17UVC5C9  
**Hours** : 6  
**Credits** : 5

**Max. Marks** : 100  
**Internal Marks** : 25  
**External Marks** : 75

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Objectives:

Enable the learners to

Know the laws and ethics to be followed in Media

Prepare as a self regulatory Media producer

### 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,TV and Cinema – Social responsibility of media – Chanda Committee – Verghese Committee – Ethics of Broadcasting – CBFC – Film Censorship – Prasar Bharathi – Vividh Bharathi – 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

### References:

1. Paranjay Guha Thakurta, Media Ethics, Oxford University Press, Second edition,2012
2. Roy & Michael, Media Law and Ethics, Taylor and Francis, Third Edition, 2008
3. Yashada, Right to Information Act 2005, Tata McGraw- Hill Publishing Company Limited, New Delhi, 2006.
4. Larry Gross, Image Ethics, Oxford University Press, First Edition, 1988

## Core - X : Film Studies

**Semester** : IV  
**Subject Code** : 17UVC5C10  
**Hours** : 6  
**Credits** : 5

**Max. Marks** : 100  
**Internal Marks** : 25  
**External Marks**: 75

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### Objectives

Enable the learners to

Understand the film medium the medium

Use the medium for creating change in the society

### Unit I

Cinema as an institution. The origin of cinema. Film review. Appreciation. Criticism. Definitions. Qualities and Responsibilities of a film critic. Film and society. Film and politics. Shaping society. Film as an experience, Environment, Commodity and Communication Media.

### Unit II

Approaches to studying film. Narrative and Non Narrative films. Structure of a narrative film. Cinematic codes. Mise-en-scene. Setting. Props. Costume. Performance and movement. Lighting. Camera and Camera movement. Editing. Sound. Narrative

### Unit III

Genre, star and auteur. French new wave. Neo Realism. German Expressionism. Third world Cinema. Political Cinema. Representation of gender and sexuality. Soviet montage cinema.

### Unit IV

Film audience. Audience positioning. Audience as the meaning makers. Hero worship. Fan clubs. Problematising the film audience

### Unit V

Study of filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosowa, Ingmar Bergman, Sridhar, A.P Nagarajan, Beemsingh, Ruthrayya, K. Balachandar, Mahendran, Bharathiraja, Backiyaraj, and the directors who created a change in the cinema industry

### References:

1. Mark Brindle, The Digital Filmmaking Handbook, Quercus, First edition, 2014
2. David Stump, Digital Cinematography, Focal Press, First edition, 2014
3. Dhananjayan Govind, Pride of Tamil Cinema, Blue Ocean Publishers, First Edition 2014

## Core - XI : Practical -3D Animation

**Semester** : V  
**Subject Code** : 17UVC5C11P  
**Hours** : 6  
**Credits** : 5

**Max. Marks** : 100  
**Internal Marks** : 20  
**External Marks**: 80

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Objectives:

Enable the learners to

Create objects and models using the open source software

Animate the objects and models for a concept

Exercises:

1. Creating an object using basic forms
2. Texturing the object
3. Lighting the object
4. Show the object various angles using Camera
5. Move the object
6. Rotate the object
7. Rigging the object
8. Animate the object for a concept
9. Create Titles and animate the titles

Students need to submit a DVD with Creating Models, Characters, Animate the characters with a concept (Three animations for different concepts) with support files as evidence of creation and animation

Students who have completed and submitted the record/DVD are eligible for appearing external examination

External exam will be viva-voce or to test the students' skills in 3D animation

### **Core - XII (a) : Practical - Internship**

**Semester** : V

**Subject Code** : 17UVC5C12 P1

**Hours** : -

**Credits** : 3

**Max. Marks : 50**

**Internal Marks : 10**

**External Marks: 40**

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To enhance the practical skills in the Media, all the students have to undergo internship in anyone of the Media (Print, Electronic and New) for 300 hours during 4<sup>th</sup> Semester vacation and submit a record in Fifth Semester within the month of their completion of internship.

Each student should present their experience in the media with Power point and a record with supportive documents of the internship. The faculty in-charge for the internship will closely monitor the progress of the interns with the guides in the media industry.

Candidates those who have completed their power point presentation and record submission successfully are eligible to appear for the external viva – voce examination

## Core – XII (b) : Practical - Domain Study

**Semester** : V  
**Subject Code** : 17UVC5C12 P2  
**Hours** : 3  
**Credits** : 2

**Max. Marks** : 50  
**Internal Marks** : 10  
**External Marks**: 40

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Objectives:

Enable the Learners to  
Work on a particular area of interest in anyone of the Media  
Exploring possibilities of new creations

1. Magazine Layout and Design, Posters, E-Books,
2. Photography
3. 2 D animation
4. 3 D animation
5. Short-film
6. Documentary
7. PSA/Commercial
8. Web Design
9. Compose a Song and recording
10. Narration/Voice Over/ Dubbing
11. Cartoon Creation/ Caricatures
12. Typography and Titling
13. Any other production for New Media

Students need to submit a record or DVD of their individual work with supportive documents as evidence in a particular area of interest. Work should be innovative and creative in a particular area.

Avoid making PSA, Commercials, short-film, and documentary in a routine way.

It should be an experimental production using visuals or audio or animated images or digital images (not downloaded from the internet).

Students who have completed and submitted the record/DVD are eligible for appearing external examination

External exam will be a viva-voce of testing the experimental production outcome

## **Major Based Elective - I A : Practical - Writing for Mass Media**

**Semester : V**

**Subject Code : 17UVC5M1P**

**Hours : 5**

**Credits : 4**

**Max. Marks : 100**

**Internal Marks : 20**

**External Marks: 80**

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Objectives:

Enable the learners to

Write the script for various Media

**Exercises :**

1. Writing script for radio Jingles, Spot, Promo, news, documentary, film review
2. Writing script for Television news, PSA, commercial
3. Writing script for a documentary 3 min
4. Writing script for short film 3 min
5. Writing Script for Interactive Media, Mobile

Students need to submit a record with minimum of 10 scripts for various medium.

Students who have completed and submitted the record are eligible for appearing external examination

External exam will be viva-voce or testing the students' ability in script writing

## Major Based Elective - I B : Practical - Language of Film

**Semester : V**

**Subject Code : 17UVC5M1**

**Hours : 5**

**Credits : 4**

**Max. Marks : 100**

**Internal Marks : 20**

**External Marks: 80**

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Objectives:

Enable the learners to

Know the elements of film

Communicate with the Visual Language

Exercises

1. Create a concept using five shots like Haikoo poetry
2. Create a film for not less than 3 minutes without dialogue
3. Create a film for not less than 3 minutes in a single shot
4. Create a film for a Poetry

Students need to submit individual DVD with 4 exercises for Language of film.

External Exam will be a viva voce or to check the students ability in language of film

## Skill Based Elective - II A : Practical - Radio Jockey

**Semester : V**

**Subject Code : 17UVC5S2P**

**Max. Marks : 100**

**Hours : 2**  
**Credits : 2**

**Internal Marks : -**  
**External Marks: 100**

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Objectives:

Enable the learners to

Produce various radio programmes to show the talent of a Radio Jockey

Exercises:

1. Create program with voice age
2. Clarity in Pronunciation
3. Voice Modulation
4. Narration within the Time
5. Creative fill in Programme
6. Following ethics and laws
7. Produce for the target audience in Mind
8. Prepare well for the Time slot
9. Managing the mistakes
10. Facing the audience during phone in program
11. Fulfil the expectation of the listener
12. Keep the audience interest in Phone out program
13. Interview
14. Discussion
15. On air (Live)

Students need to submit a DVD with minimum of SIX programs to show the talent of Radio Jockey

Students who have completed and submitted the record/DVD are eligible for appearing external examination

External exam will be viva-voce or producing a simple program for the radio with available gadgets

## Skill Based Elective - II B : Practical - Cartoon Drawing

**Semester** : V  
**Subject Code** : 17UVC5S2P  
**Hours** : 2  
**Credits** : 2

**Max. Marks** : 100  
**Internal Marks** : -  
**External Marks**: 100

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Objectives:

Enable the learners to draw caricatures  
Understand the power of cartoons

Exercises

1. Drawing Stick figures
2. Drawing faces with expressions
3. Exaggerating the identity of the personality
4. Drawing different personalities
5. Drawing the cartoons for a political or social issue
6. Drawing the expressive cartoons for a dialogue
7. Drawing cartoons without dialogue (Silent Jokes)
8. Improving satire through cartoons

Students need to submit the drawing record with Cartoons not less than 25 Nos.  
External exam will be a viva voce or Cartoon drawing

**Semester : V**  
**Subject Code : 17UVC5S3P**  
**Hours : 2**  
**Credits : 2**

**Max. Marks : 100**  
**Internal Marks : -**  
**External Marks: 100**

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Objectives:

Enable the learners to

Practice the Body, Mind, Voice co-ordination

Express their feelings through body language and Facial expression

Exercises

1. Voice Modulation
2. To control the movement of the body with consciousness
3. To express various emotions through facial expression
4. To practice Mind and body co-ordination through games
5. Body, Mind, Voice co-ordination through exercises
6. Perform a skit, mime or street play - concept for social change

Students need to perform a skit or mime or Street play – concept for social change

Group activity each group not exceeding six members

External examination marks will be awarded based on individual performance and group performance

**Skill Based Elective – III B : Practical - Clay Modelling**

**Semester : V**

**Subject Code : 17UVC5S3P**

**Hours : 2**

**Credits : 2**

**Max. Marks : 100**

**Internal Marks : -**

**External Marks: 100**

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Objectives:

Enable the Learners to create 3D Objects and characters

Create Objects and characters using basic forms

Exercises

1. Creating sphere
2. Creating cube
3. Creating Cones
4. Creating different characters using basic forms
5. Creating characters in action

Students need to submit 5 Objects or Characters with Clay

External exam will be a viva voce or to create an object using artificial clay

### Extra Credit Course - I

**Semester** : V  
**Subject Code** : 17UVC5EC1P  
**Hours** : -  
**Credits** : 4

**Max. Marks** : 100  
**Internal Marks** : -  
**External Marks**: 100

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Objectives:

Enable the learners to

Witness the World Movies  
Appreciate the films

Students need to review minimum of 50 movies and submit a record of film review.  
Those who have submitted the only eligible for appearing external examination.

External examination will be a viva-voce or screen a movie clip and writing the film appreciation for the movie with all the details of the movie.

## Core – XIII (a) : Communication for Development

**Semester** : VI  
**Subject Code** : 17UVC6C13T  
**Hours** : 3  
**Credits** : 3

**Max. Marks** : 50  
**Internal Marks** : 10  
**External Marks**: 40

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Objectives:

Enable the learners to  
Understand the development communication  
Create awareness for social change

### **Unit I**

The nature of Development. Defining development as a Goal, as a Process

### **Unit II**

The Concept of Development Communication: Definitions, Roles and Philosophy of Development Communication - Differences from General Communication, Goals.

### **Unit III**

Communication for social change.; Role of a communicator in the process of social change. Folk forms and 'alternative silver screen' for social change.

### **Unit IV**

Social Advertising. Historical perspective. Taxonomy of advertising. Social advertising - the concept, need for social advertising, taxonomy of social ads.

### **Unit V**

Campaign Strategies - the why and how of a campaign, audience analysis, fixing target audience, focusing message, determining media choice, execution of a campaign by the students.

References:

1. Melkote, Srinivas R., Steeves, H.Leslie - 'Communication for Development in the Third World- Theory and Practice for Empowerment,'(2nd Edition). Sage Publications. New Delhi 2001.
2. D'Abreo Desmond A. 'Voice to the People- Communication for Social Change', Culture and Communication. Madras. 1990.
3. Chauhan, Meenakshi R., 'Advertising- The Social Ad Challenge', Anmol Publications Pvt Ltd., New Delhi 1995.

**Core – XIII(b): Communication for Development Practical**

**Semester : VI**  
**Subject Code :17UVC6C13P**  
**Hours : 2**  
**Credits : 2**

**Max. Marks : 50**  
**Internal Marks : 10**  
**External Marks: 40**

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Objectives:

Enable the learners to

Use the communication skills for social change

Apply the skills through awareness programs using different art forms

Students need to create awareness for social change through innovative ideas and execution using the Media for development of the society. Each group not exceeding 6 students need to create awareness using folk media or new media suitable for the target audience.

Internal exam creating a concept for the target audience by each student 10 marks

External viva voce or a sample of awareness creation (Skit, Mime, Street Play, folk songs) screened or performed in front of the external examiner 40 marks(Group activity).

## Core - XIV : Visual Analysis

**Semester : VI**

**Subject Code : 17UVC6C14**

**Hours : 5**

**Credits : 5**

**Max. Marks : 100**

**Internal Marks : 25**

**External Marks: 75**

Objectives:

Enable the learners to  
Know the ways of analysing visuals  
Analyse the visuals using in various media

### 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

### References:

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

## Core - XV: Media Management

**Semester** : VI  
**Subject Code** : 17UVC6C15  
**Hours** : 6  
**Credits** : 5

**Max. Marks** : 100  
**Internal Marks** : 25  
**External Marks** : 75

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Objectives:

Enable the learners to  
Understand the management concepts  
Know the suitable management ideas for Media

### Unit I

Management structure & its functions : Management in Media organization – Structure – nature and process of management – levels of management – skills, functions and management roles

### Unit II

Production management : preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery.

### Unit III

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

### Unit IV

Advertising management: profit, sales and market share objectives, setting the budget, media selection and media scheduling.

### Unit V

Marketing management : Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences

### REFERENCES:

1. Block et al. Managing in the Media. Focal Press 2001.
2. Alan B. Albarran, Sylvia A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers, 2006.
4. William james willis and diane B.willis, New Directions in Media Management, Routledge, 2006.
5. Alan B. Albarran Management of Electronic Media, Wadsworth, 2009

## Core XVII: Practical - Visual Story telling

**Semester** : VI  
**Subject Code** : 17UVC6C17P

**Max. Marks** : 100

**Hours : 5**  
**Credits : 5**

**Internal Marks : 20**  
**External Marks: 80**

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Objectives:

Enable the learners to  
Tell the story visually

Exercises

1. Watch the movies made from the stories Like Lock Up, Oliver Twist, Charlie and the Chocolate factory, Nadigai Nadagam Parkiral, Sila Nerankalail Sila Manitharkal, Priya, Privome Santhinpome, Vikram, Kadhai Neram by Balumahendra other available movies

Read the Story

Read the Screen Play

Watch the movie

Find the reasons for success and failures of the movie taken from the story already written by the famous authors, Read the story written in the way it can be shoot easily (Visual story telling)

2. Write a story

Write the screenplay

Make the movie not less than 3 minutes

Refer book like Bruce Block, The Visual Story, Elsevier Inc, Second edition, 2008

Students need to submit their production (Group not exceeding 6 members) in DVD format.

External exam may be viva-voce or testing their ability in film making

### **Major Based Elective II A : Practical - Editing**

**Semester : VI**  
**Subject Code : 17UVC6M2P**  
**Hours : 5**  
**Credits : 5**

**Max. Marks : 100**  
**Internal Marks : 20**  
**External Marks: 80**

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Objectives:

Enable the learners to

Edit with grammar

Experience the art of editing

Exercises

1. Editing with transitions Cut, Dissolve, Wipe, Fade
2. Shot composition
3. Continuity of content, movement, position, sound
4. Action edit, Screen Position edit, Form edit, Concept edit, Combined edit
5. New shot – New Information
6. Reason to edit
7. Observe the action line
8. Appropriate form of edit
9. Better the edit – The less is noticed
10. Editing is Creating
11. Parallel editing
12. Montage
13. Multi- camera edit
14. Sync. Sound and counting time
15. Edit a Song with suitable visuals

Students need to submit a DVD with the editing exercises minimum 12 (at least one for each exercise) Clips can be taken from raw footage (unedited) of video or film

External exam will be a viva-voce or testing the students' ability in editing as practical

**Major Based Elective II B : Practical - Web Designing**

**Semester : VI**

**Subject Code : 17UVC6M2P**

**Hours : 5**

**Credits : 5**

**Max. Marks : 100**

**Internal Marks : 20**

**External Marks: 80**

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Objectives:

Enable the learners to  
Create a Web page design using Open source software  
Layout and design a Web page for an Organization

Exercises:

1. Creating a page layout and design
2. Creating Logo
3. Creating animated banners
4. Creating pop-up Commercials
5. Scrolling events or advertisements
6. Create a web page for an organization
7. Create a Blog with creative content and design

Students need to submit a record and DVD with supportive files as evidence of work with a  
Minimum of Two Web Design

- a) Four pages for Commercial Organization
- b) One page for Blog

Students who have completed the exercises and submitted the record only eligible to appear for  
external examination which will be a viva-voce to test the ability in Web Design

**Major Based Elective III A : Practical - Show Reel Creation**

**Semester : VI**

**Subject Code : 17UVC6M3P**

**Hours : 5**

**Credits : 4**

**Max. Marks : 100**

**Internal Marks : 20**

**External Marks: 80**

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Objectives:

Enable the learners to

Understand the skills needed for the Media  
Show their Media Presentation skills

Students need to create and submit a presentation of all their works during the degree course in a nut cell (DVD). This will help the students to enter into the media industry in an effective way.

External Exam will be a viva- voce after valuing the presentation

**Major Based Elective III B : Practical - Creative Advertising**

**Semester : VI**

**Subject Code : 17UVC6M3P**

**Hours : 5**

**Credits : 4**

**Max. Marks :  
100**

**Internal Marks : 20**

**External Marks: 80**

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Objectives:

Enable the learners to

Create advertisements for various Media

Explore the possibilities for experimental advertisements in New Media

**Exercises :**

1. Create an ad for a Newspaper or a Magazine
2. Design an ad for Outdoor Ad ( Hoarding, Transit)
3. Create an ad for radio not exceeding one minute
4. Create a commercial for Television
5. Create an online ad for a product
6. Create an ad suitable for mobile communications

Students need to submit a DVD with the advertisements with supportive evidences minimum of two ads for each exercise. External exam will be viva-voce or exercise to show the students' talents in the Creation of an Advertisement.

## Extra Credit Course – II : Reporting and Writing

**Semester : IV**

**Subject Code : 17UVC6EC2**

**Hours : -**

**Credits : 4**

**Max. Marks : 100**

**Internal Marks : -**

**External Marks: 100**

Objectives:

Enable the learners to

Understand the News value and reporting

Write the news after gathering from reliable resources

### **Unit I**

Understanding news: Definitions, purpose and importance of news, Qualities of news accuracy, clarity, objectivity, balance, directness,

### **Unit II**

News Reporter: Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities, Qualities of a news reporter, rights and responsibilities

### **Unit III**

Evaluating news: News sense and news values, 5 Ws and H, importance of 'what next?'; changing concepts: readers, relationship, relevance and utility, News beats: introduction, beat mapping.

### **Unit IV**

News gathering and Sources: Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives; Right to information

### **Unit V**

Writing News Reports: Conventional style: the inverted pyramid: What is most important?, Choice of one W or H for focus; lead of a news story, types of leads, Writing techniques: importance of inverted pyramid.

### **Reference :**

1. Rangaswami Parthasarathy, Basic Journalism, Trinity Press, First edition, 1984
2. Usha Raman, Writing for the Media, Oxford University Press, First edition, 2010

