

## B.Sc. Visual Communication

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	Ins. Hrs /Week	CRED IT	MARKS		TOTAL
							CIA	ESE	
I	20U1LT1/LA1/LF1/LH1/LU1	I	Language – I		6	3	25	75	100
	20UCN1LE1	II	English - I		6	3	25	75	100
	20UVC1CC1	III	<b>Core – I</b>	Introduction to Visual Communication	5	5	25	75	100
	20UVC1CC2		<b>Core – II</b>	Advertising Basics	3	2	25	75	100
	20UVC1AC1P		<b>Allied –I</b>	Drawing	5	4	20	80	100
	20UVC1AC2P		<b>Allied –II</b>	Graphic Design	3	2	20	80	100
	20UCN1AE1	IV	AEC-I	Value Education	2	2	-	100	100
			<b>TOTAL</b>		<b>30</b>	<b>21</b>			<b>700</b>
II	20U2LT2/LA2/LF2/LH2/LU2	I	Language – II		6	3	25	75	100
	20UCN2LE2	II	English – II		6	3	25	75	100
	20UVC2CC3	III	<b>Core – III</b>	Media, Culture and Society	6	5	25	75	100
	20UVC2CC4		<b>Core – IV</b>	New Media	3	2	25	75	100
	20UVC2AC3P		<b>Allied – III</b>	Painting Practical	4	3	20	80	100
	20UVC2AC4P		<b>Allied –IV</b>	Digital Art Practical	3	2	20	80	100
	20UCN2SE1	IV	Skill Enhancement Course – I @	Soft Skills Development	2	2	-	100	100
			<b>TOTAL</b>		<b>30</b>	<b>20</b>			<b>700</b>
III	20U3LT3/LA3/LF3/LH3/LU3	I	Language– III		6	3	25	75	100
	20UCN3LE3	II	English – III		6	3	25	75	100
	20UVC3CC5	III	<b>Core– V</b>	Communication Theories	4	4	25	75	100
	20UVC3CC6P		<b>Core– VI</b>	2D animation Practical	3	2	20	80	100
	20UVC3AC5		<b>Allied– V</b>	Photography Practical	4	3	25	75	100
	20UVC3AC6P		<b>Allied–VI</b>	Basic Media psychology	3	2	20	80	100
	20UVC3GE1P	IV	Generic Elective - I #		2	2	-	100	100
	20UCN3AE2		AEC-II	Environmental Studies	2	2	-	100	100
			<b>TOTAL</b>		<b>30</b>	<b>21</b>			<b>800</b>
IV	20U4LT4/LA4/LF4/LH4/LU4	I	Language–IV		6	3	25	75	100
	20UCN4LE4	II	English– IV		6	3	25	75	100
	20UVC4CC7	III	<b>Core– VII</b>	Media Production	5	5	25	75	100
	20UVC4CC8		<b>Core - VIII</b>	Media Research Orientation	3	2	25	75	100
	20UVC4AC7P		<b>Allied– VII</b>	Radio Production	5	3	20	80	100
	20UVC4AC8P		<b>Allied–VIII</b>	Writing for Mass Media	3	2	20	80	100
	20UVC4GE2P	IV	Generic Elective – II #		2	2	-	100	100
	20UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-
			<b>TOTAL</b>		<b>30</b>	<b>21</b>			<b>700</b>
V	20UVC5CC9	III	<b>Core – IX</b>	Media Laws and Ethics	6	5	25	75	100
	20UVC5CC10		<b>Core – X</b>	Film Studies	6	5	25	75	100
	20UVC5CC11P		<b>Core – XI</b>	3D animation Practical	6	5	20	80	100
	20UVC5CC12P1		<b>Core - XII (a)</b>	Internship	-	3	10	40	50
	20UVC5CC12P2		<b>Core - XII (b)</b>	Domain Study	3	2	10	40	50
	20UVCDE1P		DSE – I **		5	4	20	80	100
	20UVC5SE2P	IV	Skill Enhancement Course – II @		2	2	-	100	100
	20UVC5SE3P		Skill Enhancement Course – III @		2	2	-	100	100
	20UVC5EC1		<b>Extra Credit Course - I</b>	General Intelligence for Competitive Examinations	-	<b>4*</b>	--	<b>100*</b>	<b>100*</b>
			<b>TOTAL</b>		<b>30</b>	<b>28</b>			<b>700</b>
VI	20UVC6CC13T	III	<b>Core– XIII (a)</b>	Communication for Development	3	3	10	40	50
	20UVC6CC13P		<b>Core– XIII (b)</b>	Communication for Development	3	2	10	40	50
	20UVC6CC14		<b>Core– XIV</b>	Visual Analysis	5	5	25	75	100
	20UVC6CC15P		<b>Core - XV</b>	Visual Effects	4	5	20	80	100
	20UVC6CC16P		<b>Core - XVI</b>	Visual Storytelling Practical	5	5	20	80	100
	20UVC6DE2P		DSE II **		5	4	20	80	100
	20UVC6DE3P		DSE III **		4	4	20	80	100
	20UCN6AE3	IV	AEC-III	Gender Studies	1	1	-	100	100
	20UVC6EC2		<b>Extra Credit Course - II</b>	Visual Communication for Competitive Examinations	-	<b>4*</b>	-	<b>100*</b>	<b>100*</b>
	20UVC6EC2		<b>Extra credit course for all</b>	Online Course	-	<b>1*</b>	-	-	-
<b>TOTAL</b>					<b>30</b>	<b>29</b>			<b>700</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140</b>	-	-	<b>4300</b>

**@ Skill Enhancement Courses**

SEMESTER	COURSE CODE	COURSE TITLE
V	20UVC5SE2PA	Entrepreneurship Skills
	20UVC5SE2PB	Cartoon Drawing
	20UVC5SE3PA	Art of Acting
	20UVC5SE3PB	Clay Modelling

**\*\* Discipline Specific Electives**

SEMESTER	COURSE CODE	COURSE TITLE
V	20UVCDE1PA	Television Production
	20UVCDD1PB	Language of film
VI	20UVC6DE2PA	Editing
	20UVC6DE2PB	Web Designing
	20UVC6DE3PA	Show Reel Creation
	20UVC6DE3PB	Creative Advertising

**# Generic Electives for other major departments**

Semester	CODE	Course Title
III	20UVC3GE1P	Pencil Sketching Practical
IV	20UVC4GE2P	Art from Anything

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UVC1CC1	Core - I	INTRODUCTION TO VISUAL COMMUNICATION	5	5	100	25	75

### Course Outcomes:

1. Explain the stages of communication
2. Identify the models of communication
3. Remember the visual process
4. Apply the principles of design
5. Analyse the Visual message

### Unit I

**15 hours**

History of communication – Age of signs and symbols - Speech and Language -Pictography – Phonetic writing - Alphabetical writing - Age of print – Define Communication - Need for communication - Types of communication - Stages of communication - 7 Cs of communication - Age of Visual Communication # Camera vs Eye # #.....# Self Study portion

### Unit II

**15 hours**

Models of communication – Shanon and Weaver model – Berlo model (SMCR) – Lasswell model – Osgood model – Schramm model # Helical model #

### Unit III

**15 hours**

Visual elements - Visual Process - Sensing, Selecting, Perceiving, Remember, Know - Sensual theories - Gestalt, Constructivism - Perceptual theories - Semiotics - Signs, Code - Cognitive - Connotation - Denotation # Application of psychological concepts of visual communication #\

### Unit IV

**15 hours**

Visual aesthetics – Rasa - Typography - Illustrations - Layout - Principles of design - Color theory - Desktop publishing - Poster design - Book design - Advertising design # Printing process #

### Unit V

**15 hours**

Analysing visual message - Personal, Historical, Technical, Ethical, Cultural, Critical perspectives - Photography - Motion Pictures - Cartoon, Computer Generated Images (CGI), Visual Effects (VFX) Television # Internet and Mobile #

### Text Books:

- T.B-1 Seema Hasan, Mass Communication Principles and Concepts, CBS Publications, Third Edition, 2016.  
T.B-2 N. N Sarkar, Art and Print Production, Oxford Publications, Second Edition, 2013.  
T.B-3 Paul M Lester, Visual Communication: Images with messages, Eighth Edition, 2019

**UNIT I** Chapter I, Full, **T.B- 1**

**UNIT II** Chapter II Full. **T.B- 1**

**UNIT III** Chapter I Section 2, Chapter V section 3 - 6 – 6. **T.B- 3**

**UNIT IV** Chapter I, II, IV, V Full **T.B- 2**

**UNIT V** Chapter IV - XVI Full **T.B- 3**

### References:

- Golombisky, K White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design, CRC press, 2016
- W.Alex , The Elements of Graphic Design, Allworth publication , 2011
- Schildgen, T Pocket Guide to color with digital applications. Thomsom Learning, 1998

**Web Reference:**

- [www.thoughtco.com](http://www.thoughtco.com)
- [www.thecommunicationprocess.com](http://www.thecommunicationprocess.com)
- [www.mason.gmu.edu](http://www.mason.gmu.edu)

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcome**

Semester	Code		Title of the Paper				Hours		Credits	
I	20UVC1CC1		INTRODUCTION TO VISUAL COMMUNICATION				5		5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
	CO1	√	√	√	√	√	√	√	√	√
	CO2		√	√	√		√	√		
	CO3	√	√	√				√	√	
	CO4			√	√	√		√	√	√
	CO5	√	√	√	√	√	√	√	√	√
Number of Matches= 37, Relationship : High										

**Prepared by:****Checked by:****Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UVC1CC2	Core- II	ADVERTISING BASICS	3	2	100	25	75

### Course Outcomes:

1. Acquire knowledge in basics of Advertising.
2. Create the layout Designs.
3. Interpret the Media relations
4. Plan the Budget and Investment
5. Evaluate the various Media advertising

### Unit I

9 hours

**Advertising:** Definition, Origin & Growth, Nature and role of Advertising, Functions of advertising. Advantages of Advertising, Differences between Advertising and Publicity- #Principles of Advertising. #

### Unit II

9 hours

**Design and Layout:** Layout-Functions of Layout-Principles of Effective Design and Layout-Characteristics of Layout- Purpose of Layout #Importance of Layout#

### Unit III

9 hours

**Audience:** Target audience, Audience Surveys, Consumer-Consumerism–Media Relations-Modern Advertising, Ethics in Advertising and Public Relations. #Types of Audience#

### Unit IV

9 hours

**Advertising Agencies:** Importance of Advertising Agency - Types of Advertising agency. Advertising Agencies in India - Capital Investments, Budget: Advertising Budget-Investment-Types of Retail Advertising. # Role of Advertising Agencies#

### Unit V

9 hours

**Advertising Goals:** General objectives, Specific objective , Advertising goals-Behavioural goals - Communication Related goals. The Regulation of Advertising. Newspaper Advertising-Electronic Media Advertising-Direct and Indirect Advertising #Printing Advertising #  
#.....# - Self study

### Text Books:

1. P.Saravanavel &P.Sumathi, Advertising and Salesmanship, Second Edition,2018
2. Stanley J.Baran, Introduction to Mass Communication (Media Literacy and Culture), Fifth Edition,2010.

**Unit-I : Chapter II Section 1-6 T.B-1**

**Unit-II : Chapter XIII Section 1-6 T.B-1**

**Unit-III : Chapter III Section 1-3 T.B-3, Chapter II Section 4-5 T.B-1, Chapter II Section 5-8 T.B-3**

**Unit-IV : Chapter VIII Section 1-6 T.B-1, Chapter IX Section 1,3,18 T.B-1**

**Unit-V : Chapter IV Section 1-6 T.B-1, Chapter XII Section 7 T.B-2  
Chapter XV Section 1-2 T.B-1, Chapter VIII Section 3-6 T.B-1**

**Reference :**

1. Keval J.Kumar, Mass Communication in India, Fourth edition, 2014

**Online references:**

1. <https://www.slideshare.net/s5750369s/consumerism-42593549>
2. <https://www.slideshare.net/shubhratl/top-indian-advertisement-agencies>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits		
I	20UVC1CC2		ADVERTISING BASICS			3		2		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√		√	√		√		√	√	√
CO2		√		√	√		√		√	√
CO3	√	√	√		√	√		√		
CO4	√	√		√			√			√
CO5	√		√		√		√	√	√	
Number of Matches= 30, Relationship : Moderate										

**Prepared by:**

**Checked by:**

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UVC1AC1P	Allied- I	<b>DRAWING PRACTICAL</b>	5	4	100	20	80

#### **Course Outcomes:**

1. Sketching the Visual elements
2. Visualize the design for Advertising
3. Illustrate the human anatomy
4. Create the storyboard for a concept
5. Summarise the still life outcomes

#### **Exercises:**

1. Drawing the visual elements (Dot, line, shape, form, Texture)
2. Creating design applying the principles of Balance, Symmetry, Rhythm, Proportion, Harmony, Unity
3. Illustrating the types of perspectives ( One point, Two point, Three point, Curvilinear )
4. Creating the colour wheel
5. Sketching the Human anatomy forms, postures, Portrait
6. Drawing stick figures (Body, Hands, Legs)
7. Creating cartoon characters
8. Create a story board for a concept
9. Studying the inanimate objects (Still life)
10. Studying the landscape, cityscape

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

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code			Title of the Paper				Hours	Credits	
I	20UVC1AC1P			DRAWING PRACTICAL				5	4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2	√	√	√	√	√		√	√	√	√
CO3	√	√	√	√	√	√		√	√	√
CO4	√				√	√	√	√		√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 44, Relationship : High										

Prepared by:

Checked by:

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
Allied – II	Graphic Design - Practical	3	2	100	20	80

### Course Outcomes:

1. Sketching the line, shape, and form
2. Organising space for design
3. Interpreting the typography for a text
4. Designing awareness materials
5. Creating Advertising 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, Graffiti.



9. Design the page Layout for in-house magazine
10. Design the Book Cover, Poster,
11. Creating Advertising, POS, POP

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

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits		
I	20UVC1AC2P		Graphic Design Practical			3		2		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
	CO1	√	√	√	√	√	√	√	√	√
	CO2	√	√		√		√	√		√
	CO3	√	√		√	√		√	√	√
	CO4	√		√		√		√	√	√
CO5	√	√	√	√	√	√	√	√	√	
Number of Matches= 40, Relationship : High										

Prepared by:

Checked by:

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UVC2CC3	Core – III	MEDIA, CULTURE AND SOCIETY	6	5	100	25	75

**Course Outcomes:**

1. Observe the media, culture
2. Select the media for development
3. Explain the psychology of media audience
4. Summarize the media development for social change
5. Evaluate the effects of Media

**Unit I**

**18hours**

Definition: Media-Media Culture, Media Identity and culture. Introduction to Media studies, Media in contemporary times, Print Media: Newspapers-Magazines, The impact of print. # Importance of Media Culture#

## **Unit II**

**18hours**

Uses of Media: Selection, inform, entertain, educate and persuade- Media in Society: Development and representation of media in society. Radio Rural Forums- Rural Broadcast. # Effects of Media #

## **Unit III**

**18hours**

Media Organization: Commercial Ownership- Ownership Restrictions, PCI, ABC, ANI and INS, Media Audience: Psychology of media audience, Mass Media and Politics #Effects of Ownership#

## **Unit IV**

**18hours**

Cultural Context of Development- ICT, Media Development and Social Change: Alternative approaches to Developments, The Indian Experience of Development. Media Censorship: Avoiding Offence-Pornography-Violence #Indian Culture#

## **Unit V**

**18hours**

Effects of Media: In Education- Children and the Media- Representations of Women in the Media- Importance of Media Literacy-Media in the Public Sphere-Globalization-Media and Masculinities #Development of Traditional Media #

#.....# - Self study

### **Text Book:**

- 1.Keval J.Kumar, Mass Communication in India, Fourth edition,2014
- 2.Seema Hasan, Mass Communication Principles and Concepts, Second edition,2013
- 3.Stanley J.Baran, Introduction to Mass Communication (Media Literacy and Culture),Fifth Edition,2010.
- 4.Paul Hodkinson, Media Culture and Society, Second Edition,2017

<b>Unit-I</b>	<b>: Chapter I Section 1-2, Chapter I Section 3, 4 T.B-4,Chapter I Section 9-12 T.B-3</b>
<b>Unit-II</b>	<b>: Chapter II Section 1-3 T.B-2, Chapter V Section 3-6 T.B-1</b>
<b>Unit-III</b>	<b>: Chapter III Section 1-3 T.B-4, Chapter VI Section 4-6 T.B-1</b>
<b>Unit-IV</b>	<b>: Chapter V Section 1-7 T.B-1, Chapter VIII Section 8-10 T.B-4</b>
<b>Unit-V</b>	<b>: Chapter IV Section 1-3 T.B-1, Chapter II section 4-7 T.B-2, Chapter XIII Section 9 T.B-4</b>

### **Online references:**

1. <https://www.slideshare.net/truptim1/intro-to-media-studies>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits		
II	20UVC2CC3		MEDIA, CULTURE AND SOCIETY			6		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√			√	√			√	√
CO2	√	√		√	√	√	√		√	
CO3	√		√			√	√	√		√
CO4	√		√	√	√	√		√	√	
CO5		√		√	√			√	√	
Number of Matches= 31, Relationship : Moderate										

Prepared by:

Checked by:

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UVC2CC4	Core – IV	NEW MEDIA	3	3	100	25	75

### Course Outcomes:

1. Understanding the new media.
2. Describe the role of new media.
3. Classification of social media.
4. Understanding the E publishing concepts.
5. Interpretation of new media in various sectors.

### Unit I

**9 hours**

New media – definition – scope and characteristic of new media five C's – Communication, Collaboration, Community, Creativity and Convergence, importance of new media in contemporary era. #Mobile Communication #

### Unit II

**9hours**

Socializing – definition – importance of socialization in Digital age- Role of New media in socialization #Crowd Funding#

### Unit III

**9hours**

Social Networking – definition – types of Social Networking – Characteristic of social Networking - positive and negative factors of social networking, #Social Media#

### Unit IV

**9 hours**

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

### Unit V

**9 hours**

Role of New media in Education, Entertainment, Politics and Journalism, New media technologies. #Cybercrime#

#.....# - Self study

### Text Book:

**T.B 1 – 1.** Ashwin Razdan, New Media Techniques and Trends, Vitasta Publishing Pvt. Ltd, First edition 2008

**T.B 2 - 3.** Electronic media (second edition), then, now and later, Norman J. Medoff, Barbara K. Kaye, 2017

**Unit-I** : Chapter I Section 1-2, Chapter I Section 3,4 **T.B-1**, Chapter I Section 9-12 **T.B-1**

**Unit-II** : Chapter II Section 1-3 **T.B-2**, Chapter V Section 3-6 **T.B-1**

**Unit-III** : Chapter III Section 1-3 **T.B-1**, Chapter VI Section 4-6 **T.B-2**

**Unit-IV** : Chapter V Section 1-7 **T.B-1**, Chapter VIII Section 8-10 **T.B-2**

**Unit-V** : Chapter IV Section 1-3 **T.B-2**, Chapter II section 4-7 **T.B-2**

### Web Reference:

- [www.thoughtco.com](http://www.thoughtco.com)
- [www.newmedia.com](http://www.newmedia.com)
- [www.mason.gmu.edu](http://www.mason.gmu.edu)

Semester	Code		Title of the Paper				Hours		Credits	
II	20UVC2CC4		NEW MEDIA				3		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Prepared by:

Checked by:

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UVC2AC3P	Allied – III	PAINTING - PRACTICAL	4	3	100	20	80

#### Course Outcomes:

1. Acquire the colour mixing skill
2. Create collage for a concept
3. Interpret the mixed media outcomes
4. Communicate by choosing the right colour
5. Explain the outdoor study outcomes

#### Exercises

1. Handling Brush (Flat, Round)
2. Poster colour (Murals)
3. Water colour (Lands Scape)
4. Acrylic colour (Lands Scape, Still life)
5. Collage Work
6. Mixed media
7. Abstract Painting
8. Colour Theory & Scheme
9. Outdoor study: Spot 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

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper				Hours		Credits	
II	20UVC2AC3P		PAINTING PRACTICAL				4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2	√		√	√	√			√	√	√
CO3	√	√	√	√	√	√	√		√	
CO4	√	√	√	√		√	√	√		√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 43, Relationship : High										

Prepared by:

Checked by:

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UVC2AC4P	Allied – IV	DIGITAL ART - PRACTICAL	3	2	100	20	80

#### Course Outcomes:

1. Acquire skills by using the right tool for Graphic Design
2. Create Advertising design
3. Layout for a Magazine design
4. Organize the pages for a web
5. Evaluate advertising and digital design

#### Exercises

1. Poster Design
2. Banner Design
3. Packaging Design
4. Advertising Design
5. Magazine Front Cover
6. Pamphlets
7. Eco friendly Design
8. Point of Purchase (POP) materials
9. Web Design
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 in hard copies)

**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 and DVD (Digital creation) are eligible for appearing external examination.

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

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code			Title of the Paper			Hours		Credits	
II	20UVC2AC4P			DIGITAL ART PRACTICAL			3		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2	√	√	√		√	√	√		√	√
CO3	√	√		√	√	√	√	√	√	√
CO4	√	√	√	√	√					√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 43, Relationship : High										

Prepared by:

Checked by:

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UVC3CC5	Core-V	Communication Theories	4	4	100	25	75

**Course Outcomes:**

- At the end of the course students will be able to
1. Know the theories of communication
  2. List the theories of media
  3. Explain the Sociological theories of mass communication
  4. Interpret the Normative theories
  5. Evaluate the Media audience

Unit I

12Hours

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

Unit II

12Hours

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

Unit III

12Hours

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

Unit IV

12Hours

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

Unit V

12Hours

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.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code					Title of the Paper			Hours	Credits
III	20UVC3CC5					Communication Theories			60	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√			√		√	√		√
CO3	√	√	√	√		√	√		√	
CO4					√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by

Checked by

K. Shanmuga Velayutham

B. Ramakrishnan

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high



Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UVC3CC6P	Core– VI	2D Animation - Practical	3	2	100	20	80

**Course Outcomes:**

At the end of the course students will be able to

1. Know the tools for creating 2D images
2. Illustrate the characters for the story
3. Manage the background and concept art
4. Apply the principles of animation
5. 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. Characterize 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.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code			Title of the Paper			Hours		Credits	
III	20UVC3CC6P			2D Animation Practical			45		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√	√				√		√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 37, Relationship : High										

Prepared by  
 K. Shanmugavelayutham

Checked by  
 B. Ramakrishnan

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UVC3AC5	Allied– V	Photography Practical	4	3	100	20	80

**Course Outcomes:**

At the end of the course students will be able to

- Describe the fundamentals for photography.
- Identifies the basic composition rules on sample photographs.
- Development of Skill and Technique in photography.
- Identifies cameras according to formats
- Describes the qualities of light in terms of photography.

**Exercises:**

- Portrait, Still Life Objects
- Shooting Landscape, Cityscape
- Capturing the moving Objects (Sports)
- Composing Twilight Photographs
- Product Photography
- Street Photography
- Candid Photography
- Wedding Photography
- Stop Motion Photography
- Documentary Photography (Minimum 16 Snaps)

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).

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code			Title of the Paper			Hours		Credits	
III	20UVC3AC5			Photography Practical			60		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√	√				√	√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 37, Relationship : High										

Prepared by  
Dr. Ragunathan.S

Checked by  
Mr.B.Ramakrishnan

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UVC3AC6P	Allied-VI	Basic Media Psychology - Practical	3	2	100	20	80

**Course Outcomes:**

- At the end of the course students will be able to
- Classify the school of Psychology
  - Explain the approaches to media
  - Simplify the Psychology in advertising
  - Comment on impact of media and adolescents
  - Illustrate the social psychology of media

**Unit I9Hours**

Psychology – Structuralism – Functionalism – Behaviourism – Gestalt psychology – Psychoanalytic psychology – Humanistic Psychology Media Psychology – Defining Mass media – Psychology in Media – Practising media Psychology.

**Unit II9Hours**

Theoretical Issues in Media Research – Early approaches to Media – McLuhan and Postmodernism – Developments in Media Research - Effects tradition – Experimental Tradition – Analysis of Media – Discourse analysis.

**Unit III9Hours**

Psychological effects and influences of media – The effects of Media violence – Cognitive factors of Media violence – Pro social effects of Media – Parental Mediation – Psychology in advertising

**Unit IV9Hours**

Developmental issues in Media Psychology – Young child and Television – Children socialization through media – Imagination – Theory of Mind – Media and Adolescence – Cultural functions of Media use – Body Image.

**Unit V9Hours**

Social Psychology of the Media – Representation of social groups – Media audience – Audience participation – Future of Media Psychology – Internet – Individual aspects of internet use – Science in Media – Media performance.

**Books For Reference:**

- L.J. Shrum, The Psychology of Entertainment Media, Lawrence Erlbaum associates publishers, First edition, 2005
- Coon Dennis, Introduction to psychology, Wadsworth Cengage learning, 2010.
- David Giles, Media Psychology, Lawrence Erlbaum associates publishers, First edition, 2003

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code			Title of the Paper			Hours		Credits	
III	20UVC3AC6			Basic Media Psychology			45		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by  
Mr.K. Shanmuga Velayutham

Checked by  
Mr.D.Pradheepan

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UVC3GE1P	Generic Elective – I #	Pencil Sketching - Practical	2	2	100	-	100

**Course Outcomes:**

At the end of the course students will be able to

- 1. Handling pencil for drawing
- 2. Illustrate the visual elements
- 3. Know the colour theory
- 4. Draw the images using light and shade
- 5. Write letters using typography

**Exercises:**

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

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

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code			Title of the Paper			Hours		Credits	
III	20UVC3GE1P			Pencil Sketching			30		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√					√		√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by  
Mr.B.Ramakrishnan

Checked by  
Dr.S.Ragunathan

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC4CC7	Core-VII	Media Production	5	4	100	25	75

**Course Outcomes:**

- At the end of the course students will be able to
1. Understanding the project work of media
  2. Learning the stages of Production
  3. Know the color temperature and color balance
  4. Know the basics of Media production
  5. Apply the knowledge in Post production work

**Unit I**
**15Hour**

Visualization: Definition-Images sounds and the creative process Conveying information, Rhetorical persuasion, Artistic expression. Pre-production, Production and Post-Production #Program idea#

**Unit II**
**15Hour**

Producing: Role of the Producer, Production strategies Production Management: Script Breakdown, Shooting schedule, Production Budget Script writing: Visual Thinking, Preparation for script writing, Script writing ideas. #Formats of scripts#

**Unit III**
**15Hour**

Aesthetics Principles and production: Co-ordination, aesthetic approaches, Composition, Combining shots, Sound and Image Interaction, Preparing shooting script, Production co-ordination, Single- Camera production. #Multiple- camera production#

**Unit IV**
**15Hour**

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

**Unit V**
**15Hour**

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 files to various formats. #creating Master copy after editing and Distribution#

#.....#-Self study

<b>Unit-I</b>	: Chapter I	Section 1-6		T.B-1
	Chapter II	Section 1-6		T.B-1
	Chapter III	Section 1-4		T.B-1
<b>Unit-II</b>	: Chapter I	Section 1-9		T.B-1
<b>Unit-III</b>	: Chapter V	Section 16-20	T.B-1	
	Chapter III	Section 4-7		T.B-1
<b>Unit-IV</b>	: Chapter VIII	Section 1-6		T.B-1
	Chapter XI	Section 7-10,11,12		T.B-3
	Chapter VI	Section 17-19		T.B-3
<b>Unit-V</b>	: Chapter IV	Section 1-6		T.B-1
	Chapter XV	Section 2-4,9-11		T.B-3
	Chapter X	Section 10-13	T.B-1	

**Text Books:**

- 1.Robert B. Musburger & Gorham Kindem, Introduction to Media Production, Focal Press, Fourth edition, 2009
- 2.Jim Owens, Television Production, Focal Press, Sixteenth edition, 2016
- 3.Gerald MillersonJim Owens,Video Production handbook,Fourth Edition.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code					Title of the Paper			Hours	Credits
IV	20UVC4CC7					Media Production			75	5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√		√		√	√		
CO3	√	√	√	√		√	√		√	
CO4					√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by  
Mr.D.Pradheepan

Checked by  
Mr.K.Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC4CC8	Core - VIII	Media Research Orientation	3	2	100	25	75

**Course Outcomes:**

At the end of the course students will be able to

1. Know the fundamentals in research
2. List the types of research design
3. Classify data collection method
4. Explain the sampling
5. Write the research report

Unit I

9Hours

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

9Hours

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

9Hours

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

9Hours

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

Unit V

9Hours

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.

**Books for Reference:**

- Elliott, Deni. “Essential shared values and 21st century journalism.” The handbook of mass media ethics (2009).
- Gerbner, George. “Epilogue: Advancing on the Path of Righteousness (Maybe).” Cultivation Analysis: New Directions in Media Effects Research. By Nancy Signorielli and Michael Morgan. Newbury Park, CA: Sage Publications, 1990.
- Allen, R. L., & Hatchett. (1986). “The Media and Social Reality Effects: Self and System Orientations of Blacks.” Communication Research.
- Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunter, Emeritus Professor in Media and Communication Barrie Gunter, SAGE Publications, 11-Feb-2000

**Web Reference:**

- <https://libraryguides.missouri.edu/j8000/methology>
- <https://ecu.au.libguides.com/research-methodologies-creative-arts-humanities/media-analysis>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code			Title of the Paper			Hours		Credits	
IV	20UVC4CC8			Media Research Orientation			45		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√		√	√		√	√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by

Checked by

Dr. Ragunathan.S

Mr. B.Ramakrishnan

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC4AC7P	Allied– VII	Radio Production - Practical	5	3	100	20	80

- Course Outcomes:**
- At the end of the course students will be able to
1. Conducting interview for Radio
  2. Handling the recording equipment
  3. Recording the talk and documentary
  4. Creating Jingles and PSA
  5. Writing audio content for the visual radio

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

Students need to submit a DVD with different types of radio programmes. Students who have completed and submitted the DVD are eligible for appearing externalexamination

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

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code			Title of the Paper			Hours		Credits	
IV	20UVC4AC7P			Radio Production			75		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√		√	√		√	√	√	
CO4		√	√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by  
K. Shanmuga Velayutham

Checked by  
Mr.D.Pradheepan

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high



Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC4AC8P	Allied–VIII	Writing for Mass Media - Practical	3	2	100	20	80

**Course Outcomes:**

At the end of the course students will be able to

1. Writing script for aural media
2. Outline the script for documentary
3. Differentiate the PSA and Advertisement
4. Simplify the script writing for digital media
5. Develop the Script using the digital platform.

**Exercises:**

1. Writing script for Radio Jingles, Promo, News, Documentary, Film review
2. Writing script for Television News
3. Writing script for a Documentary 3 min
4. Writing script for Short film 3 min
5. Writing script for Film review
6. Writing for New Media script used by script writing software (Celtx)
7. Writing script for PSA, commercial

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

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code			Title of the Paper			Hours		Credits	
IV	20UVC4AC8P			Writing for Mass Media			18		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		√	√	√	√	√	√		√	√
CO2	√	√		√	√		√	√		√
CO3	√		√		√	√	√	√	√	
CO4		√		√	√	√	√		√	√
CO5	√	√			√	√	√	√		√
Number of Matches= 36, Relationship : High										

Prepared by

- 1.Dr.Ragunathan.S
- 2.Mr.D.Pradheepan

Checked by

1. Mr.K.Shanmuga Velayutham
2. Mr.B. Ramakrishnan

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC3GE2P	Generic Elective – II #	Art from Anything - Practical	2	2	100	-	100

**Course Outcomes:**

At the end of the course students will be able to

1. Creating useful things from waste materials
2. Making shapes using paper craft
3. Designing toys for science concepts
4. Sculpting shapes using eco-friendly materials
5. Mixed media to create collage

**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
6. Collage

Students need to submit minimum 5 things created by using available materials.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code					Title of the Paper			Hours	Credits
IV	20UVC3GE2P					Art From Anything			30	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√		√			√		√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by  
Mr.B.Ramakrishnan

Checked by  
Dr.S.Ragunathan

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC9	Core-IX	MEDIA LAWS AND ETHICS	6	5	100	25	75

### Course Outcomes:

At the end of course students will be able to

- 1: Know the fundamental rights and freedom of press
- 2: Recall the Press laws and representation of women in Media
- 3: Learn the ethics of Media
- 4: List the ethics of broadcasting
- 5: Understand the Cyber laws

### Unit I

18 Hours

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

### Unit II

18 Hours

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

### Unit III

18 Hours

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

18 Hours

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

### Unit V

18Hours

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

Self Study - #.Cyber crime#

### References:

1. Paranjy 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
5. Seema Hasan,Mass Communication,CBS Publishers &Distributers ,2<sup>nd</sup> Edition 2013.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code			Title of the Paper			Hours		Credits	
V	20UVC5CC9			MEDIA LAWS AND ETHICS			6		5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√	√				√		√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 37, Relationship : High										

Prepared by  
Dr S. Ragunathan

Checked by  
Mr.D. Pradheepan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC10	Core-X	FILM STUDIES	6	5	100	25	75

### Course Outcomes:

At the end of course students will be able to

- 1: Know the film as a medium
- 2: List the genres of film
- 3: Explain the importance of Cinema
- 4: Interpret the audience
- 5: Evaluate the film directors and their style of movie making

### Unit I

18 Hours

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

18 Hours

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

18 Hours

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

18 Hours

Film audience. Audience positioning. Audience as the meaning makers. Hero worship. Fan clubs. Problematizing the film audience-OTT

### Unit V

18 Hours

Study of filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Ingmar Bergman, Sridhar, A.P Nagarajan, Beemsingh, Ruthrayya, K. Balachandar, Mahendran, Bharathiraja, Backiyaraj, S.P. Jananathan 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

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code		Title of the Paper			Hours		Credits		
V	20UVC5CC10		FILM STUDIES			6		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by  
Mr.D.Pradheepan

Checked by  
Mr. B. Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC11P	Core-XI	3D ANIMATION-PRACTICAL	6	5	100	20	80

### Course Outcomes:

At the end of course students will be able to

- 1: Create objects using basic forms
- 2: Know the lighting of objects
- 3: Understand the camera movements
- 4: Apply animation principles for a concept
- 5: Create and animate titles

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

Prepared by  
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Checked by  
Mr. B. Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC12I	Core-XII(a)	INTERNSHIP	-	3	50	10	40

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

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Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC12P	Core-XII(b)	VISUAL STORY TELLING - PRACTICAL	3	2	50	10	40

### Course Outcomes:

At the end of course students will be able to

- 1: Differentiate the story and screenplay
  - 2: Know the basics of visual story telling
  - 3: Write a story
  - 4: Write a screenplay
  - 5: Apply the visual story telling ideas
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

Prepared by  
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Checked by  
Mr.D.Pradheepan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC13T	Core-XIII(a)	COMMUNICATION FOR DEVELOPMENT	3	3	50	10	40

### Course Outcomes:

At the end of course students will be able to

- 1: List the development process
- 2: Differentiate the Communication and Development Communication
- 3: Know the role of a Communicator
- 4: Create awareness in society
- 5: Understand the Campaign strategy

### Unit I

9 Hours

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

### Unit II

9 Hours

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

### Unit III

9 Hours

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

### Unit IV

9 Hours

Development Communication theories: Diffusion and Innovation theory, Paradigm shift, Cultivation theory, Uses and gratification theory.

### Unit V

9 Hours

National and International Resources for Development, Funding Agencies, UNO millennium goals, Sustainable goals, Environmental goals, Empowerment for Social Campaign.

### 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.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code		Title of the Paper			Hours		Credits		
VI	20UVC6CC13T		COMMUNICATION FOR DEVELOPMENT			3		3		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		√	√	√	√	√	√		√	√
CO2	√	√		√	√		√	√		√
CO3	√		√	√		√		√	√	
CO4		√		√	√	√	√		√	√
CO5	√	√			√	√	√	√		√
Number of Matches= 35, Relationship : High										

Prepared by

Mr.D.Pradheepan

Checked by

Mr.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC13P	Core-XIII(b)	COMMUNICATION FOR DEVELOPMENT - PRACTICAL	3	2	50	10	40

### Course Outcomes:

At the end of course students will be able to

- 1: Use the folk form for development communication
- 2: Learn to work with team spirit
- 3: Communicate the idea for development
- 4: Create awareness in society
- 5: Conduct a Campaign for a theme

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)

Prepared by

Mr.D.Pradheepan

Checked by

Mr.B.Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC14	Core-XIV	VISUAL ANALYSIS	5	5	100	25	75

### Course Outcomes:

At the end of course students will be able to

- 1: Know the semiotic analysis
- 2: Understand the Consumer Society
- 3: Explain the psychoanalysis
- 4: Interpret Mass society
- 5: List the impact of social media

### UNIT I

18 Hours

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

18 Hours

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

### UNIT III

18 Hours

Psychoanalytic Criticism: The unconscious – sexuality – The Oedipus complex – Id, Ego and Superego – symbols - Dreams - Aggression and Guilt – Freud and Beyond – Psychoanalytic analysis of Media .

### UNIT IV

18 Hours

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

### UNIT V

18 Hours

Feminism.

### References:

1. Arthur Asa Berger Media Analysis Techniques, Sage Publications, New Delhi,2012.
2. Marcell Denesi 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.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code		Title of the Paper			Hours		Credits		
VI	20UVC6CC14		VISUAL ANALYSIS			5		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		√	√	√	√	√	√	√	√	√
CO2	√	√		√	√		√	√		√
CO3	√		√	√		√		√	√	
CO4		√	√	√	√	√	√		√	√
CO5	√	√			√	√	√	√		√
Number of Matches= 37, Relationship : High										

Prepared by

Dr Ragunathan.S

Checked by

B. Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC15P	Core-XV	<b>VISUAL EFFECTS - PRACTICAL</b>	4	4	100	20	80

### Course Outcomes :

On completion of the course, students will be able to

1. Modelling the objects using forms
2. Use textures for the objects
3. Lighting the objects
4. Modify the objects using rotoscoping
5. Apply the Visual effects using green matte

Exercises:

1. Creating an object using basic forms
2. Texturing the object
3. Lighting the object
4. Rotoscoping
5. Retiming animation
6. Rigging
7. Green matte techniques for visual effects
8. Create 3D Titles with visual effects

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

Prepared by:

Mr.D.Pradheepan

Checked by:

Mr. B. Rmakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC16P	Core-XVI	DOMAIN STUDY - PRACTICAL	5	5	100	20	80

### Course Outcomes:

At the end of course students will be able to

- 1: Select an area of interest to work
- 2: Experiment the methods for Media production
- 3: Compose and edit new ideas
- 4: Explore the way of telling stories
- 5: Create an experimental output

### Exercises

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. Music Album
10. Cartoon Creation/ Caricatures (Comic Strips)
11. Typography and Titling
12. 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.

Prepared by

Ramakrishnan. B

Checked by

Dr S. Ragunathan



Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5SE2AP	SEC II	ENTREPRENEURSHIP SKILLS – PRACTICAL	2	2	100	-	100

#### Course Outcomes:

At the end of course students will be able to

CO1: Optimum utilization of available resources

CO2: List the equipment within the budget

CO3: Follow the Environmental measures

CO4: Friendly approach with the customers

CO5: Start small Photo Studio or Graphic Design work

#### Exercises

1. Start the work with customer expectation
2. Portrait with minimum number of Lights
3. Using the available Reflectors and Properties for Portrait
4. Show the work sample and ready to do the corrections
5. Deliver the output with the file format suitable for the customer
6. Handle the Cool lights effectively
7. Graphic Design with user friendly software for timely delivery
8. Friendly approach with the customer and get their feedback for improvement
9. Offering extra Print or Pocket Calendar as Customers care
10. Green measures like using environment friendly Cool Lights

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5SE2BP	SEC II	CARTOON DRAWING-PRACTICAL	2	2	100	-	100

### Course Outcomes:

At the end of course students will be able to

- 1: Draw characters using stick figures
- 2: Modify the faces with expressions
- 3: Imagine a situation
- 4: Create Caricatures
- 5: Improve satire through 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

Prepared by

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Checked by

Dr. Ragunathan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5SE3AP	SEC III	ART OF ACTING-PRACTICAL	2	2	100	-	100

#### Course Outcomes:

At the end of course students will be able to

- 1: Know the Voice Modulation
- 2: Express various emotions
- 3: Understand the body language
- 4: Coordinate Body, Mind and Voice
- 5: Perform skit

#### 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

Prepared by

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Checked by

Mr. D. Pradheepan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5SE3BP	SEC III	CLAY MODELLING-PRACTICAL	2	2	100	-	100

### Course Outcomes:

At the end of course students will be able to

- 1: Know the preparation of clay for modelling
- 2: Create shapes and forms
- 3: Design the characters using basic forms
- 4: Modify the characters in action
- 5: Apply the ideas in animation

### Exercises

1. Creating sphere
2. Creating cube
3. Creating Cones
4. Character Modelling using the 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

Prepared by

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Checked by

Mr. D. Pradheepan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5DE1AP	DSE I	TELEVISION PRODUCTION- PRACTICAL	5	4	100	20	80

### Course Outcomes :

At the end of course students will be able to

1. Know the basics of television production
2. Write the script
3. Draw the storyboard
4. Create Advertisements
5. Apply the techniques in Program production

Exercises:

1. Writing scripts and creating story board (15 Minutes)
2. Conducting interview (20 Minutes)
3. Creating a Talk Show
4. Creating Advertisements (PSA and Commercials)

Students need to submit a DVD with Scripts 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.

Prepared by

Mr.D.Pradheepan

Checked by

Dr. S. Ragunathan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5DE1BP	DSE I	FILM LANGUAGE-PRACTICAL	5	4	100	20	80

### Course Outcomes:

At the end of course students will be able to

- 1: Tell story with minimum shots
- 2: Communicate using Film language
- 3: Experiment new methods of story telling
- 4: Create stories with aesthetics
- 5: Use the Audio and Visual effectively

### 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 Film Language.

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

Prepared by

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Checked by

Mr. B. Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6DE2AP	DSE II	EDITING-PRACTICAL	5	4	100	20	80

### Course Outcomes:

At the end of course students will be able to

- 1: Know where to cut to tell the story
- 2: Use the transitions
- 3: Maintain the continuity of shots
- 4: Explore the way of telling stories
- 5: Create stories using editing

### Exercises

1. Editing with transitions Cut, Dissolve, Wipe, Fade
2. Compilation of Shot types
3. Continuity of content, movement, position, sound
4. Action edit, Screen Position edit, Form edit, Concept edit, Combined edit
5. Appropriate form of edit
6. Line of Action
7. Editing is Creating
8. Parallel editing
9. Montage
10. Multi- camera edit

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

Prepared by

Dr Ragunathan.S

Checked by

B. Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6DE2BP	DSE II	WEB DESIGNING-PRACTICAL	5	4	100	20	80

### Course Outcomes:

At the end of course students will be able to

- 1: Lay out the page
- 2: Apply the colours for the concept
- 3: Design the banners
- 4: Add the commercials
- 5: Create content for pages

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

Prepared by

Mr.D.Pradheepan

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Mr. B. Ramakrishnan



Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6DE3AP	DSE III	SHOW REEL CREATION - PRACTICAL	4	4	100	20	80

### Course Outcomes:

At the end of course students will be able to

- 1: Create Profile
- 2: Design the Profile using Audio and Visual
- 3: Present the profile effectively
- 4: Modify the profile according to the Job
- 5: Use the profile for the job

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

Prepared by

Mr. B. Ramakrishnan

Checked by

Mr.D.Pradheepan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6DE3BP	DSE III	CREATIVE ADVERTISING-PRACTICAL	4	4	100	20	80

### Course Outcomes:

At the end of course students will be able to

- 1: Design advertisements for Print Media
- 2: Create Ad for Outdoor Media
- 3: Record Audio Ads
- 4: Produce commercials for Visual Media
- 5: Explore new ideas with 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 Advertisements.

Prepared by

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Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6EC2	EC II	VISUAL COMMUNICATION FOR COMPETITIVE EXAMINATION	-	4	100	-	100

Course Outcomes:

At the end of course students will be able to

CO1: Recall the basics of Drawing and Advertising

CO2: Use the right equipment for the job within the budget

CO3: Write the script and Visualize the story

CO4: Start survey and present the output

CO5: Write the competitive exams and face the interview

#### Unit I

Elements and Principles of Design – Ethics of Advertising & Public Relations – Advertising and Social issues – Know the rules and Break the rules in Photography – Illustration for story – Writing Script for a concept – Visual Story Telling

#### Unit II

Choosing the equipments within the budget suitable for the Work – Optimum Utilization of available resources – Explore the open resource for various applications

#### Unit III

Preparing Questionnaire for small survey – Collect the data – Compile and interpret the data – Present the ideas for further work

#### Unit IV

Presentation skills through creating web page – creating content for web page – User friendly design

#### Unit V

Apply the knowledge and skills for the development of adapted villages by the College. Explore the ideas for the betterment of student community to earn and serve society with Institution Social Responsibility (ISR)

1. References: Paul M Lester, Visual Communication: Images with messages, Eighth Edition, 2019
2. Richar D. Zakia, Perception and Imaging, Focal Press, Fourth edition, 2013
3. Hagen Rebecca, White space is not your enemy, Focal press, First edition, 2010.
4. Robert B. Musburger & Gorham Kindem, Introduction to Media Production, Focal Press, Fourth edition, 2009

