

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	Core – I	Introduction to Visual Communication	5	5	25	75	100
	20UVC1CC2		Core – II	Advertising Basics	3	2	25	75	100
	20UVC1AC1P		Allied –I	Drawing	5	4	20	80	100
	20UVC1AC2P		Allied –II	Graphic Design	3	2	20	80	100
	20UCN1AE1	IV	AEC-I	Value Education	2	2	-	100	100
			TOTAL		30	21			700
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	Core – III	Media, Culture and Society	6	5	25	75	100
	20UVC2CC4		Core – IV	New Media	3	2	25	75	100
	20UVC2AC3P		Allied – III	Painting Practical	4	3	20	80	100
	20UVC2AC4P		Allied –IV	Digital Art Practical	3	2	20	80	100
	20UCN2SE1	IV	Skill Enhancement Course – I @	Soft Skills Development	2	2	-	100	100
			TOTAL		30	20			700
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	Core– V	Communication Theories	4	4	25	75	100
	20UVC3CC6P		Core– VI	2D animation Practical	3	2	20	80	100
	20UVC3AC5		Allied– V	Photography Practical	4	3	25	75	100
	20UVC3AC6P		Allied–VI	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
			TOTAL		30	21			800
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	Core– VII	Media Production	5	5	25	75	100
	20UVC4CC8		Core - VIII	Media Research Orientation	3	2	25	75	100
	20UVC4AC7P		Allied– VII	Radio Production	5	3	20	80	100
	20UVC4AC8P		Allied–VIII	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	-	-	-
			TOTAL		30	21			700
V	20UVC5CC9	III	Core – IX	Media Laws and Ethics	6	5	25	75	100
	20UVC5CC10		Core – X	Film Studies	6	5	25	75	100
	20UVC5CC11P		Core – XI	3D animation Practical	6	5	20	80	100
	20UVC5CC12P1		Core - XII (a)	Internship	-	3	10	40	50
	20UVC5CC12P2	IV	Core - XII (b)	Domain Study	3	2	10	40	50
	20UVCDE1P		DSE – I **		5	4	20	80	100
	20UVC5SE2P		Skill Enhancement Course – II @		2	2	-	100	100
	20UVC5SE3P		Skill Enhancement Course – III @		2	2	-	100	100
	20UVC5EC1		Extra Credit Course - I	General Intelligence for Competitive Examinations	-	4*	--	100*	100*
			TOTAL		30	28			700
VI	20UVC6CC13T	III	Core– XIII (a)	Communication for Development	3	3	10	40	50
	20UVC6CC13P		Core– XIII (b)	Communication for Development	3	2	10	40	50
	20UVC6CC14		Core– XIV	Visual Analysis	5	5	25	75	100
	20UVC6CC15P		Core - XV	Visual Effects	4	5	20	80	100
	20UVC6CC16P	IV	Core - XVI	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		AEC-III	Gender Studies	1	1	-	100	100
	20UVC6EC2		Extra Credit Course - II	Visual Communication for Competitive Examinations	-	4*	-	100*	100*
	20UVAECA		Extra credit course for all	Online Course	-	1*	-	-	-
			TOTAL		30	29			700
			GRAND TOTAL		180	140	-	-	4300

@ 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. Describe the fundamentals for communication
2. Identify the models of communication
3. Remember the visual process
4. Apply the concepts with human intelligence
5. Examine the semiotics in visual communication

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**

Books for Reference:

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

Web Reference:

- www.thoughtco.com
- www.thecommunicationprocess.com
- www.mason.gmu.edu

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

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										

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 from Nature of Advertising.
2. Ability to learning layout Designs.
3. Discuss about the audience and their psychology.
4. To analyse the Budget and Investment
5. Get an idea to organize the team

Unit I

9 hours

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

Objectives and Goals: General objectives, Specific objective of Advertising, 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/shubhral1/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										

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

Course Outcomes:

1. Sketching skills for Advertising and Graphic Design
2. Various art forms for designer
3. Visualization of idea for visualizer
4. Handling professional equipment for Artist
5. Employment projection for Photographer and media personnel

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 (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 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

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										

Number of Matches= 44, Relationship : 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. Understanding the media culture.
2. Analyse the representation of media.
3. Ability to discuss the media audience psychology.
4. Understanding the cultural sociology of media.
5. Improve student's critical and analytical skills.

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

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

Online references:

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

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										

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UVC2CC4	Core – IV	NEW MEDIA	3	2	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**

Books for Reference:

1. Electronic media (second edition), then, now and later, Norman J. Medoff, Barbara K. Kaye, 2017

Web Reference:

- www.thoughtco.com
- www.newmedia.com
- www.mason.gmu.edu

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

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										

