### B.Sc. Visual Communication Syllabus

#### SEMESTER - I

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Soon after the Second Semester End-Term Examination, students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report (STR) along with a Power Point Presentation incorporating the work done during the training.

The hard copy of the STR (in duplicate) is to be submitted along with a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.
### SEMESTER - III

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**PRACTICAL**

**TOTAL 25**

**Summer Training Reports** will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each.

The External Examiner will be appointed by the Dean/HOD.

### SEMESTER - IV

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**PRACTICAL**

**TOTAL 25**

Soon after the Fourth Semester End Term Examination, each student will undergo a Functional Exposure Training for six weeks in Electronic Media/Advertising/Public Relations and will submit a Functional Exposure Report [FER] along with the Power Point Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted along with a soft copy of the Power Point Presentation, at least 4 weeks before the commencement of End Term Examination of the Fifth semester.
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**TOTAL** 29

*** The Functional Exposure Report [FER] carries 100 marks. The report will be evaluated out of 50 marks each by a Board of Examiners comprising of Dean/HOD, his/her nominee [internal] and one External Examiner to be appointed by the Dean/HOD.

At the end of 5th semester the students will undergo Internship and submit a report within 30 days of joining 6th semester.

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SEMESTER – I
THEORY
EL2101 ENGLISH I

LEARNING OBJECTIVES:

Demonstrate effective word choice, vocabulary, idioms, grammar and sentence structure allowing accurate communication of meaning in written work.

Brainstorm, draft, and outline ideas for essays and other forms of academic writing

LEARNING OUTCOMES:

Understand and respond appropriately to the speech of multiple speakers

Understand and discuss ideas delivered through various media

UNIT I: LISTENING SKILL

Listening to a short Conversations, telephone conversations and monologues – Listening to prose and poetry reading – Listening to sounds and silent letters in English – Listening to movies – Listening for the gist of the text – Listening for general meaning and specific information – Listening for multiple choice questions – listening for positive and negative comments – Listening for interpretation

UNIT II: SPEAKING SKILLS

Self – introduction – Giving information about one-self – Expressing personal opinion – Simple oral interaction – Dialogue – Conversation – Giving and receiving feedback using Johari Window – Debates – Brief Presentations – Difference between disagreeing and being disagreeable – Participating in group discussions, role plays and interviews – Generating talks based on visual or written prompts

UNIT III: READING SKILL

Reading for skimming – Reading for scanning – Reading for the gist of a text – Reading for specific information transfer and interpretation (pie chart & bar chart) – Reading and interpretation of anecdotes, short stories, poems – Reading prose passages for comments – Reading and explaining a fish bone diagram for pros and cons – Reading comprehension passages for multiple-choice questions.

UNIT IV: WRITING SKILL

Writing emails, messages, notices, agendas – leaflets and brochures – Writing paragraphs— comparisons and contrasts – Letter Writing – Letter to the editor – Letter inviting, letter accepting or declining the invitation – Arranging appointments – Asking for permission – Apologizing and offering compensation—Dealing with requests – Writing presentation with a plan – Introduction, body and Conclusion.

UNIT V: THINKING SKILL

Eliciting and imparting the knowledge of English using thinking Blocks – Developing thinking Skills along with critical interpretation side by side with the acquisition of English – Decoding diagrams and pictorial representations into English words, phrases and expressions.

References:

BA1101
TAMIL I

(First Semester)

1. கணினியியல் - மத்தியச்சொல்லகம்
2. தினசரி கல்வி - மத்தியச்சொல்லகம்
3. கணித்தொழில்
4. மாணவர்களின் இயலப்பொழுதை
5. சொல்லக தேர்வு

1. சொல்லக

நூற்றாண்டுகள் பருவங்கள் செய்யப் பல்வேறு “தமிழ் இயல்பாடுகள்” காணும் பாணியில் தமிழ் பல்வேறு “தமிழ் இயல்பாடுகள்” அறிவிக்கிறது. இதன் பல்வேறு சொல்லகக் குறிப்பிட்டு பல்வேறு மாணவர்கள்

2. மாணவர்கள்

சொல்லகக் குறிப்பிட்டு மாணவர்கள் அவர்களுக்கு மாணவர்கள் பல்வேறு சொல்லகக்

3. சொல்லக்குறிப்பிட்டு

1. கணினியியல் - மத்தியச்சொல்லகம்
2. தினசரி கல்வி - மத்தியச்சொல்லகம்
3. கணித்தொழில்
4. மாணவர்களின் இயலப்பொழுதை
5. சொல்லக தேர்வு
COURSE CONTENT
Unit I (12 hours—lecons 1 et 2)
1.1 Se presenter a des publics different et saluer -1 hr
1.2 Saluer et prendre conge -1 hr
1.3 La presentation, s’appeler et etre et pronoms sujets,
   C’est / il est / elle est. -1 hr
1.5 Articles definis /indefinis, Voici / voila/il ya -1 hr
1.6 Des cartes d’identite. -1 hr
1.7 Presenter quelqu’un -2 hrs
1.8 Parler de soi -1 hr
1.9 Les nationalites, les verbs er/(commencer, habiter…) -2 hrs
1.2.1 Les chiffres 1 a 50 -30 minutes
1.2.2 Des vedettes et leurs nationalities -30 minutes
1.2.1 Epreuves -1 hr

Unit II (12 hours—lecons 3 et 4)
2.1 Exprimer ses gouts, ses preferences. -1 hr
2.2 La negation, les articles definis. -1 hr
2.3 Les mois et les jours / le calendrier. -1 hr
2.4 Les verbs er (suite). -1 hr
2.5 L’interrogation avec intonation -1 hr
2.6 decrite un lieu, les nouns des differentes salles… -2 hrs
2.7 Les adjectives qualificatifs mon, ma, mes et notre, nos -1 hr
2.8 Epreuves -1 hr

Unit III (12 hours—lecons 5 et 6)
3.1 Donner des directions / localizer un lieu / trouver un lieu -2 hrs
3.2 Les verbs aller et mettre. -1 hr
3.3 L’article contracte et les prepositions de lieu (en, a, au…) -1 hr
3.4 L’imperatif -1 hr
3.5 Les mots de caracterisation d’un lieu et les lieux urbains -2 hrs
3.6 Les transports -1 hr
3.7 Discuter et acheter des produits. Ca fait…et les expressions
   De quantite, les fruits, les legumes, les produits alimentaires
   Les produits propres aux pays different. -1 hr
3.8 La negation et le COD -1 hr
3.9 Le conditionnel (je voudrais) et les verbs
   Irreguliers : pouvoir, vouloir, prendre. -1 hr
3.9.1 Epreuves -1 hr

Unit IV (12 hours—Lecon 7)
4.1 fixer un rendez-vous avec le medecin -2 hrs
4.2 L’heure -1 hr
4.3 Les nombres de 51 a 100 -1 hr
4.4 Les verbs sortir et partir -1 hr
4.5 L’interrogation avec est-ce que -2 hrs
4.6 Les parties du corps, avoir + les expressions et les
   Maladies communes -1 hr
4.7 Les adjectives possessifs – notre/nos, votre/vos, sa/ses/son,… -1 hr
4.8 Le COI -1 hr
4.9 L’entraînement DELF -1 hr
4.9.1 Epreuves -1 hr

Prescribed text book
- Krishnan, C & Alber Adeline, Le Trainway Volant-I, Saraswathi House Pvt Ltd, India 2011
LEARNING OBJECTIVE:

- Apply appropriate communication skills across settings, purposes, and audiences.
- Demonstrate knowledge of communication theory and application.

LEARNING OUTCOMES:

1. Demonstrate critical and innovative thinking.
2. Display competence in oral, written, and visual communication.
3. Apply communication theories.

Unit I

Need for and the Importance of Human and Visual Communication. Communication a expression, skill and process, Understanding Communication: SMRC-Model

Unit II

Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation

Unit III


Unit IV


Unit V

Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

REFERENCES:

3. An Introduction to communication studies - Sheila Steinberg, Juta & Co., Cape Town, 2007
LEARNING OBJECTIVES:

Demonstrate artistry by creating images that evoke an emotional response.

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images.

LEARNING OUTCOMES:

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Unit I

Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera. Types of Lenses. Visual Perception. Experiencing equipment - different types of cameras, lenses, filters, bellows, converters etc.

Unit II

Understanding lighting-indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

Unit III

Types of Film-Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light.
Black and white and Colour photography-negatives, colour materials, processing and printing.

Unit IV


Unit V


REFERENCES:

Learning Objectives:

• To introduce to the students the fundamentals of new media technology

• To have a theoretical understanding of new media

Learning Outcomes:

The program will help students to develop knowledge and competencies in oral, written, and visual communication and in communication technologies that are essential to success in the global marketplace of ideas, commerce, and culture.

The program will prepare students for careers not only in media and communication but also in diverse professions and business fields.

UNIT 1 Introduction to New Media. What is new media? What is old media? Difference between new and old media. Rise of Internet. Level- basic knowledge

UNIT 2 Globalization and communication. How has globalization influenced the growth of new media? Level- basic knowledge

UNIT 3 What is digital divide? New media contribution to this digital divide. New media influence on politics, economy and societies. Level- Working knowledge

UNIT 4 Cyber journalism and cyber culture. Web sites, E-newspapers, internet tv, internet radio, cell phones and sms, blogs, social network sites. Level- basic knowledge

UNIT 5 Wiki. New media terminologies. Level- basic knowledge

REFERENCES:


3. The Responsible Reporter: Journalism in the Information Age - Peter Lang, USA, 2008
LEARNING OBJECTIVES:

- Determine the nature and extent of the visual materials needed
- Find and access needed images and visual media effectively and efficiently
- Interpret and analyze the meanings of images and visual media

LEARNING OUTCOMES:

- Design and create meaningful images and visual media
- Understand many of the ethical, legal, social, and economic issues surrounding the creation and use of images and visual media, and access and use visual materials ethically

LIST OF EXPERIMENTS:

1. Exercise on Geometrical Shapes
2. Exercise on Perspectives
3. Exercise on Light and shade
4. Exercise on Human Anatomy
5. Exercise on Landscape Painting
6. Exercise on Postures Drawing
7. Exercise on Story Board Colours
LEARNING OBJECTIVES:

Apply appropriate communication skills across settings, purposes, and audiences.
Demonstrate knowledge of communication theory and application.

LEARNING OUTCOMES:

1. Demonstrate critical and innovative thinking.
2. Display competence in oral, written, and visual communication.
3. Apply communication theories.

UNIT-I Communication-Definition-Language and communication - Barriers to communication - Importance of communication - Functions of communication

UNIT-II Oral communication - Face to face communication - Telephonic interviews - instructions - meetings - seminars and conferences - Using audio, visual and Digital aids-Public speaking


UNIT-IV Styles of effective communication - Negotiation - Background Preparation - Critical Analysis - Preparing for negotiation - Argumentative style - Building a solution - balancing negotiation - Effectively using the mind game.

UNIT-V Professional communication - Designing and Integrating Communication Skills - Role Plays as a tool in teaching - Professional communication skills such as: Marketing, Advertising, Public Relation, Propaganda etc.

References:

SEMESTER II
THEORY
EL2231
ENGLISH II

LEARNING OBJECTIVES:

Recognize and understand a work’s thesis or theme and the methods of organization used to support the thesis or develop the theme

LEARNING OUTCOMES:

Revise the organization of written work to increase unity, coherence and emphasis
Integrate material from outside sources logically and gracefully with their own writing

UNIT I: LISTENING SKILL
Listening to long dialogues, extended conversations, discussions, soliloquies—Listening to modern prose & poetry – Listening to sounds and stressed syllables in English – Listening to feature films – Listening to presentations – multiple – choice questions – Listening to interviews – Listening to technical topics – Listening for the gist of the text – Listening for general meaning and specific information – Listening for identifying a topic – Listening for filling the gaps – Listening for advanced interpretations.

UNIT II: SPEAKING SKILL
Speaking casually to an individual, a small group, a large audience – Addressing a gathering formally – Speaking to speculate, compare, contrast, justify, agree and disagree on advanced topics – Talking about present and past experiences and future plans – Debates; discussions on role plays on advanced topics – Job interviews – preparing HR questions with possible answers – Brief presentations – Arguing out a topic without verbal fights – Power point presentation based on current topics.

UNIT III: READING SKILLS
Reading for advanced skimming and scanning – reading for the gist of the text – reading for specific information- reading for understanding the text structure, sentence structure and error identification – reading for contextual meaning – reading newspapers, magazines, articles and critical texts – reading advanced short stories, poems and prose passages for intellectual emotional comments- reading short texts for identifying unnecessary words. Reading exercises for multiple choice questions.

UNIT IV: WRITING SKILLS
Writing instructions; recommendations, functional checklists – writing the minutes of the meeting – writing formal business letters – sales, placing orders, complaints—letter requesting permission for industrial visit or implant training, enclosing an introduction to the educational institution—Letters of application for a job, enclosing a CV or resume—Writing short reports – describing, summarizing – Industrial accident reports – Writing short proposals – describing, summarizing, recommending, persuading.

UNIT V: THINKING SKILL
Imparting the knowledge of English using thinking blocks – Conversion of thinking blocks into orthographic version – Interpretation and acquisition of English – Decoding diagrams and pictorial representations into English idioms, sayings and proverbs.
References:


BA1113
TAMIL II

1. முதுகம் - இயற்கையும் ஆண்டுக்கொள்ளும் செயற்கை
2. மீதமை - மீத்திருந்துஞாய அறிவு
3. பாலியல் - பால் எளியான ஐம்பகம் ஐம்பாகம் (நாம் கிளைவம், வெள்ளைக்)
4. பார்பாங்க விளையாட்டு மாற்றம்
5. கோவெண்டம் - கோவெண்ட (நாமதால் வாழ்த்து நிர்வாகம்)

1. கீழே

ஆ இயற்கையும் ஆண்டுக்கொள்ளும் செயற்கை - பாலியல் ஐம்பாகம் 10 பால் காலனிக
ஏ இளங்கற ஆண்டுக்கொள்ளும் செயற்கை - பாலியல் ஐம்பாகம் மீதுப்பட்ட 20 பாலி காலனிக

நூறு பாலி காலனிக 30 பால் காலனிக 40 பாலுக்கள்

# பாலியல் ஐம்பாகம் பால் காலனிக 60 பாலுக்கள்

2. கீழே காலனிக ஒரு காலனிக "அி காலனிக" செயற்கைகள் பாலுக்கள் மீது
2. மீதமை - மீத்திருந்துஞாய காலனிக 5000
3. மீதமை காலனிக "அன்புலம்" பால் காலனிக 600108
4. பால் காலனிக விளையாட்டு மாற்றம்
5. கோவெண்ட விளையாட்டு (நாமதால் வாழ்த்து நிர்வாகம்) பாலுக்கள் காலனிக விளையாட்டு பாலுக்கள் மாற்றம்
Learning Objectives:

To reinforce the basic skills in written and spoken French acquired in the first semester.

Learning Outcomes:

To encourage greater written skills through letter writing and composition writing.

Unit I

5.1 Acheter un billet
5.2 Les nombres au-delà de 100
5.3 Les différents types de places (fumeur, non fumeur, aller-retour)
5.4 Les adjectifs démonstratifs
5.5 L’interrogation avec inversion
5.6 Les vêtements
5.7 L’entraînement DELF
5.8 Compréhension/Production écrite
5.9 Épreuves

Unit II

1.1 Discuter les plats au restaurant
1.2 Les recettes, des plats et boissons différent,
Les formules de cuisine, des recettes simples
Des différents pays.
1.3 Le passé récent
1.4 Les pronoms stonquiques
1.5 faut + infinitif, Le pronom en
1.6 Faire les projects pour les vacances, decrier le temps
Les lieux touristiques et le climat des différents pays
1.7 le futur proche et les adverbes, le l'imprersonnel, le pronom
1.8 Épreuves et entrainement DELF

UNIT III

2.1 Le passé compose
2.2 Les pronoms relatives (qui, que)
2.3 Québec et son histoire
2.4 Parler du passé et de soi
2.5 Compréhension/production écrite
2.6 Entraînement DELF
2.7 Épreuves

UNIT IV

3.1 Les verbes réfléchis
3.2 Les pronoms relatives (dont, où)
3.3 L’impératif negative
3.4 Québec et son histoire
3.5 Parler du passé et de soi
3.6 Compréhension/production écrite
3.7 Entraînement DELF
3.8 Épreuves

UNIT V
4.1 L’imparfait
4.2 La place des pronoms doubles
4.3 Décrite les moeurs et les pays
4.4 La Réunion
4.5 Compréhension/production écrite
4.6 Entraînement DELF
4.7 Épreuves

Recommended Reading:
BV1201
Film Appreciation

Learning Objectives:
Fundamentals of Communicating through the Electronic media.
The main features of film language and grammar

Learning Outcomes:
Fundamentals of Writing for Video Production Practices

UNIT I Introduction to Film & Television Growth & Development of TV in India. TV Forms and conventions; Genre, Format, Scheduling. Main features of Film and TV language and grammar (framing, types of shot, camera movement, editing, use of sound, lighting, narrative, etc) Film History, Genres; Key concepts in Film studies, Analysis of Films

UNIT II The Production process Pre-production: From idea to shooting script; Research and planning of location, appointments, interviews, lights, sfx etc.; Production proposal, treatment, script outline, screenplay

UNIT III Shot breakdown including visuals, narration/dialogue, SFX and floor plan with characters, camera movements and important set designs;

UNIT IV Budget: planning, estimate, resources and expenditure Production: shooting; Camera movements, angles, shots; Lenses and their uses; Lighting, Sound Post-production, Logging; Editing techniques

UNIT III Documentary-Types, Scripting, Production; Television news: Reporting, Presenting, Scripting, Production. TV Commercials- Types, Scripting, Production

References:
4. Television and radio Announcing - Stuart Hyde, Allyn and Bacon, Boston, 2008
BV1202
INTEGRATED MARKETING COMMUNICATION

Learning Objectives:

Able to craft an oral and written integrated marketing communications plan (capstone), based on primary and secondary research
Able to ensure a substantive assessment of corporate strengths, weaknesses, opportunities and threats (SWOT analysis) and create a substantive research plan for one’s project

Learning Outcomes:

Able to build a sound capital budget with financial objectives and a measurable financial assessment
Able to construct IMC creative strategies and tactics, including digital & social media executions, advertising, promotions, and public relations initiatives.

UNIT I Concept and Process of Integrated Marketing Communications (IMC) : Elements of IMC- a) Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns b) Sales Promotion-Different types of Sales Promotion, relationship between Sales promotion and advertising c) Publicity – Types of Publicity, relationship between advertising and publicity d) Personal Selling e) Direct marketing and direct response methods f) Media relations

UNIT II IMC Message Design: AIDA model – Considerations for creative idea visualisation

UNIT III Media Management – Media Process – Media Jargons – Media Buying- Strategies and execution

UNIT IV Suppliers in IMC: Hoarding Contractors/Printers etc. Ad. Agency- Departments of Ad. Agency, Client Servicing-client Agency relationship, account Planning

UNIT V Ethics and social responsibility in IMC campaigns - Evaluating Marketing Communication Programmes

REFERENCES:

1. Integrated Marketing Communications: A focus on new technologies and advanced theories - Lawrence Ang, Cambridge University Press, UK, 2014
LEARNING OBJECTIVES:
1. Apply basic public relations theories and principles to practice.
2. Compose written public relations materials in a logical, coherent, concise, and appropriate format.
3. Deliver effective presentations to work teams, clients, and publics.

LEARNING OUTCOMES:
1. Synthesize broader liberal arts knowledge with the principles of public relations in order to create effective public relations campaigns.
2. Plan and implement basic research projects, read and interpret research data as they apply to public relations campaigns.

UNIT I

UNIT II

UNIT III

UNIT IV
Elements of communication process, Seven C’s of effective communication. Types of communication: Intrapersonal communication, Interpersonal communication /face-to-face communication, three stages of interpersonal communication: 1). Phatic stage, 2). Personal stage 3). Intimate Stage

UNIT V
Group community and Mass communication, Interactive communication, Organizational communication pattern in any organization: downward communication, upward communication, and horizontal communication, oral and written communication. Convergence Model of communication.

REFERENCES:
1) Principles Of Public Relations- C. Rayendu& K.R. Balan (Himalaya), New Delhi, 2006
PRACTICALS

BV1221
GRAPHIC DESIGNING (PRACTICALS)

LEARNING OBJECTIVES:

1. Acquire knowledge of the difference between vector and bitmap graphics.
2. Demonstrate critical thinking by coordinating work between a designer, client and printer

LEARNING OUTCOMES:

1. Understand terminology used in the graphic design industry.
2. Acquire knowledge of researching and purchasing stock images and how to practice the legal and ethical use of art and software. Learn basic copyright laws for the visual arts.

LIST OF EXPERIMENTS:

1. LINE STUDY IN DIFFERENT THICKNESS
2. CURVES AND CIRCLE
3. SHAPE
4. PATERNs AND DISTRACTION

FONTS – ALPHABETS AND NUMBERS (EACH EXERCISE SHOULD HAVE MINIMUM 3 NUMBERS OF WORKS WITH ROUGH THUMB NILE SKETCH FOLLOWED BY FAIR WORKS)

BA1111
SOFT SKILLS II (PRACTICALS)
PERSONALITY DEVELOPMENT

LEARNING OBJECTIVE:

To develop self-motivation, raised aspirations and belief in one’s own abilities, defining and committing to achieving one’s goals

LEARNING OUTCOME:

To assess the requirements of a task, identifying the strengths within the team, utilising the diverse skills of the group to achieve the set objective, awareness of risk/safety

UNIT-I Personality: Definition: Determinants Biological, Psychological, Sociological, Cultural and Physical features

UNIT-II Personality Development: Awareness, Self-motivation, Elements of motivation, Types of conversation.

UNIT-III Personality theories: Freud, Eysenck, Erickson and Catell-Motivation theories, Maslow, Mclland and Murray
UNIT-IV Memory, process and functions and importance of memory. Technique of improving memory

UNIT-V Positive thinking-Seven steps in dealing with doubts. Traits of positive thinking. Goal setting-techniques of positive thinking to achieve the goals-creativity and components of creativity.

References:
SEMESTER III
THEORY
BV1301
AUDIO / VISUAL PRODUCTION

LEARNING OBJECTIVES:
Using digital media for communication, including email
Understanding the industry, including the history of Radio, Television, and Film

LEARNING OUTCOMES:
Following safety rules for operating digital media equipment
Proper use of credits and copyrights

Unit I Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

Unit II Principles of script writing, creative writing, and script formats. Planning of Story, story board, discussions, screen play, dialogue writing, and selection of cast, costumes, locations, set & design, Research. Locations: In-door, set, on-sights sets, - Outdoor on-sight sets, blue matte. Etc.,

Unit III Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.,), usages of various filters (day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc..) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting( Back, Front, full, semi, etc.,)

UNIT IV Video recording format - Audio on line or off line. Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omnidirectional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.).

Unit V Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing. Video Editing - linear, non-linear, types of editing modes. (assemble mode, insert mode, on line mode) computer editing - time cede roll editing, etc., Television graphics & titling and specials effects, Audio - Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programmes.

REFERENCES
LEARNING OBJECTIVE:
Use scriptwriting techniques to guide performers on how the script is to be presented. (Marking and feedback against agreed success criteria).

LEARNING OUTCOME:
Take part in a performance/recording of a script, performing confidently and accurately (Teacher observation, self-evaluation).

UNIT-I
Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and non-fiction film/videos differences and similarities between scripting for fiction and non-fiction films

UNIT-II
Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT-III
Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats – Non-fiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT-IV
Research for nonfiction films - differences between program research and academic research - Sources of information - historical documents - statistical data, journals, observation, interview, processing information - qualitative and quantitative information - types of interview - interview techniques.

UNIT-V
Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women’s program - scripting for commercials. B.Sc. Visual Communication

REFERENCES:
2. Secrets of Film Writing by Tom Lazarus Jun 2, 2001
Learning Objectives:
1. Define and explain the meaning, importance and concept of information communication technology (ICT)
2. Describe applications of ICT in media.

Learning Outcomes:
1. Get acquainted with computer and its operations.
2. Understand the application of DTP software’s in print media industry

Unit-I [Introduction to Computer 1. Information and Communication Technology: Meaning importance and Concept 2. Introduction to computer: History & Classification of computer 3. Computer: Characteristics & application


Unit V Characteristics of Internet, Brief Idea about ISP and browsers, Websites & its types, Email: Need & Importance, Web tools: Blogs, Social Media & Search Engine

REFERENCES:

Learning Objective:
Identify the roles, rules, and routines of an interaction in a particular setting

Learning Outcome:
Comprehend the meaning of messages sent by communicators


UNIT-III Media Laws: Freedom of the Media - Freedom of the Media in India


References:

BV1305
Media, Culture and Society

LEARNING OBJECTIVE:
Trace the origin and development of mass media
Identify the technological functions and (dis)advantages of popular media

LEARNING OUTCOME:
Recognize the ethical principles in social interactions
Apply legal knowledge to media practices.

Unit I

Unit II
Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

Unit III
Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, and Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)

Unit IV

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

Unit V

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture

REFERENCES:

PRACTICALS

BV1321
Summer Training
Summer Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Dean/HOD.

BV1322
VIDEOGRAPHY (PRACTICALS)

LEARNING OBJECTIVES:
The student is taught the basics of Photography and Videography to enable him / her to develop and enhance his / her skills career as a photographer / videographer either as an amateur or a professional Practical Training will also be given.

LEARNING OUTCOMES:
To bring film education to the fore as an area of career opportunity for the cinematically inclined and to help the latest talent to blossom
Multiple approaches to learning provide students with an exciting choice of educational programs. Distilled from the best available both in India and internationally.
LIST OF EXPERIMENTS:


2. Using a Tripod, Recording sound, adjusting colour and contrast, Basic lighting.

3. Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera


5. Multi-camera setup. Tape-less recording. Computer video recording

REFERENCES:

1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003


3. Video production handbook, Gerald Millerson, Focal Press, 1992


SEMESTER IV
THEORY
BV1401
DIGITAL EDITING

LEARNING OBJECTIVE:

Demonstrate most of the important aspects of Adobe Photoshop Elements.

LEARNING OUTCOME:

Show the usual workflow steps for photo editing, organizing, and sharing.

UNIT I Working with Adjustment Layers - Blending modes for layers - Using filters, styles, and effects.

UNIT II Working with text layers - Repairing and retouching tools and techniques

UNIT III The Smart Brush and adjustment layers - Understanding colour spaces, colour management, and printing - Understanding resolution and pixels for printing, the web, etc

UNIT IV Working with old photos. Scanning, colorizing, black & white - Slide shows. Adding music and titles.

UNIT V Using the Photo merge tools to combine the best parts of photos - More creations and projects. Online options.
REFERENCES:
5. BV1402 MARKETING

LEARNING OBJECTIVES:
Identify core concepts of marketing and the role of marketing in business and society. Knowledge of social, legal, ethical and technological forces on marketing decision-making.

LEARNING OUTCOMES:
Ability to develop marketing strategies based on product, price, place and promotion objectives.
Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.

UNIT I Introduction to Marketing: Definition & Functions of Marketing. Core concepts of marketing -


UNIT IV Definition of each of the Four P’s. Components of each P. Extended 7Ps for services. Significance in the competitive environment.

UNIT V Contents of a Marketing Plan – Developing a Marketing Plan for variety of goods and services
- Definition of each of the Four P’s. Components of each P. Extended 7Ps for services. Significance in the competitive environment.
REFERENCES:


BV1403
DEVELOPMENT COMMUNICATION

LEARNING OBJECTIVES:

- Demonstrate awareness of their own beliefs, concepts, and biases
- Produce a well-supported argument that thoroughly and respectfully considers alternative viewpoints

LEARNING OUTCOME:

Demonstrate the ability to utilize different persuasive appeals (logical, motivational, etc.) to achieve a particular goal.

Unit I Development Communication - concept and genesis: Concept of development, characteristics of developing countries - Measuring development - Indices of measuring development and classification of countries based on development indices

Unit II Development Models - Dominant Paradigm, Basic Needs Model, New Paradigm of development - Development Communication - concept and genesis, characteristics, differences between communication and Development Communication - Philosophy & Approaches to Development Communication

Unit III Paradigms of Development - Press theories: Normative: Authoritarian, Libertarian, Social Responsibility, Democratic Participant theory; Sociological: Uses & Gratification, Agenda setting; Two-Step Flow; Psychological; Bullet Theory - Success stories in Development Communication - Innovations and trends in Development Communication

Unit IV Media and Development Communication - Traditional Media: types, characteristics, role in development communication - Development reporting - roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting

Unit V News reporting: definition of news, ingredients and qualities of news, news value, types of news reports, structure of news reports - Radio news, features and commentaries. Radio and development communication - Television and cinema: role in development communication - ICTs: scope in development communication.

REFERENCES:


**BV1404**

**WEB DESIGNING**

**LEARNING OBJECTIVES:**

- Gather data to identify customer requirements.
- Develop and present design specifications and concept alternatives.

**LEARNING OUTCOMES:**

- Documenting application/site changes.
- Recommending web site improvements

**UNIT I**

Introduction to web page design Fundamentals- HTML-Introduction-Basic layout of HTML- scripts-HEAD and BODY section: Title, Base HREF, Link, Meta tags-BODY section: Text formatting and alignment, fonts, colours, ordered and unordered list

**UNIT II**

Link Images, sounds video, Background - advanced elements: Tables, forms, frames.

**UNIT III**


**UNIT IV**

Data types variables, expressions and operations, looping and Branching, Events and Event Handling-Core Java Script elements: Array, Boolean, Data, Function, math Number, Object, string, Reg Exp.

**UNIT V**

Client-side Java script elements: Document (Anchor, layer, Link, Image, Area), Window (frame History, Location, Screen), Form (Button, Checkbox, radio, select submit, text, area, Hidden)- Using java applets: HTTP Servers & CGI Concepts.

**References:**


2. Web Design: The Line, the Express Line to Learning (The Line: The Express Lint to Learning) by Sue Jenkins (Paperback-Feb 27, 2007)

3. Head First HTML with CSS & ZHTML (Head First) by Elisabeth Freeman and Eric Freeman (Paperback – Dec 1, 2005) – Illustrated

Learning Objectives:

Describe Indian Journalism in a pluralistic society

Learning Outcomes:

1. Enumerate the historical moments of print and broadcasting in India
2. Identify the contribution of press and broadcast in social communication

UNIT I Introduction: Development of ideas - brief from client - agency interpretation - advertising strategy - creative work - idea/ concept development - popular TV ad formats - script/ story board - client approval - media approval - creative potential of TV and Radio - Internet radio.

UNIT II Pre production: radio commercial production - film formats - planning of special elements choosing the production team – crew - cast- sources of casting - role and responsibilities of casting director - Pre production meeting- agenda.

UNIT III Commercial Production: Production of TV commercial - set shooting/ location shooting recording the soundtrack and creating the special effects- Pre scoring and Post scoring.

UNIT IV Editing: Editing the commercial for radio and TV - traditional film editing/ non-linear editing finishing the audio elements- confirming the picture- special effects and animations.

UNIT V Economics of radio and television commercial production: Budgeting and other factors affecting production - choosing production companies - specialization of production companies - future of TV and radio commercial production – mobile radio and digital audio broadcast.

References:


PRACTICALS

BV1421
Multi Media Animation (PRACTICALS)

Learning Objectives:

These objectives are accomplished through a rigorous curriculum that emphasizes fundamentals of Sketching and Painting, DTP, Digital Photography, Story Boarding, Camera and Lighting, 2D Animation, Web Designing, 3D Animation using Max and Maya, Sound and Video Editing, Compositing and VFX. The curriculum requires students to use state of the art Workstations loaded with latest Software’s.

Learning Outcomes:
Our graduates will be successful professionals in the animation and multimedia industry or in related media and entertainment user industry.

Our graduates will be ethical citizens who are aware of the impact of technology on humans and the environment.

**LIST OF EXPERIMENTS:**

Multimedia: Authoring Tools: Macro-Media Director, Flash, 3D Studio Max.

Students should be given orientation of multimedia usability issues and interface design basics

Exercises

1. Creation of text in 2D format and 3-D object with animation.

2. Creation of an image using any special effect with movement. (Image before and after the effect)

3. Animation for an advertisement or concept for 30 seconds.

At least FIVE concepts should be included in the record

Note: Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates.

**REFERENCES:**


**BV1422**

**NEW MEDIA LAB (PRACTICALS)**

**Learning Objectives:**

Use search engines effectively

**Learning Outcomes:**

Design and Develop a website

**LIST OF EXPERIMENTS:**

1. To create and maintain blogs

2. Analyse different elements and content of a news website. Distinguish between news, views, opinions, advertisements

3. Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document

4. Students in groups should create a dynamic website with each one given a different assignment regarding the components of website
REFERENCES:
1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895

SEMESTER V
THEORY
BV1501
SOCIAL NETWORKING AND WEB CASTING

LEARNING OBJECTIVES:
Webcasts are an extremely effective tool for building customer relations, launching products and strengthening brand, and knowing how to properly host one makes them even more valuable.

LEARNING OUTCOMES:
The right application of innovative technologies is making it possible to further the impact of webcasting, delivering avenues for online participants to interact and engage with event's host and message.


Technology - Measuring Your Success - A Qualitative Framework - A Quantitative Framework - Tools to Help You Measure - Come To Your Own Conclusions

Text Book:


References:


BV1502
3D ANIMATION

LEARNING OBJECTIVES:

Ability to critique, write, design, develop and execute innovative research projects in this ever evolving field. Community awareness, artistic and collaborative research engagements encouraged and supported.

LEARNING OUTCOMES:

Proficiency in layout and cinematography for physical and virtual sets/immersive worlds including the development and creation of character design and concept art, assets for 2D and 3D virtual sets or actors. Fundamental knowledge of visual effects processes including basic compositing, green screen with live action integration, motion capture, digital effects animation, digital lighting and rendering.

UNIT-I Modelling objects using primitives - Modelling simple objects with splines / nurbs - modelling simple objects with Subdivision surfaces - Patch modelling - Polygon modelling

UNIT-II Basic human anatomy - joints - moving in arcs - designing basic human character planning a scene - animating character - timing - anticipation - follow through - human walks and runs - animal walks and runs - animation of birds

UNIT-III Animation of acting - body language - basic body postures - Facial animation and lipsync - Composition - Camera techniques – transition

UNIT-IV Light types - lighting arrangements - Lighting the human model - Material properties - Textures types - mapping methods - Bump maps - Specular and diffuse maps - Transparency maps - Displacement maps

UNIT-V Software packages - 3DMAX - modelling and animation - MAYA - modelling and animation - Combustion - Special effects.

References:

1. 3D Human Modelling and Animation, Peter Ratner, John Wiley & Sons, NY, 2012
2. 3D Art Essentials, Ami Chopine, Taylor & Francis, U.K, 2012
3. Maya Character animation, jaejinChoi ,Wiley, 2004
LEARNING OBJECTIVES:

Visual analytics integrates new computational and theory-based tools with innovative interactive techniques and visual representations to enable human-information discourse. The design of the tools and techniques is based on cognitive, design, and perceptual principles.

LEARNING OUTCOMES:

- Analytical reasoning techniques that enable users to obtain deep insights that directly support assessment, planning, and decision making
- Data representations and transformations that convert all types of conflicting and dynamic data in ways that support visualization and analysis


UNIT IV Gender Analysis: Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis


REFERENCES:

ELECTIVES

BV1551
PHOTO JOURNALISM

LEARNING OBJECTIVE:
To understand critically the basic concepts of photography and photojournalism

LEARNING OUTCOME:
To get insights about impact of latest technology on photojournalism

UNIT I: Elements of Visual news story telling, History of photojournalism

UNIT II: Organisation of a newspaper, Structure of newsroom, Role of photojournalists in a newsroom, communicating with the desk, briefing and debriefing

UNIT III: Types of news stories

UNIT IV: Developing eye for news photos

UNIT V: Principles and Ethics and of photojournalism, Media laws and Intellectual Property Rights

REFERENCES:

BV1552
FILM STUDIES

LEARNING OBJECTIVES:
Demonstrate an understanding of the critical and technical language associated with film studies, including genres, classic narrative form and non-narrative forms, mise-en-scene, cinematography, editing, sound, and modes of screen reality.

LEARNING OUTCOMES:
1. Demonstrate their critical thinking and analytical skills appropriate to the discipline of film studies.
2. Demonstrate their ability to employ research skills, including the use of appropriate print and technology sources in the discipline.
UNIT-I Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

UNIT-II Film forms: narrative and non-narrative - Acting, costume and music - Film and post modernism - post structuralism and deconstruction. Impressionism, expressionism, and surrealism - Fiction: realism, symbolic simulation - typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema.

UNIT-III Film production: Visualisation - script - writing - characterization - storyboard - tools and techniques. Continuity style: composing shots - spatial (mise en scene) - temporal (montage) - Camera shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions - Film editing and special effects - Film audience - Review and appreciation of film.

UNIT-IV Film festival - Film awards - Film institute’s censorship certification - Cinema theatres and Projections.


References:
3. Cinema and censorship: the politics of control in India, SomeśvaraBhaumika, Orient BlackSwan, Telangana, 2009
4. Cultural Heritage of India, KapilaVatsyayan, Ramakrishna Mission Institute of Culture, India, 2006

BV1553
EVENT MANAGEMENT

LEARNING OBJECTIVES:
1. Define and explain event management and its functions
2. Enumerate different steps involved in planning an event

LEARNING OUTCOMES:
1. Explain the revenue generating process for an event
2. Enumerate the steps involved in evaluation and assessment of an event


Unit-II [Creating an Event] 1. Conceptualization and Planning i. The Nature of Planning, Project Planning, Planning the Setting, Location and Site ii. The Operations Plan, the Business Plan, Developing the Strategic Plan 2. Organization i. setting up an Event Organization structure ii. The Committee Systems, Committee and Meeting Management 3. Programming and Service


Unit- V Advance Event Budgeting and Economics: Meaning and scope of Accounting- Accounting as an information system - Financial accounting definition and nature - Objective of accounting. Computer Application in Event Industry: Computer assisted instructions - packages, architecture - use of computers in events Stage designing, Creative effects

REFERENCES:
1. Lynn Van Der Wagen & Brenda R Carlos “Event Management “,Prentice hall,2005

BV1554
VIRTUAL REALITY

LEARNING OBJECTIVE:
To create an adaptive 3D the virtual environment that meets the needs of trainee interpreters and those who need to learn about how to work with interpreters

LEARNING OUTCOME:
To develop a range of interpreting scenarios (e.g. a business meeting room, a court room, a tourist office, a community centre) that can be run in different modes (‘interpreting practice’, ‘exploration’ and ‘live’);

UNIT I Introduction: The three I’s of virtual reality, commercial VR technology and the five classic components of a VR system.


UNIT IV Applications: Medical applications, military applications, robotics applications.

UNIT V VR Programming-I: Introducing Java 3D, loading and manipulating external models, using a lathe to make shapes. VR Programming-II: 3D Sprites, animated 3D sprites, particle systems.

REFERENCES:

BV1555
ART & AESTHETICS

LEARNING OBJECTIVES:
Demonstrate proficiency in various processes/techniques, and skills/methods in creative media.
Identify and apply underlying aesthetic principles in the study, critique, and creation and/or performance of works of art.
Analyze the broader social/historical contexts of works of art.

LEARNING OUTCOMES:
Analyze and critique the artworks of others and their own creative process
Develop a visual vocabulary through the process of discussion and critique
Self-assess work, and the progression of individual output and growth
Synthesize experience and techniques learned in the major
Identify, measure, and develop aesthetics to form
Develop an integrated perspective on the arts in conjunction to historic and contemporary issues

UNIT I Introduction to Art: Art, artist and society Functions of Arts – Eastern and Western thoughts.
UNIT II Types of Aesthetics: Types of aesthetics, Western aesthetic categories – Beauty, Tragic, Comic, Sublime etc.
UNIT III Indian Aesthetics: Indian aesthetics – beauty and rasa; Dhvani theory, Tamil aesthetics. Agam/Puram and Thinai.
UNIT IV Modern Art: Major modern art movements and concepts. The feeling and the form- The art experience.
UNIT V Art in Digital Age: Social responsibility of the artist - Contemporary aesthetics – Art in the digital era.

REFERENCES:
BV1521 Functional Exposure Report [FER]

The Functional Exposure Report [FER] carries 100 marks. The report will be evaluated out of 50 marks each by a Board of Examiners comprising of Dean/HOD, his/her nominee [internal] and one External Examiner to be appointed by the Dean/HOD.

At the end of 5th semester the students will undergo Internship and submit a report within 30 days of joining 6th semester.
SEMESTER VI

BV1621
Project Work & Viva Voce

Criteria for selecting the topic will be based on area of specialization already chosen by the student. Emphasis will be given to producing work that can be made use in the industry. Projects can be taken up in any one of the following areas.

1. Advertising Photography
2. 3D Animation
3. Web Page Design

Advertising Photography

1. Visual of the product alone (photograph against plain backdrop)
2. Visual of the product in a setting where it is used.
4. Visual of a benefit from using the product.
5. Visual showing the loss or disadvantage resulting from not using the advertised product.
6. Dramatization of the headline.
7. Dramatization of the evidence.
8. Dramatizing a detail (in the product)
9. Comparison between two brands.
10. Contrast between before and after using the product.
13. Abstract illustration. (Logo)
14. Continuity strip
15. Mood setting visual.
17. Visual of the product ingredients or raw materials.
18. Special effects. (Freezing movements)
19. Montage

II-3D Animation-walk through, animated logo etc.

Project work should contain record containing advanced animation works done by the student. At least FIVE concepts for animations should be included as a part of the record. Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. No objects/elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like Photoshop. All exercises should be accompanied by 'paper design' in record form along with the original file containing the exercises.
III - Web Page Design Using Advanced Graphics and Multimedia Feature

Project work should contain record containing advanced animation works done by the student. At least FIVE web site concepts should be included as a part of the record. Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts. The web pages should contain objects created by the students only. No objects/elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like Photoshop. All exercises should be accompanied by 'paper-page' in record form along with the original fine containing the exercises.

There shall be a Comprehensive Viva Voce based on the courses of the entire programme and future projection of media and entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two external experts, out of which one would preferably be from the Corporate World i.e. Media Organisation operating in the country.

BV1622
Internship Report

At the end of 5th semester, the students will undergo Internship and submit a report.