



**PONDICHERRY UNIVERSITY
PUDUCHERRY 605 014.**

**B. Sc. VISUAL COMMUNICATION
REGULATIONS**

Aim of the Course:

The Degree of Bachelor of Visual Communication aims to introduce the students to Visual Communication. At the end of the course, the students are expected to have good working knowledge in the Visual Communication.

Eligibility for Admission:

Candidates for admission to B.Sc. Visual Communication shall be required to have passed Higher Secondary Examination conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereto, subject to such conditions as may be prescribed thereafter.

Duration of the Course:

The Course shall be of three years duration spread over six semesters. The maximum duration to complete the course shall be 5 years.

Medium:

The medium of instruction shall be English.

Passing Minimum:

Passing Eligibility & classification for the award of the Degree as existing for the other B.Sc. degree courses.

PONDICHERY UNIVERSITY

PONDICHERY- 605 014

B.Sc. Visual Communication

(Proposed Syllabus)

SEMESTER - I

SUBJECT TITLE	INSTRUCTIONAL HOURS/WEEK		EXAM HOURS	MAXIMUM MARKS
	THEORY	PRACTICAL		
ENGLISH-I	6	-	3	100
LANGUAGE-I	6	-	3	100
VISUAL COMMUNICATION	6	-	3	100
COMPUTER APPLICATIONS(Pr.)	2	4	3	100
DRAWING-I (Pr.)	2	4	3	100
Total		30		

SEMESTER – II

SUBJECT TITLE	INSTRUCTIONAL HOURS/WEEK		EXAM HOURS	MAXIMUM MARKS
	THEORY	PRACTICAL		
ENGLISH-II	6	-	3	100
LANGUAGE-II	6	-	3	100
COMMUNICATION TECHNIQUES	6	-	3	100
GRAPHIC DESIGNING	2	4	3	100
PHOTOGRAPHY	2	4	3	100
TOTAL CREDITS		30		

SEMESTER - III

SUBJECT TITLE	INSTRUCTIONAL HOURS/WEEK		EXAM HOURS	MAXIMUM MARKS
	THEORY	PRACTICAL		
ENGLISH-III	6	-	3	100
LANGUAGE-III	6	-	3	100
TELEVISION PRODUCTION	6	-	3	100
MEDIA INSTRUMENTS	2	4	3	100
VIDEOGRAPHY	2	4	3	100
TOTAL		30		

SEMESTER – IV

SUBJECT TITLE	INSTRUCTIONAL HOURS/WEEK		EXAM HOURS	MAXIMUM MARKS
	THEORY	PRACTICAL		
ENGLISH-IV	6	-	3	100
LANGUAGE-IV	6	-	3	100
PRINTING & PUBLICATIONS	6	-	3	100
PHOTOJOURNALISM	2	4	3	100
COMPUTER GRAPHICS-I	2	4	3	100
TOTAL		30		

SEMESTER - V

SUBJECT TITLE	INSTRUCTIONAL HOURS/WEEK		EXAM HOURS	MAXIMUM MARKS
	THEORY	PRACTICAL		
ADVERTISING	6	-	3	100
FILM TECHNOLOGY	6	-	3	100
GRAPHIC ANIMATION	6		3	100
FILM PRODUCTION	2	4	3	100
PROJECT-I		6	3	100
TOTAL		30		

SEMESTER – VI

SUBJECT TITLE	INSTRUCTIONAL HOURS/WEEK		EXAM HOURS	MAXIMUM MARKS
	THEORY	PRACTICAL		
MEDIA, CULTURE & SOCIETY	6	-	3	100
MEDIA ORGANISATION	6	-	3	100
WEB PUBLISHING	6		3	100
MULTIMEDIA	2	4	3	100
PROJECT-II		6	3	100
TOTAL		30		

B.SC VISUAL COMMUNICATION – I YEAR – SEMESTER I

Paper I – Introduction to Visual Communication

Duration of Examination: 3 hrs, Maximum Marks: 100, Credits: 6

Unit I

Need for and the Importance of Human and Visual Communication. Communication as an 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

Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)

Unit IV

Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis, decision making, and implementation.

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

Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning
Picture this: Media Representation of Visual Arts and artists. University of Luton Press
Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman
Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists, 1982, Astragal Books. London
Palmer. F: Visual Awareness (Batsford, 1972)

Practical I - Computer Applications

Duration of Examination: 3 hrs,

Maximum Marks: 100,

Credits: 2 + 4

Unit-I: Understanding the Windows XP & Vista Family. Installing and Upgrading to Windows XP Professional. Hardware Requirements, Checking Your Hardware Compatibility, Collecting Network Information, Making a Backup. Choosing a File System, Boot Configuration, Installing the Add-on Components, Creating a New User Account. Exploring the Desktop. Displaying the Taskbar.

Unit-II: Managing Files and Folders: Using Explorer, Opening Files and Folders, Creating a Folder, Creating a File, Sharing Files and Folders, Copying and Moving Files and Folders, Renaming Files and Folders, Deleting Files and Folders, Finding Files and Folders, Keeping Files Current with Synchronization Manager, Understanding and Using Folder Options, Handling Disks.

Unit-III: Opening Control Panel, Using the Accessibility Accessories, Customizing the keyboard, Adjusting Your Mouse, Changing the Display, Customizing the Desktop Background, Choosing the Display, Choosing a Screen Saver, Adjusting the Power Settings. Modifying the Display of Colors and Resolution, Establishing Regional Settings, Adjusting the Date and Time, Personalizing the Start Menu

Unit-IV: Installing and Running Your Applications. Using the Run Command, Working from the Command Prompt, Adding and Removing Programs, Adding New Programs. Looking at the Registry, Scheduling Tasks, Adding a New Scheduled Task, Modifying an Existing Scheduled Task, Using the Advanced Menu. Printers and Printing. The Device Settings Tab, The Security Tab, The Color Management Tab, Understanding Fonts.

Unit-V: Linux: Scope and purpose of Linux OS. Features of Linux OS. Functions of Linux. Files and directories. Standard I/O library. Linux Process. Signals. Applications of Linux.

Practical II - Drawing I

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2 + 4

Max. Mark 100 (Practical 75: Record 25)

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and pen (black)

- * Geometrical shapes
- * Patterns, Surface textures etc.
- * Perspectives
- * Overlapping objects
- * Light and shade

BSC VISUAL COMMUNICATION - I YEAR - SEMESTER II

Paper I - Communication Techniques

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 6

Unit I

Interpersonal communication: Theories and Models-Transactional analysis etc.

Unit II

Group communication: Theories and Models-Decision making process, leadership, team work communication patterns group context

Unit III

Public communication: Rhetoric Model, Persuasion Models.

Unit IV

Non-verbal Communication: Theories and Models, Types of non-verbal behavior
Kinesics

Unit V

Case Studies in communications skills, Ideation and Creative Thinking-Lateral Thinking.
Designing Messages for different audiences

REFERENCES

Wood, Julia T: Communication Mosaics: An Introduction to the Field of
Communication, 2001. Wadsworth

Larson, Charles U; Persuasion-Reception and Responsibility. Wadsworth, 2001.

Practical I- Graphic Designing

Duration of Examination: 3 Hrs, Maximum Marks: 100, Credits: 2 + 4

(Practical 75: Record 25)

Record should contain at least **THREE** exercises each with written briefs, scribbles and final artwork). Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering etc.) created by the students themselves (cutting and pasting from magazine or any other secondary sources will not be allowed).

Record

- * Logo design
- * Letterhead
- * Visiting Cards
- * Brochures
- * Print Advertisements-Black & White, Colour

Practical -II - Photography

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2 + 4

(Practical 75: Record 25)

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

Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques-motion pictures etc., manipulation of image, framing & trimming.

Unit V

Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual story telling. Photography for advertising-Consumer and industrial. Planning a shoot-studio, location, set props and casting.

Unit - VI

Handling a SLR Camera, Digital SLR, Dark Room Practice (processing & Printing)

BSC VISUAL COMMUNICATION – II YEAR - SEMESTER III

Paper I – Television Production

Duration of Examination: 3 hrs, Maximum Marks: 100, Credits: 6

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, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, 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, quadrasonic 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

Millerson, G. H (1993) Effective W. Production. Focal Press

Holland, P (1998). The Television Handbook. Routledge

Practicals I– Media Instruments

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2 + 4

(Practical 75: Record 25)

(Students will be tested in operating Various Media Instruments)

Unit-1:

Functions of Resistors and capacitors. Use of multimeter. Power system components and UPS. Components of Radio. Audio equipments, their types and their usage. Audio capturing, amplifying, transmitting and recording devices. Microphones. Cordless microphones. Audio storage media and types. Types of audio delivery systems. Audio mixers. FM and AM tuning. Frequency bands used in Radio communications. ADCs and DACs.

Unit-2:

Photographic equipment and types of photography. Digital and film photography. Digital images and their characteristics. Pixels and resolutions. Digital Camera and their types. Image printing equipment. Storage and memory issues of digital images. Scanners and their applications. Digitizing tablets and Electronic boards.

Unit-3:

Basics of Video. Analog and Digital Video. Types of color video signals-Component Video, Composite video. S-video. Chroma sub-sampling, NTSC video, PAL Video, Digital Video. Video Scanning Formats. Video and audio compression. Definition, purpose and types of compression. MPEG video layers. Motion estimations. MPEG video bitstreams. Decoding. MPEG-2, MPEG-3 & MPEG-4.

Unit-4:

Equipment for Videography. Handycam and Broadcast quality Video Camera. Features of Video cameras. Video capturing devices. Web Camera. PTZ camera. Video tuning cards. Video editing systems and their components. Video mixers. Video file rendering, storing and retrieving systems. Streaming of video over net. Block diagram of color TV receiver description of each element. CCU, signal stabilizers, special effect generators, character generators, Digital TV basics.

Unit-5:

Computer components and other peripheral devices. Lighting and displaying equipment. CDROMs and DVDs and their characteristics. VCD players, DVD players. Compatibility and convertibility of various instruments and files. Monitors. LCD, Plasma screens, IPOD, PDAs, Multimedia projectors, IMAX theatre facilities, Computer networking and equipment. Types of cables and their uses.

Practical II – Videography

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2 + 4

(Practical 75: Record 25) Max. Mark 100

1. Using digital photographic equipment. Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects.
2. Using a Tripod, Recording sound, adjusting color and contrast, Basic lighting.
3. Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera.
4. Handling a Professional 3CCD Video camera
5. Indoor and Outdoor Shooting methods. Shooting of ceremonies and wedding, special occasions, sports and action, theatre performances, natural scenes, informal parties, family outings, class room lectures, group Discussions, quiz programmes. Adventure shooting, Innovative methods of shooting, Camera angles and movements. Shooting Micro objects. Wide angle shooting, trolley and crane shots.
6. Multi-camera setup. Tape-less recording. Computer video recording.

Shoot a Commercial - 15 or 20 second spots

B.SC VISUAL COMMUNICATION - II YEAR - SEMESTER IV

Paper I - Printing and Publication

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 6

Unit I

History of printing. Recent technological development of printing processes. Importance of printing processes in design decisions.

Unit II

Principles of printing.(relief, planography etc..) Type-setting methods; hot metal, photo composition and digital. Plate making process. Types of printing processes - Letter Press, Offset, Gravure , Flexography and Silk Screen. Colour printing process - colour separation, colour correction and colour reproduction. Current trends and future developments in printing processes (Laser Printers, Scanners, Ink-jet printers: Image setters, Direct-to-plate printing etc.).

Unit III

Elements of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc.. Typography-typeface design, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.).

Unit IV

Printing Management, Printing press organization and structure Economics of printing - different types of paper, ink, plates, miscellaneous. Print order estimation, managing wastage.

Unit V

New technological development in printing process. Digital pre-press. Direct to plate technologies. Recent trends printing processes. An over view of printing and publishing industry in India. An over view of electronic publishing.

REFERENCES

- Dennis, E(1997). Lithographic technology in transition. Arndams, J.M.
Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing
Ruggles, P (1996) Printing Estimating: digital and traditional costing methods for graphic imaging. 4th Edition. Thomson Learning
McAllister, R (1998) Pathways to Print: Trapping. Thomson Learning
McAllister, R (1998) Pathways to Print: Color. Thomson Learning
Cost, F (1997) Pocket guide to digital printing. Thomson Learning
Bergland, D (1997). Printing in a digital world. Thomson Learning
Finley, C (1998). Printing paper and inks. Thomson Learning
Amdams, J.M. (1996) Printing Technology 4th Edition. Thomson Learning
Hoff, S (1997). Screen Printing. Amdams, J.M.- Thomson Learning
Ramano, F (1996). Pocket Guide to digital pre-press- Thomson Learning

Practical I – Photo Journalism

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2 + 4

(Practical 75: Record 25) Max. Mark 100

Photography record should contain at least 15 black and white and 15 colour photographs. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test students knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (minimum)

Exercises

1. Landscape (scenic, people, birds/animals, monuments)
2. Portraits
3. photo feature, photo language
4. Environmental exposure
5. Silhouette
6. Freezing movement
7. Panorama
8. Montage
9. Indoor photography
10. Industrial photography
11. Special effects

Practical II- Computer Graphics I

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2 + 4

The practical will include

1. DTP for Publication Design: PageMaker (latest version)
2. Editing and manipulation of image/pictures using Photoshop (latest Versions)
3. 2D Graphic-CorelDraw 9 (Latest Version)
Adobe Illustrator

Exercises

1. Design a 'logo' for an
 - a. Advertising agency
 - b. Commercial organization
 - c. Non-profit organization
 - d. Government agency
 - e. Service industry

Design a 'visiting card' & 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise.

Design a 'news letter' for any one of the above-mentioned agencies.

Design the 'front cover' of an in-house journal published by any one of the above mentioned agencies

Note: No objects/elements downloaded from the Internet should be used

BSC VISUAL COMMUNICATION – III YEAR - SEMESTER V

Paper I - Advertising

Duration of Examination: 3 hrs, Maximum Marks: 100 ,Credits: 6

Unit I

Definition, Nature & Scope of advertising, Roles of Advertising; Societal, Communication, Marketing & Economic. Functions of advertising.

Unit II

Based on target audience, geographic area, Media & Purpose. Corporate and Promotional Advertising. Web Advertising.

Unit III

Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising - (India and abroad). Ad Agency - Structure of small, medium & big agencies, functions. Types of agencies - in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.

Unit IV

Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.

Unit V

Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & Layout, Copy writing - Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting. Story board. Advertising campaign-from conception to execution.

REFERENCES

- Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers
Stansfield, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
Advertising Handbook: A Reference Annual on Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications
Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill
Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning

Paper II – Film Technology

Duration of Examination: 3 Hrs, Maximum Marks: 100, Credits: 4

Unit I

Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.

Unit II

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production-Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.

Unit III

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene. space and time, narrative functions of mise-en-scene. Cinematographer properties-the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound-the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

Unit IV

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

Unit V

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

REFERENCES

- Thoraval, Yves(2000) The Cinema of India(1896-2000)
- Roberge, Gaston: the Subject of Cinema
- Roberge, Gaston (1977): Films for an ecology of Mind
- Halliwell;: The Filmgoers Companion 6th Edition
- Arora: Encyclopedia of indian Cinema
- Baskar, Theodor: Eye of the Serpent

Paper III – Graphic & Animation

Unit-1: Fundamentals of Computer Graphics. Concepts, elements, principles of visual design, layout principles, perspective design & communication. Electronic media design (television & computer) – Still & moving, visual only, text only, visual & text, balance & harmony. Tools for creating visual design – for print and electronic media, automation and graphics. Language of color, form & color, theory of contrasts, illusions of Space & Form, design psychology.

Unit-2: Graphics input - output devices: Direct input devices - Cursor devices - direct screen interaction - logical input. Line drawing displays - raster scan displays. Two dimensional graphics. Raster graphics - Scan conversion of polygons - region filling - algorithms. File formats –GIF , JPEG ,TIFF , Graphics Animation Files , Postscript/Encapsulated Postscript files.

Unit-3: Curves and surfaces : Parametric representation of curves - parametric representation of surfaces - planes - curved surfaces - ruled surfaces. Three dimensional graphics : 3D transformations - normal, oblique central projections - 3D algorithms - hidden lines and hidden surfaces removal. Lighting, perception and depth of field.

Unit-4: The art of animation -animation aspects, color and texture, animation principles. Elements of animation. Preparing for animation. Steps of recording animation, Animating with space to time. Segment manipulation options. Introducing ink effects. Making multimedia Animation. Creating a cast number within paint, rotating cast members. Creating a film loop. Using the tools. Palettes. Importing cast members.

Unit-5: Choreographic sprites and loops. Introducing markers, using the tempo channels, adding sounds, using transition channels. Introducing interactivity. Non-linear animation, Flash animation, 3D illusion, asymmetry, overall composition, logo, and creation shooting and editing videos. Animation using flash, Director, Morph and other packages.

Reference Books :

1. John R.Rankin, "Computer graphics software construction", Prentice Hall of Australia Pvt. Ltd., 1989.
2. William M.Newmann, Robert F.sproull, "Principle of Interactive Computer Graphics", McGraw Hill International Book Company, 1989.
3. B.S.Hi., JP., "Computer Graphics" Maxwell Macmillan International editions, 1990.
4. James Alan Farrel, "From PIXELS to ANIMATION : An introduction to Graphics Programming", AP Professional, 1994.
5. Rod Salmman, Mel Slater, "Computer Graphics: Systems and concepts", Addison Wesley Publishing Company, 1987.
6. Roy A. Plastock, Gordon Kalley, "Theory and Problems of Computer Graphics", Schaum's outline series, McGraw Hill International editions, 1986.

Practical IV - Film Production

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2 + 4

Documentaries

Educational and Instructional Programs

Commercials- Public Service

Commercial-Product or Service

students should do individual projects containing the record and the program

Final practical examination will test students on their ability to prepare a complete script and story board on any of the above-mentioned format.

Practical V - Project I

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 4

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

Students will start working on their projects-details of the record and project will be provided later.

B.SC VISUAL COMMUNICATION - III YEAR - SEMESTER VI

Paper I - Media, Culture and Society

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 6

Paper-IX

Unit I

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.

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, 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

Potter, James W (1998) Media Literacy. Sage Publications
Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications

Paper II - Media Organization

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 6

Unit I

Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company.

Unit II

Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations-AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization

Unit III

Economics of Media-Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Industry today.

Unit IV

Project Management in Media-Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice-Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting (tools etc.) Project Responsibility, Production Process (status Report, Assessment, Negotiation, Completion, Follow-up).

Unit V

Programming Strategies, Audience Rating-Analyzing Programming and Audience Trends Marketing Programs and selling space and time. Different kinds of contracts and legal arrangements, Project Management.

REFERENCES

Block et al. Managing in the Media. Focal Press, 2001

Practical III - Web Publishing

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 6

Web publishing: Web Publishing Tool, FrontPage or Dream weaver and MM Flash HTML and XML Programming

Creation of the Home Page of a Web Site with proper links

Creation of a dynamic web page using appropriate web development tool (e.g. Dream weaver) for three different concepts.

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

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

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

Note

1. 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.
2. A minimum of Five exercises should be carried out on each theme outlined above
3. At least FIVE complete web sites for different categories of products or organizations must be created for the record
4. All exercises should be accompanied by "paper-page" and "paper-design" in record form along with the original file containing the exercises.
5. The above mentioned are the minimum requirement for external examination.

REFERENCES

Powell, Thomas. Web Design(2000). The Complete Reference. Tata McCraw-Hill
Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future
Graham, L (1999) The principles of Interactive Design. Thomson Learning
Xavier: World Wide Web with HTML Tata McGraw- Hill

Practical IV - Multi Media

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2 + 4

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

Hillman, D (1998). Multimedia Learning and Applications
Arora, Deva and Yashwant Multimedia 98:Shaping the future. Tata McGraw- Hill
Vaughan (1999) Multimedia: Making it work
Peck D (1998). Multi-media: A hands on introduction. Thomson Learning

Practical V - Project II

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 8

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.

4. Advertising Photography
5. 3D Animation
6. Web Page Design

Project Work (I and II) - Details (Practical 75 Record 25) Max. Mark 100

Advertising Photography

1. Visual of the product alone.(photograph against plain backdrop)
2. Visual of the product in a setting where it is used.
3. Visual in use.
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.
11. Visuals using Trade Characters.
12. Symbolism.
13. Abstract illustration.(logo)
14. Continuity strip
15. Mood setting visual.
16. Visual of the product in the package.
17. Visual of the product ingredients or raw materials.
18. Special effects.(freezing movements)
19. Montage
20. Visual with models.

II-3 D 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 'paperdesign' 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 file containing the exercises.