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.
# PONDICHERRY UNIVERSITY

PONDICHERRY- 605 014

B.Sc. Visual Communication

(Proposed Syllabus)

## SEMESTER - I

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**SEMESTER – VI**

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B.SC VISUAL COMMUNICATION – 1 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 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

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

Picture this: Media Representation of Visual Arts and artists. University of Luton Press
Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects,
Palmer. F: Visual Awareness (Batsford, 1972)
Practical I - Computer Applications
Duration of Examination: 3 hrs,
Maximum Marks: 100,
Credits: 2 + 4


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


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


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


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


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, quadrephonic 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


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:


Unit-2:


Unit-3:


Unit-4:


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


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


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

Unit III

Elements of publication design. Page-make-up & 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


REFERENCES


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
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


Unit III


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

**Paper II – Film Technology**

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

Unit I


Unit II


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

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-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 :
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

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


Paper II - Media Organization

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

Unit I


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 (tols etc.) Project Responsibility, Production Process (status Report, Assessment, Negotiation, Completion, Follow-up.

Unit V


REFERENCES


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 front 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 fine containing the exercises.

5. The above mentioned are the minimum requirement for external examination.

REFERENCES

Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future

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
Arora, Deva and Yashwant Multimedia 98: Shaping the future. Tata McGraw- Hill
Vaughan (1999) Multimedia: Making it work

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.
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-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.