



NEHRU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution affiliated to Bharathiar University)
 (Reaccredited with "A" Grade by NAAC, ISO 9001:2015 & 14001:2004 Certified)
 Recognized by UGC with 2(f) & 12(B), Under Star College Scheme by DBT, Govt. of India)
 Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.



B. Sc VISUAL COMMUNICATION

Academic Year 2020-2021

Vision Statement of the Department

To emerge as an excellent department in visual based education and production oriented training to produce more creative people.

Mission Statement of the Department

- To install more value of life in the minds of youth.
- To mould the character and creativity of future generations.
- To develop production skills through practical knowledge among the students.

PROGRAM EDUCATIONAL OBJECTIVES

After 3 years of the programme, the graduates are expected to attain

PEO1	Work towards achieving creative and socio-economic through application of relevant knowledge
PEO2	Develop entrepreneurial skills, by binding core competencies and equanimity by values and ethics.
PEO3	Engage in self-directed continuous learning, at global perspective which will promote professional and personal growth

PROGRAM SPECIFIC OUTCOME

PSO1: On successful completion of the Programme, the students will be skilled in Communicating through electronic media.

PSO2: They will be acquainted with the latest trends in new media and thereby innovate new ideas and solutions to existing problems.

PSO3: They can apply critical frameworks to analyze the media content.

PSO4: They will be familiar with the conventions of diverse genres including film making techniques, Audiography, Videography, and Graphic Designing.

PSO5: To Use knowledge in various domains and use their skills to provide solutions for the industrial problems.

PROGRAMME OUTCOMES

PO1	Critical Thinking	Exhibit industry relevant skills to build successful careers in a global business environment.
PO2	Usage of Technology	Creatively using appropriate visual tools to communicate professionally in a timely manner to a well defined audience.
PO3	Effective Communication	To demonstrate effective speaking, effective writing and listening skills for communication in personal, public, and media areas.
PO4	Environment and Sustainability	Understand the consequential responsibilities to analyze and realize the interactions between social and environmental sustainability procedures and create processes.
PO5	Individual and Team Work	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings and manifest the best outcomes.
PO6	Ethics and Values	Work independently in professional and ethical manner, in electronic media and producing scholarly outcomes..
PO7	Social Interactions	Participate actively in initiatives that encourage equity and growth for all and to act with an informed awareness of local, regional, national and global needs
PO8	Life Long Learning	Engage in lifelong learning and Work on career enhancement and adapt to changing personal, professional and societal needs.



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B.Sc., VISUAL COMMUNICATION (ELECTRONIC MEDIA)

Scheme of Examination

(Applicable to the students admitted during the academic year 2020-2021)

Semester	Part	Course Code	Name of the course	Instruction hours / week	Duration of Examination	Examination Marks			Credits	
						CIA	ESE	Total		
I	I	18U1TAM101/ 18U1HIN101 / 18U1MAL101/ 18U1FRN101	Language I	5	3	25	75	100	4	
	II	20U2ENG101	English I	5	3	25	75	100	4	
	III		18U3VCC101	Core Paper I - Introduction to Communication	5	3	25	75	100	4
			18U3VCC102	Core Paper II –Evolution of Media	4	3	25	75	100	4
			18U3VCR101	Allied Paper I – Visual Arts- Practical	4	3	40	60	100	4
			18U3VCP103	Core Paper - III Drawing Practical	4	3	40	60	100	4
	IV		18U4ENV101	Ability Enhancement Compulsory Course- Environmental Studies	2	3	-	50	50	2
			18U4HVY201	Value Education: Human Values and Yoga Practice -I	1	-	-	-	-	-
				30				650	26	
II	I	18U1TAM202/ 18U1HIN202/ 18U1MAL202/ 18U1FRN202	Language II	5	3	25	75	100	4	
	II	20U2ENG202	English II	5	3	25	75	100	4	
	III		18U3VCC204	Core Paper IV - Fundamentals of Advertising	6	3	25	75	100	4
			18U3VCP205	Core Paper V - Advertising Practical	6	3	40	60	100	4
			18U3VCA202	Allied Paper II – Creative	5	3	25	75	100	4

			Writing for Media						
	IV	18U4HRC202	Ability Enhancement Compulsory Course- Human Rights and Constitution of India	2	3	-	50	50	2
		18U4HVY201	Value Education: Human Values and Yoga Practice -I	1	2	25	25	50	2
				30				600	24
III	I	20U1TAM303/ 19U1HIN303 / 20U1MAL303/ 20U1FRN303	Language III	5	3	25	75	100	4
	II	20U2ENG303	English III	5	3	25	75	100	4
	III	20U3VCC306	Core Paper VI - Audiography	4	3	25	75	100	4
		20U3VCP408	Core Paper VIII - Photography Practical	3	-	-	-	-	-
		18U3VCR303	Allied Paper III – Audio Production Practical	5	3	40	60	100	4
	IV	19U4VCS301	Skill Based Subject I - News Reporting	3	3	20	55	75	3
		19U4NM3BT1 / 19U4NM3AT1 / 19U4NM3CAF / 19U4NM3GTS / 19U4NM3WRT	# @Basic Tamil-I/ ##Advanced Tamil-I/ * NME: Consumer Affair / Gandhian Thoughts / Women’s Rights	2	2	50	50	2	
		19U4VC3ED1/ 19U4VC3ED2	Extra Departmental Course	2	3	50	50	2	
		18U4HVY402	Value Education: Human Values and Yoga Practice -II	1	-	-	-	-	-
					30				575
IV	I	20U1TAM404/ 19U1HIN404 / 20U1MAL404/ 20U1FRN404	Language IV	5	3	25	75	100	4
	II	20U2ENG404	English IV	5	3	25	75	100	4
	III	19U3VCC407	Core Paper VII - Media Laws and Ethics	5	3	25	75	100	4
		20U3VCP408	Core Paper VIII - Photography Practical	2	3	40	60	100	4
		19U3VCR404	Allied Paper IV - Television Production Practical	5	3	40	60	100	4

	IV	20U4VCS402 (19U4VCS503)	Skill Based Subject II - Media Management	5	3	20	55	75	3
		19U4NM4BT2 / 19U4NM4AT2 / 19U4NM4GEN	# @Basic Tamil-II / ##Advanced Tamil-II / General Awareness	2	2	50		50	2
		19U4VCVALC	Skill Enhancement Value Add On Course Institute Industry linkage	-	-	-	-	-	Grade
		18U4HVY402	Value Education: Human Values and Yoga Practice -II	1	2	25	25	50	2
				30				675	27
V	III	19U3VCC509	Core Paper IX - Media, Culture and society	5	3	25	75	100	4
		19U3VCC510	Core Paper X - Film Studies	5	3	25	75	100	4
		18U3VCP511	Core Paper XI - Video Production Practical	5	3	40	60	100	4
		18U3VCE501/ 19U3VCE502/ 20U3VCE503	Discipline specific Elective - I	5	3	25	75	100	4
		20U3VCE504 (19U3VCE503) / 20U3VCE505 (18U3VCE504)/ 20U3VCE506	Discipline specific Elective - II	5	3	25	75	100	4
	IV	20U4VCS503 (19U4VCS402)	Skill Based Subject III - Media Research Techniques	5	3	20	55	75	3
				30				575	23
VI	III	20U3VCC612	Core Paper XII - Elements of Film and Video Production	6	3	25	75	100	4
		18U3VCP613	Core Paper XIII – Documentary or Short Film Practical	6	3	40	60	100	4
		19U3VCV614	Project Viva-voce	6	-	40	60	100	4
		20U3VCE607/ 20U3VCE608 (18U3VCE606)/ 20U3VCE609	Discipline specific Elective - III	6	3	25	75	100	4
		IV	18U4VCZ604	Skill Based Subject IV- Graphics and Animation Practical	6	3	30	45	75

V	19U5EXT601	Extension Activities	-	-	50	-	50	2
			30				525	21
Total							3600	144

Additional Credit (Optional)	Semester II-VI	8^{\$}
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Basic Tamil -Students who have not studied Tamil up to 12th standard.

##**Advance Tamil** – Students who have studied Tamil language upto 12th standard and chose another languages under part I of the programme but would like to advance their Tamil language skills.

* **NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA)

\$- Not included in Total marks & CGPA Calculation

List of Discipline Specific Elective papers (choose any one of the paper)

Elective Papers	Course Code	Group	Name of the Course
Elective-I	18U3VCE501	A	Comparative Media Studies
	19U3VCE502	B	Script Writing
	20U3VCE503	C	ICT for Development
Elective-II	20U3VCE504 (19U3VCE503)	A	Online Journalism
	20U3VCE505 (18U3VCE504)	B	Media Planning
	20U3VCE506	C	Documentary Production
Elective-III	20U3VCE607	A	Graphic Designing
	20U3VCE608 (18U3VCE606)	B	Campaign Planning
	20U3VCE609	C	Community Media

Extra Departmental Courses (EDC):

EDC offered by Visual Communication Department to other Department students.

S. No	Semester	Course Code	Name of the Course
1	III Semester	19U4VC3ED1	Film Appreciation
2	III Semester	19U4VC3ED2	Basics of Photography

Additional Credit Course

Earning Additional credit course is not mandatory for Course Completion

Additional credits: 8

S. No.	Course	Credit	Total credits
1	Completion of Certificate Course	1	1
2	Hindi/ other Foreign languages	1	1
3	Self Study Papers	1	2
4	MOOC Courses/Spoken Tutorial prescribed by the Departments	1	3
5	Representation - Sports/Social Activities/ Co curricular/Extracurricular Activities at University/ District/ State/ National/ International levels	1	1
Total			8

Rules: The Students can earn additional credits only if they complete the above during the course period (II to V Sem) and based on the following criteria. Proof of Completion must be submitted to the Office of Controller of Examinations before the commencement of the VI Semester. (Earning Additional credit course is not mandatory for Course Completion)

1. Students can complete Certification Courses for a minimum of 30hrs (II to V Sem only) from reputed centers and the same certificate shall be produced to earn a credit. They shall be guided by the Department if needed.
2. Students can opt Hindi/ any Foreign Language approved by Certified Institutions to earn one credit. The certificate of Hindi must be obtained from Dakshin Bharat Hindi Prachar Sabha and He/ She has to enroll and complete during their course period (II to V Sem only)
3. Students can earn one credit, if they complete One Self-study Paper prescribed by the Department. The Departments shall offer two Self Study Papers.

Self study Paper offered by Visual Communication Department

S. No.	Semester	Course code	Course Title
1	Semester II to V	18UVCSS01	Desk Top Publishing
2		18UVCSS02	Art Direction

4. Students can earn one Credit, if they complete any one MOOC courses/ Spoken Tutorial prescribed by the Department. Students shall earn a maximum of 3 Additional Credits by completing 3 online courses.

List of Online Courses prescribed by Department of Visual Communication & E-Media

1. Graphic communication
2. Advertising & PR
3. Journalism
4. ICT for development
5. Basics of Photography

Note: Other than the above mentioned courses, any course from recognized websites with the consent of the Head of the Department will also be accepted.

5. Award Winners in Sports/Social Activities/ Co curricular/ Extra Curricular Activities at University/ District/ State/ National/ International levels can earn One Extra Credit by producing the Certificate.

Chairman
Board of Studies in Visual Communication
(Electronic Media)
Nehru Arts and Science College
Coimbatore

Course Code	Title		
18U3VCC101	Core Paper I Introduction to Communication		
Semester: I	Credits: 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To make the students gain understanding on the basics of Communication.

Course Outcome:

CO1	To remember the various forms of communication.
CO2	To understand the functions and nature of the various types of communication
CO3	To apply the communication types in general public.
CO4	To analyze the global media content which affect the cultural change
CO5	To compare Global media and Indian media communications.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Communication – definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication – socioeconomic changes and the emerging trend in Communication.	1	1
Instructional Hours			12
II	Communication process – sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. Informal and formal channels – Berlo, Lasswell, Shannon and Weaver models.	1	2
Instructional Hours			12
III	Advertising: Definition- need and significance - overview of advertising industry- advertiser, agency and media, Public Relations: Definition, goals and functions, Publicity and Propaganda; PR and media.	1	5
Instructional Hours			12
IV	Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process.	1	3
Instructional Hours			12
V	Communication and Culture: Global media – multi cultural content – impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.	1	8
Instructional Hours			12
Total Hours			60

TEXT BOOKS:

1. Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.
2. J.K. Singh “Text book of Mass Communication in India”, , APH publishing corporation,2004

REFERENCE BOOKS:

1. McQuail Dennis, “**Communication Models**”, Longman, London, 1981.
2. John R. Bitner “**Mass Communication – An introduction**”. Prentice Hall, New Jersey, 1980.
3. Seetharam K.S. “**Communication and Culture – A world view**”. McGraw Hill, New Delhi, 1991.
4. Shukla, SK. “**Mass Media and Communication**”. Cybertech Publishing, New Delhi. 2006.
5. Cutlip, Center and Broom. “**Fundamentals of Advertising**”, Prentice Hall, 1980.

TOOLS FOR ASSESMENT

CIA I	CIA II	CIA III	Case Study	Communication	Attendance Progress	TOTAL MARKS
5	5	6	3	3	3	25

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H
CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	H	L	M	M	L

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
18U3VCC102	Core Paper II Evolution of Media		
Semester: I	Credits: 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To impart knowledge on the various types of media and its functions.

Course Outcome:

CO1	TO remember the roles and responsibilities of Prasar Bharati.
CO2	To Understand the growth of media.
CO3	To Use the public and private broadcasting medium in our country in terms of policy and content.
CO4	To Create new media contents.
CO5	To Evaluate the new media content

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	TRADITIONAL MEDIA - Definitions of Traditional Media and Mass Media; Traditional Forms of Media – Signs, wood carving, Sound, Drawings, Symbols sculptures; Folk Media – Street plays, Songs, Drama, Puppet Shows, Traditional dance Story Telling.	1	1
Instructional Hours			15
II	PRINT MEDIA - History of the print media and evolution and development of printing technology in India and World; Chinese Paper making; Printing, various types of print media, nature, concepts, scope; Content making for print media, reach, advantages and importance.	3	3
Instructional Hours			15
III	RADIO - Invention and Development of Radio medium, Radio Broadcasting since its inception in world and India, Radio Technology, Establishment of Radio stations, growth and development of the medium, Amateur Radio, AM and FM transmission, Satellite Radio, Types of Programme, Audience and reach, role in the development.	3	4
Instructional Hours			15
IV	TELEVISION - Television – origin and development, nature, scope, audience, genre, functions of television; Ownership pattern, debate on autonomy; BBC model of ownership, control and programming – commercial and public service, state and private sectors' expansion; potential for future development, Prasar Bharati Broadcasting Corporation; Satellite television, DTH,	3	5

Video on Demand, latest developments.			
Instructional Hours			15
V	NEW MEDIA - origin and development of Internet and web, Growth and development of Internet communication , Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e - Publishing.	3	6
Instructional Hours			15
Total Hours			75

TEXT BOOKS:

1. R.K. Ravindran, "Media in Development Arena", Indian Pub. & Distributors (2000).
2. Straubhar, Larose, "Media Now", Thomson Wordsworth, 4th Edition, (2004)
3. Keval J. Kumar, "Mass Communication in India", Jaico Publishing Co.(2003)

REFERENCE BOOKS:

1. J.K. Sharma, "Print Media and Electronic Media – Implications for the future", Authors Press, New Delhi(2003)
2. M.S. Sharma, "Hand Book of Journalism", Mohit Publications, New Delh1.(2002)
3. Barun Roy, "Modern Student Journalism", Pointer Publishers, Jaipur (2002)

TOOLS FOR ASSESMENT

CIA I	CIA II	CIA III	Case Study	Analysis	Attendance Progress	TOTAL MARKS
5	5	6	3	3	3	25

MAPPING

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
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CO					
CO1	H	L	M	L	H
CO2	H	M	M	H	H
CO3	H	M	M	H	S
CO4	M	L	M	H	S
CO5	H	M	M	M	H

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
18U3VCR101	Allied Paper - I Visual Arts - Practical		
Semester: I	Credits: 4	CIA : 40 Marks	ESE : 60 Marks

Course Objective:

To enable the students to gain visual aesthetics and perception in visual media.

Course Outcome:

CO1	To show the various drawing components.
CO2	To Understand the basics of visual composition.
CO3	To Apply color combinations in Various aspects.
CO4	To Analyze visual designing.
CO5	To Create design using various colours.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 4

S. No.	Visual Arts Practical
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1. **Experiment the medium**
 - a. Drawing pencil HB
 - b. Water color
 - c. Acrylic paint
 - d. Pastels
 - e. Sketches and crayons
2. **Still life:** Draw lines, circles, light, shades, man-made objects, flowers, animals, rocks, perspective. Use pencil HB for drawing.
3. **Creative arts:** Collection, preservation and storage of materials such as pebbles, jute, coconut shells, Egg shells, glass bottle. Using acrylic paint create a decorative items.
4. **Collage Design and Production :**
Draw any animal/object/ human face on paper. Split the paper and collage. Draw using water colors.
5. **Advertisement:** Create brochures, pop up stand, colorful jewel box, black and white ads, and color ads.

Total Hours : 45

TOOLS FOR ASSESMENT

Creativity	Composition	Test 1	Test 2	Observation Note Book	Attendance	Total Marks
5	5	10	10	7	3	40

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H
CO2	H	M	M	H	H

CO3	H	H	H	M	S
CO4	S	L	M	H	S
CO5	M	M	H	H	L

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
18U3VCP103	Core Paper - III Drawing Practical		
Semester: I	Credits: 4	CIA : 40 Marks	ESE : 60 Marks

Course Objective:

To enable the students to gain the drawing skills which is the fundamental of visualization

Course Outcome:

CO1	To show the basic forms and structures used in drawing.
CO2	To understand the knowledge on visualization of ideas.
CO3	To apply the capacity to visualize their ideas.
CO4	The skill to create from shapes to reality.
CO5	The change in attitude while observing a shot or scene.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 3

S. No.	Drawing Practical
List of Practicals	
1.	Form and structure
2.	Basic geometrical shapes
3.	Patterns and structure in day to day life.
4.	Perspectives
5.	Composition
6.	Light and shade
7.	Birds, Animals
8.	Human forms
9.	Living and environmental space
10.	Life and movement
11.	Illustrations
12.	Lettering
13.	Logo styles
14.	Symbols
15.	Visual representation of ideas.
Total Hours : 45	

TOOLS FOR ASSESMENT

Creativity	Composition	Test 1	Test 2	Observation Note Book	Attendance	Total Marks
5	5	10	10	7	3	40

MAPPING

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO					
CO1	H	L	M	L	H

CO2	H	M	M	H	H
CO3	H	M	M	H	S
CO4	M	L	M	H	S
CO5	L	M	H	H	L

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
18U3VCC204	Core Paper - IV Fundamentals of Advertising		
Semester: II	Credits: 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To impart knowledge on the fundamentals of advertising.

Course Outcome:

CO1	To Recall the basic principles of advertising.
CO2	To Understand the changing pattern of advertising throughout the world.
CO3	To Apply knowledge on the functioning pattern and structure of advertising agency.
CO4	To Analyze advertising codes put forth by the Advertising Standard Council.
CO5	To Create the capacity to host the advertising campaigns.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 6

Unit	Description	Text Book	Chapter
I	Advertising and its role in the market place, advertising industry in India –advertising as a process of communication - Social effects of advertising. The changing world of advertising.	1	4
Instructional Hours			18
II	Types of advertising: consumer, corporate, industrial, retail, co-operative and Public service advertising.-tone and content; reading the advertisement - review with current ad campaigns.	3	2
Instructional Hours			18
III	Advertising agency: Structure and functions; Leading agencies in India - Diversification and competition – full service agencies – multinational clients – challenges and opportunities. advertising agency, agency briefing and evaluating an agency.	2	3
Instructional Hours			18
IV	Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.	1	3
Instructional Hours			18
V	Professional ethics in advertising-cases of ethical violations –Advertising Standards Council –Social and cultural issues – Global regulations and Future trend.	3	3
Instructional Hours			18
Total Hours			90

TEXT BOOKS:

1. Kleppner, Otto; **Fundamentals of Advertising**; Prentice Hall; New Jersey. 1980.
2. Subramanian, **Advertising Theory and practice**, Himalaya publications, 1993
3. Chunnawalla and K.C. Sethia ; **“Foundations of Advertising: Theory and practice”**,

REFERENCE BOOKS:

1. Gupta, Sen; **Brand Positioning**; Tata McGraw Hill; New Delhi; 1990.
2. Hart, Norman; **The practice of advertising**; Heinemann Pub.; London. 1990.
3. Mooij, Mariekae de; **Advertising Worldwide** (2nd edn.); Prentice Hall; UK. 1994.
4. Mohan, M; **“Advertising management concepts and cases”**; Tata McGraw Hill; New Delhi. 1989.

TOOLS FOR ASSESMENT

CIA I	CIA II	CIA III	Case Study	Presentation on Adv.	Attendance Progress	TOTAL MARKS
5	5	6	3	3	3	25

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	H	L	H
CO2	H	S	H	H	H
CO3	H	S	H	H	S
CO4	M	L	M	H	S
CO5	L	M	H	S	H

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
18U3VCP205	Core Paper -V Advertising Practical		
Semester: II	Credits: 4	CIA : 40 Marks	ESE : 60 Marks

Course Objective:

To Enable the students to conceive and produce advertisements for both print and visual medium.

Course Outcome:

CO1	To Remember the advertisements and write copy for any type of product.
CO2	To Understand the knowledge on designing various types of advertisements.
CO3	To develop the new advertisement strategies in print medium.
CO4	To Analyze the rules put forth by the advertising council while creating an advertisement.
CO5	To Create the capacity to translate their creative ideas to a copy.

Offered by: Visual Communication**Course Content****Instructional Hours / Week: 6**

S. No	Advertising Practicals
	List of Practicals

1. Design ear panels
 2. Design a classified advertisement,
 3. Design a visual dominant advertisement
 4. Design a copy dominant advertisement
 5. Design a solus advertisement
 6. Design an ad. For a consumer product
 7. Design a retail advertisement.
 8. Design a corporate advertisement
 9. Design a public service advertisement
 10. Design a testimonial advertisement
 11. Design a comparative advertisement
 12. Design an ad for brand promotion
 13. Design an ad. With emotional appeal
 14. Design an ad. With fear appeal
 15. Design an ad. With humor as appeal
- (Record should contain the thumbnail, rough and comprehensive artwork and copy for all the items listed above)

Total Hours : 90

TOOLS FOR ASSESMENT

Creativity	Designing Skills	Test 1	Test 2	Observation Note Book	Attendance	Total Marks
5	5	10	10	7	3	40

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	S	L	H

CO2	H	M	M	H	M
CO3	H	S	M	H	S
CO4	M	L	S	H	S
CO5	H	S	M	H	L

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
18U3VCA202	Allied Paper - II Creative Writing for Media		
Semester: II	Credits: 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To Impart knowledge on the history of the evolution of writing and the basics of writing.

Course Outcome:

CO1	To Recall the history of writing.
CO2	To Understand the basic concept in writing.
CO3	To Apply the Skills on writing feature, business, sports and technical stories.
CO4	To Evaluate the usage of grammar.
CO5	To Create the capacity to be a journalist in print media.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 5

Unit	Description	Text	Chapter
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		Book	
I	History of writing – Elements of Language – Language as a tool of Communication – Concept of Literate Societies– Writing as coding of contents.	2	1
Instructional Hours		15	
II	Print media: Nature and Characteristics - Techniques of Writing News Report – Elements of news – Inverted pyramid style – Lead – Types of lead – Interviews – Types – Preparation and writing interview story – writing style – use of language – special articles – editorial practices.	2	4
Instructional Hours		15	
III	Radio: Characteristics of medium – writing for radio: Radio News Writing: principles and guidelines – content for special audience and general audience – interviews – talk shows – features – radio jockey.	3	1
Instructional Hours		15	
IV	Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor - profiles	1	5
Instructional Hours		15	
V	Creative writing – principles and practice – feature writing – Essays – Business writing – Sports writing and Technical writing- Practical exercises and review of published articles.	5	5
Instructional Hours		15	
Total Hours		75	

Text book

1. Anthony Friedman, **Writing for visual media**, Focal press 2007.
3. 'Writing feature articles' – Brendan HennesayHeinemann pub london 1989

Reference Books:

1. Mencher, Melvin.”**Basic News Writing**“ Universal Bookstall, New Delhi.1993.
2. Sreenivas Rao. Academic Book Centre, Ahmedabad. 1981.
3. ‘News reporting and writng’, Mencher, Melvin, MC craw hil, NY, 2003
4. Hick, English for journalism, Routledge, London, 1993
5. Patcooper and ken danygr, **Writing for short film**, Focal press 2007.

TOOLS FOR ASSESMENT

CIA I	CIA II	CIA III	News Reporting	News Writing	Attendance Progress	TOTAL MARKS
5	5	6	3	3	3	25

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H
CO2	H	M	M	H	H
CO3	H	M	M	H	S
CO4	M	L	M	H	S
CO5	H	L	L	M	L

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
20U3VCP408	Core Paper - VIII Photography Practical		
Semester: III & IV	Credits: 4	CIA : 40 Marks	ESE : 60 Marks

Course Objective:

To impart knowledge on the principles of aesthetics and visual storytelling which lead to visualizing and creating still images.

Course Outcome:

CO1	To Understand the application of the different types of lens and filters.
CO2	To Apply different types of lights and lighting techniques.
CO3	To Analyze the various Visual elements of composition.
CO4	To Create design using with application of Photo editing tools.
CO5	To develop the function and structure skills in photo compositing.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 5

S. No	Photography Practical
List of Practicals	
I List of Experiments	
1.	Pattern
2.	Portrait
3.	Children
4.	Rim Lighting
5.	Product – Indoor, Outdoor
6.	Sports Photography
7.	Architecture- Interior, Exterior
8.	Flora and fauna Photography
9.	Street Photography
10.	Photographs on Human Interest
11.	Photographs on Foods and Beverage
12.	Landscape Photography
13.	News Photography
14.	Candid photography
15.	Bulb Mode (Light Painting)
16.	Still life Photography
17.	Photo Essay on Developmental Activities
II Project Portfolio on a topic/theme	
Total Hours : 75	

TOOLS FOR ASSESSMENT

Knowledge	Presentation	Test 1	Test 2	Observation Note Book	Attendance	Total Marks
5	5	10	10	7	3	40

MAPPING

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO					

CO1	H	L	M	L	H
CO2	H	M	M	H	H
CO3	H	H	H	M	S
CO4	S	L	M	H	S
CO5	M	M	L	S	H

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
20U3VCC306	Core Paper VI - Audiography		
Semester: III	Credits: 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To demonstrate a basic professional level of accomplishment in the core areas of audio technology including: non-linear digital audio recording and editing, sound design for music and film/ video, and the mixing and mastering of audio projects.

Course Outcome:

CO1	To Remember the working principles of audio equipments and basic understanding of audio theory.
CO2	To Understand the basic professional skills in the field of Television, Radio and music.
CO3	To Apply the practicing of recording, edit, mix, and mastering audio for various productions in a professional digital audio setup
CO4	To Analyze the equipments and platforms used in the audio industry.

CO5	To Develop idea about modern digital recording workflow.
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Offered by: Visual Communication

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Perception of Sound-Nature-Characteristics Of Sound Wave-Transverse and Longitudinal Wave-Behavior of Sound in Various States. Amplitudes, Frequency, Velocity, Wavelength, Phase, Harmonics, Octaves, Over Tone and Timbre -Psychoacoustics-Dynamic Range-Noise. The Art of Hearing and Auditory Perception, Structure of Ear, Threshold of Pain And Hearing-Loudness.	1	1
Instructional Hours			12
II	Microphones - Types, Characteristics, Design, Application, Patterns. Loudspeaker - Types, Design, Application, Crossover, Amplifiers - Amplifications, Preamplifier, VCA, DCA Concept, Power Amplifiers, Impedance Amplifier, Types, Uses, Characteristics. Signal Processor - Dynamic Processor, Time-Dependent Processor, Multiple Effect Processors, Concept of Plug-In, Side Chaining - Analogue V/S Digital Processors. Cables And Connectors - Fiber Optic Cables.	1	2
Instructional Hours			12
III	Concepts of dBm and dBV, dBFs, VU meter, Peak indicators, SPL, Analog mixer, Digital mixer, FOH mixer, Input output sections, Additional features in large mixing consoles, MIDI, On-Location recording, Monitoring, Speaker requirements, setting up a studio. Functions of sound in relation to picture, Strategies in designing sound.	2	1
Instructional Hours			12
IV	Basic Acoustics-SPL and Sound Power, Reflection Refraction, Diffusion, Diffraction, Absorption, Standing Waves. Reverberation, RT, Room Modes-Axial, Tangential Oblique Modes. Necessity of Reverberation, Control and Monitoring Rooms, Concert Halls and Theatres, Inverse Square Law, Absorption Coefficients of Materials. Sabine Equation, Growth and Decay of Sound in an Enclosure. Acoustical Features and Design of Auditoriums and Theaters. Delay, Echo, Filters, Effects. Reverberant Fields. Binaural Hearing,	2	3

Stereo/ Mono			
Instructional Hours			12
V	DAW, Digital Audio, Mixers and Control Surfaces, Digital Release Formats and File Distribution. Digital Recording, Bit Depth, Sampling Rate, Dither, Multi-Track Recording, Anti-Aliasing. Dolby Formats – A,B, SR Atmos, Auro-3D, Mixing, Final Mixing, Audio Process, FX Processing, Bouncing and Mastering. Mobile Applications for Music Recording and Production: Wavepad, Fl-Studio, etc. Podcasting – Introduction – types – medium – Future and scope of audio in film and media industry.	2	13
Instructional Hours			12
Total Hours			60

TEXT BOOKS:

1. Tommys and holmam, “**Sound for digital video**”, Focal press ,2007
2. Bruce and Jenny Barlet, “**Practical recording techniques**”, Elsevier Publication, 2007

REFERENCE BOOKS:

1. David Huber, Rober.E.Runstein, **Modern recording techniques**, 6th edition,
2. Michel.J.Havice, **Basic laboratory exercise for field audio and TV production**, Surjeeth publication,2006
3. Ronald.Mc.Donald, **Home recording handbook**, Frame trees publications ,2004.

TOOLS FOR ASSESSMENT

CIA I	CIA II	CIA III	Seminar	Assignment	Attendance	TOTAL MARKS
5	5	6	3	3	3	25

MAPPING

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO					
CO1	H	S	M	L	H
CO2	H	M	S	H	H

CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	H	L	M	L	H

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
19U4VCS301	Skill Based Paper -I News Reporting		
Semester: III	Credits: 3	CIA : 20 Marks	ESE : 55 Marks

Course Objective:

To Teach the students the Art and skills of news identification and reporting.

Course Outcome:

CO1	To understand the knowledge on how to identify a news story.
CO2	To apply the various types of news sources for writing news.
CO3	To Analyze the global media content which affect the cultural change
CO4	To evaluate the basics of news writing skills.
CO5	To develop their vocabulary and language proficiency.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	News – Definitions, Types, functions; Sources - Importance of Sources, Types of Sources, Credibility, Identifying , Establishing and Maintaining Contacts, Contact book, Confidentiality, Paying the sources, Tip-	1	4

	Off, Check calls, Anonymity.		
	Instructional Hours		12
II	Beat Definition, Types of Beats, Skills required for the - Political Beat , Crime Beat , Court Beat, Sports Beat, Business Beat, News value, Factors of News Worthiness, Local Pulse, Proximity, Immediacy, Relevance, Nose for News, Timeliness, News Sense, Computer Assisted Reporting.	3	2
	Instructional Hours		12
III	Brainstorming, Story Idea, Story Mapping , Deciding Story angle and Approach, Research, Plus - Minus - Interesting Techniques, Story Board, Idea for Features, News Documentary.	3	3
	Instructional Hours		12
IV	Basics of News Writing, 5Ws 1H, Inverted Pyramid ,Intro and Leads, Types of Lead, Writing Headlines, Sub - Editing , Feature Writing , Hour - Glass Structure, Telling the Story , Placing the Key Words ,Developing the Story, Signposting , Ending the Story, Last line and the last word.	2	3
	Instructional Hours		12
V	Writing for soft and hard news - Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Hyperbole, Adjectives Editing techniques, Editing Software's, Proof reading.	2	5
	Instructional Hours		12
	Total Hours		60

TEXT BOOKS:

1. Narendra basu, **News Reporting**, Ajay varma publications, 2017.
2. Madhur selvaraj, **News Editing and Reporting**, Dominant publications,2017.
3. Manojkumar singh, **The reporting**, Mohith publications,2007.

REFERENCE BOOKS:

1. Paul Manning, **News and News Sources**, Sage Publications, 2004.
2. Antony Friedman, **Writing for Visual Media**, Focal Press, April 2001.

TOOLS FOR ASSESSMENT

CIA I	CIA II	CIA III	Seminar	Assignment	Attendance	TOTAL MARKS
4	4	5	2	2	3	20

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H
CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	M	H	M	L	M

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
18U3VCR303	Allied Paper - III Audio Production Practical		
Semester: III	Credits: 4	CIA : 40 Marks	ESE : 60 Marks

Course Objective:

To teach how to record, edit, mix, and master audio for post-production and music production in a professional standard digital audio platform

Course Outcome:

CO1	To Understand the audio recording and mixing following the production formats.
CO2	To Apply make independent, imaginative and creative approaches to problem solving in the field of audio production for various applications in media.
CO3	To Analyze the techniques in a manner that displays practical and creative understanding and fluency.
CO4	To Create design using audio production fundamentals associated with signal flow, microphones, recording, mixing, production and mastering.
CO5	To Develop their skills in various recording enhanced instruments.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 5

S. No	Audio Production
List of Practicals	
1.	Record vocals using a Microphone with the help of a software.(Dur 1 min)
2.	Remove noise and other Glitches in an audio recorded from outdoor.
3.	Blend Sound effects to create certain moods.
4.	Record any 3 acoustical instruments using proper mics and placements.
5.	Process and edit any sound using these effect processors(software/hardware) a. Reverb b. Delay c. Compressor d. Chorus e. Flanger
6.	Record any 5 types of sound S-Fx using recorders/mics/mobile phone.
7.	Dubbing for commentary.(2 min)
8.	Create a signature tune with VSTs and mix it with caption(voice).
9.	Produce programs for different radio formats. a) Radio chat b) Radio announcing c) Radio interview
10.	Multitrack voice labeling, Fx mixing, BGM mixing for a audio story book.(3-5 min)
Project: Use video from film library individually record Multitrack recording of voice for 5 min duration.	
Total Hours : 75	

TOOLS FOR ASSESSMENT

Skill Application	Mixing	Test 1	Test 2	Observation Note Book	Attendance	Total Marks
5	5	10	10	7	3	40

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H
CO2	H	M	M	H	H
CO3	H	H	H	M	S

CO4	S	L	M	H	S
CO5	H	L	M	L	M

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title	
19U4NM3WRT	Women's Rights	
Semester: III	Credits: 2	ESE : 50 Marks

Course Objective:

To facilitate the awareness on the social, economic, political, intellectual or cultural contributions of one or more women

Course Outcome:

- Examine the similarities and differences among women within and across cultures and at various moments
- Describe gender socialization and its consequences in a particular society
- Analyze how these factors with the privileges and disadvantages they confer have shaped one's own experiences, presumptions, viewpoints, and sense of identity
- Read and respond to feminist scholarship

Course Content

Instructional Hours/Week:2

I	Laws, Legal System and Change Definition - Constitutional law, CEDAW and International Human Rights - Laws and Norms – Laws and Social	2	2
	Instructional Hours	6	

II	Politics of land and gender in India	1	5
	Land as Productive Resources		
	Locating Identities – Women’s Claims to Land – Right to Property - Case Studies	1	6,7
		Instructional Hours 6	
III	Women’s Rights: Access to Justice		
	Introduction – Criminal Law – Crime Against Women Domestic Violence – Dowry Related Harassment and Dowry Deaths- Molestation – Sexual Abuse and Rape Loopholes in Practice – Law Enforcement Agency	3	7
		Instructional Hours 6	
IV	Women’s Rights		
	Violence Against Women – Domestic Violence The Protection of Women from Domestic Violence Act, 2005, The Marriage Validation Act, 1982 - The Hindu Widow Re-marriage Act, 1856- The Dowry Prohibition	3	5
		Instructional Hours 6	
V	Special Women Welfare Laws		
	Sexual Harassment at Work Places, Rape and Indecent Representation ,The Indecent Representation (Prohibition) Act, 1986 , Immoral Trafficking , The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment , Role of Rape Crisis Centers. Protection of Children from sexual Offences Act 2012	3	9
		Instructional Hours 6	
		Total Instructional Hours 30	

Text Books:

Course Code	Title	
19U4NM3GTS	Gandhian Thoughts	
Semester: III	Credits : 2	ESE: 50 Marks

1. NityaRao **Good Women do not Inherit Land** Social Science Press and Orient Blackswan 2008
2. International Solidarity Network **Knowing Our Rights** An imprint of Kali for Women 2006
3. P.D.Kaushik **“Women Rights”** Bookwell Publication 2007 UN Centre for Human Rights, Discrimination against Women (Geneva: World Campaign for Human Rights, 1994).

Reference Books:

1. Aruna Goal **Violence Protective Measures for Women Development and Empowerment**, Deep and Deep Publications Pvt. 2004
2. Monica Chawla **Gender Justice**, Deep and Deep Publications Pvt. Ltd. 2006
3. Preeti Mishra **Domestic Violence Against Women**, Deep and Deep Publications Pvt. 2007
4. Clair M. Renzetti, Jeffrey L. Edleson, Raquel Kennedy Bergen, Source Book on **Violence Against Women** Sage Publications 2001

Course Objective: To make them understand the philosophies of Gandhi better and fulfill their duties and responsibilities towards the society.

Course Outcome : To upgrade the knowledge and skills of the students in Gandhian Thoughts and to encourage patriotism among the new generation, to put light on social issues and value of life.

Course Content

Instructional Hours/Week: 02

Unit	Description
I	Educational Philosophy of Gandhiji : Definitions on Education - What is True Education? - Gandhiji's New Scheme of Education - Wardha Scheme of Education - Main Aims of Gandhian Education - Why Gandhiji's Scheme of Education was Called 'Basic Education?' - Features of the Wardha Scheme of Education - Features of Basic Education - The Methodology of Basic Education - The Content of Basic Education - Routine Work of a Basic School

		Instructional Hours	6
II	Gandhian Concept of Correlation of Studies - Technique of Correlation - The Place of Teacher in Basic Education - Merits of Basic Education - Educational Scenario after Independence - Influences of Gandhiji on Education Commissions - Basic Schools in the Present Society - Education for Peace – A Gandhian View - Why Basic Education is called a Holistic Model		
		Instructional Hours	6
III	Gandhiji's View on Truth and Non-Violence : Gandhiji's Words about Truth - Meaning of Truth, Truth is God - Truth and God - The Importance of Truth in Human Life - Absolute and Relative Truth - Realisation of the Self - Liberation.		
		Instructional Hours	6
IV	Mahatma Gandhi's Views on Women : Status of Women in Pre Independence India - Gandhi's Perception of Women - Role of Women in Family – Perception of Gandhi - Value of Equality - Women in Politics - Gandhiji's Vision to Abolish Social Evils against Women - Role of Women as Envisaged by Gandhi.		
		Instructional Hours	6
V	Gandhiji's View on Democracy (Gram Swaraj) : City and Village - Gram Swaraj - Critique of Industrialisation - Critique of Machinery		
		Instructional Hours	6
		Total Hours	30

Text Book(s):

1. “Gandhian Thoughts”, Compiled by Nehru Arts and Science College.

Course Code	Title	
19U4NM3CAF	Non Major Elective : Consumer Affairs	
Semester: III	Credits : 2	ESE: 50 Marks

Course Outcome:

CO1	Know their rights and responsibilities as a consumer
CO2	Gain knowledge about Legal framework of protecting consumer rights
CO3	Understand the procedure about redressal of consumer complaints

CO4	Learn about Consumer related regulatory
CO5	Comprehend business firms ,interface with consumers

Course Content**Instructional Hours/Week:2**

Unit	Description	Instructional Hours	
	Conceptual Framework		
I	<p>Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.</p> <p>Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process</p>	Instructional Hours	6
	The Consumer Protection Law in India		
II	<p>Objectives and Basic Concepts:</p> <p>Consumer rights and UN Guidelines on consumer protection, Consumer goods. defect in goods. spurious goods and</p>	Instructional Hours	6
	Grievance Redressal Mechanism under the Indian Consumer Protection Law		
III	<p>Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Offences and penalties.</p>	Instructional Hours	6
	Role of Industry Regulators in Consumer Protection		
IV	<p>i. Telecommunication: TRAI</p> <p>ii. Food Products: FSSAI</p>	Instructional Hours	6

Contemporary Issues in Consumer Affairs

V

Consumer Movement in India: Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing.

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance.

Instructional Hours **6**Total Hours **30****Text book :**

“Consumer Affairs”, Compiled by Department of Business Administration, Nehru Arts and Science College.

Suggested Readings:

1. Khanna, Sri Ram, SavitaHanspal, SheetalKapoor, and H.K. Awasthi. (2007) Consumer Affairs, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, Regal Publications
4. Suresh Misra and SapnaChadah (2012). Consumer Protection in India: Issues and Concerns, IIPA, New Delhi
5. RajyalaxmiRao (2012), Consumer is King, Universal Law Publishing Company
6. Girimaji, Pushpa (2002). Consumer Right for Everyone ,Penguin Books.

Course Designed by	Verified by	Checked by	Approved by

Course Code	Title		
20U4VCS502 (19U4VCS503)	Skill Based Subject - II Media Management		
Semester: IV	Credits: 3	CIA : 20 Marks	ESE : 55 Marks

Course Objective:

To enhance students with understanding of Media Management Skills.

Course Outcome:

CO1	To Remember structure of electronic media organization and the coded regulating them.
CO2	To Understand the barriers of management skills.
CO3	To Apply the hiring process in the media organization.
CO4	To Analyze the knowledge on the process of newsroom management.
CO5	To Evaluate print media management techniques.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	An Overview Of Electronic Media In Society , Management in the Electronic Media, Levels Of Management, Management Skills ,Management Functions and management roles .Strategic Alliances And Partnerships, Ethics Of Management ,Ethical Codes And Mission Statement, Ethical Issues In Media Management . Types of Media Ownership.	1	1
Instructional Hours			15
II	Management As process, Approaches To Management, Organizational structure of Media Industry, Classical School Of Management Human Relations School of Management, Modern Approaches to Management, Management and Electronic Media.	1	2
Instructional Hours			15
III	Meeting financial goals, implementing financial management, budgeting monitoring financial performances, Financial analysis, Ratio analysis, Break-even Analysis, Reporting financial performance.	3	3
Instructional Hours			15
IV	The hiring process, Interviewing, Orientation, training Performance Reviews, Promotion, Termination, Part-time Employees, Legal issues in personnel management ,Labor issues, Working with unions , Structure, Communication and personnel	2	4
Instructional Hours			15

V	Print, Online and broadcast Media Management, Management issues in programming, Intense competition for audiences, Brand development and Brand extension. News and News room management. Media ownership.	2	5
Instructional Hours			15
Total Hours			75

TEXT BOOKS:

1. Alan B. Albarran, **Management of Electronic Media**, (2nd ed.), Wadsworth, 2002
2. James Redmond and Robert Trager, **The Art of Managing Media Organizations**, (2nd ed., Atomic Dog, 2004).
3. Peter K. Pringle Michael F. Starr Amsterdam, **Electronic Media Management**.

REFERENCE BOOKS:

1. Robert G. Picard **The Economics and Financing of Media Companies**, (Fordham University Press, 2002) .
2. Gene Roberts, **Breach of Faith: A Crisis of Coverage in the Age of Corporate Newspapering**, (University of Arkansas Press, 2002).
3. Benjamin M. Compaine, **Who Owns the Media?** et. al., (3rd ed., Knowledge Industry, 2001) .
4. Bill Kovach and Tom Rosenstiel , **The Elements of Journalism**, (Crown Publishers, 2001).

TOOLS FOR ASSESSMENT

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance Progress	TOTAL MARKS
4	4	5	2	2	3	20

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H
CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	M	H	M	H	S

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
19U3VCR404	Allied Paper IV - Television Production Practical		
Semester: IV	Credits: 4	CIA : 40 Marks	ESE : 60 Marks

Course Objective:

To Acquire a thorough understanding of the basics of television production.

Course Outcome:

CO1	To Understand the various aspects television production.
CO2	To Apply personal creativity while developing the ability to conceptualize story ideas and effectively translates these ideas into video productions.
CO3	To Analyze various shooting contents in video production.
CO4	To Create the different lighting techniques.
CO5	To Develop the content for video making.

Offered by: Visual Communication**Course Content****Instructional Hours / Week: 4**

S. No	Television Production
List of Practicals	
1.	Produce 3 minutes of TV news.
2.	Produce 3 minutes of TV talk show as host/anchor/guest.
3.	Shoot an Educational Programme with Single Camera as Master Shot and replace necessary visuals using Insert Edit Technique
4.	Produce 3 minutes of business news with graphics, animation, and video mixing.
5.	Demonstrate multi camera skill, on-line editing, sound, EFX AV mixing.
6.	Add audio (speech/song/ambience/EFX or all) to images / video compilation shot outdoor.
7.	Produce 3 minutes of instructional/demonstration video
8.	Capture a 50 minutes of live video (musical/festival/event) and add transitions and effects with an non linear editing software.
9.	Submit a video work to showcase your chroma key skill.

10. Submit your course work, by adding VFX, EFX present in .AVI format.

Total Hours : 60

TOOLS FOR ASSESSMENT

Camera Operations	Concept	Test 1	Test 2	Observation	Attendance	Total Marks
5	5	10	10	7	3	40

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H
CO2	H	M	M	H	H
CO3	H	H	H	M	S
CO4	S	L	M	H	S
CO5	H	L	M	L	H

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
19U3VCC407	Core Paper VII - Media Law and Ethics		
Semester: IV	Credits: 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To impart knowledge on the media laws listed by the Indian Constitution and the ethics put forth by the regulatory bodies in the country.

Course Outcome:

CO1	To Understand the media related laws and ethics .
CO2	To Apply knowledge on the salient features of exclusive media Acts.
CO3	To Analyze advertising codes put forth by the Advertising Standard Council.
CO4	To Create the awareness about the cybercrimes and cyber laws.
CO5	To demonstrate the ethical and moral values in the society.

Offered by: Visual Communication**Course Content****Instructional Hours / Week: 6**

Unit	Description	Text Book	Chapter
I	Indian Constitution – Fundamental Rights, Right To Equality, Right To Freedom, Right To Freedom Of Religion, Right To Constitutional Remedies. Directive Principles Of State Policy, Legislative Relations-Privileges And Powers Of Parliament Declaring Emergency-Provisions For Amending The Constitution Freedom Of Media And Restrictions, Centre State Relations.	1	1
Instructional Hours			18
II	Defamation – Liable, slander provisions of Indian penal code, Vernacular Press act, Official Secrets act, Working Journalist act 1955, Contempt of Court act, 1971. Drugs and Magic remedies act, Press Council act 1978, Cinematograph act 1952. Prasar Bharathi act 1990, The freedom of	2	2

	information act 2000, Cable TV networks act		
	Instructional Hours		18
III	Intellectual Property Act, Designs Act, Trade And Merchandise Act 1958, Patents act 1970, Copy Rights act 1957, Case Studies For Intellectual Property Rights, Right to information act 2005.	1	3
	Instructional Hours		18
IV	Ethics vs. law, code of ethics, All India news papers editors conference (AINEC) Plagiarism, Advertising ethics, code for radio and television, ethics of broadcasting. The children act 1960,code of ethics	2	1-4
	Instructional Hours		18
V	Introduction To Cyber Laws, Types Of Cyber Crimes , Hacking, Cracking ,Virus ,Data Diddling, E-mail Bombing , Logic Bombing , Preaching, Spamming, Spoofing, Phishing, Morphing, Digital Signature, Piracy Audio And Video Domain Name Registration Issue, Information Technology Act 2000. Social Media Working Group Act of 2014, cyber crime against women, penalties and adjudication, Offences.	2	5
	Instructional Hours		18
	Total Hours		90

TEXT BOOKS:

1. Kundra.s, **Media laws in Indian Constitution**, Anmol publishing, 2005.
2. Neelamalar Media, **Laws and Ethics**, Prentice Hall of India 2009.

REFERENCE BOOKS:

1. Navel prabhakar and narendra basu, **Media Ethics and Laws**, Ajay varma Publishers 2007.
2. Kiran prasanth, **Media laws and ethics**, B.R.Publishing,2008
3. Ron.F.Smith, **Grouping for Ethics**, Surjeeth publications, 2005.

TOOLS FOR ASSESSMENT

CIA I	CIA II	CIA III	Seminar	Assignment	Attendance	TOTAL MARKS
5	5	6	3	3	3	25

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H
CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	H	M	L	M	S

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title	
19U4NM4GEN	General Awareness	
Semester: IV	Credits : 2	ESE : 50 Marks

Course Objective:

Enable the students to learn General knowledge and prepare different competitive exams.

Course Outcome:

- Analysis the Verbal and Numerical Aptitude
- Understood the General Science and Technology and Education
- Gain Knowledge in Computer aids and Social Studies
- Develop Aptitude and problem solving skills

Course Content**Instructional Hours / Week: 2**

S.No.	Topics
1	Verbal Aptitude
2	Numerical Aptitude
3	Abstract Reasoning
4	Tamil and Other Literature
5	General Science and Technology
6	Computer
7	Economics and Commerce

8	History and Freedom Struggle
9	Sports
10	Current Affairs
Total Hours : 30	

Text Book : “ General Awareness” , compiled by Nehru Arts and Science College, Coimbatore

Course Code	Title		
20U4VCS503 (19U4VCS402)	Skill Based Paper - III Media Research Techniques		
Semester: V	Credits: 3	CIA : 20 Marks	ESE : 55 Marks

Course Objective:

To enable the students to understand the fundamentals of research and application of research designs in various media platforms.

Course Outcome:

CO1	To Understand the ability to differentiate and apply various qualitative and quantitative research designs
CO2	To Apply knowledge on the application of research in advertising agencies.
CO3	To Analyze advertising codes.
CO4	To Create the process of conducting opinion polls in news media.
CO5	To Develop the media content and research techniques to enrich the society.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Introduction to Research – Media Research vs. Academic Research – Steps of Conducting Research –Review of Literature – Sampling Techniques – Probability Sampling – Non-probability Sampling – Types of Data – Research gap.	1	1
Instructional Hours			15

II	Research Methods – Types of Research- Descriptive, experimental, analytical - Quantitative Research Designs – Qualitative Research – Field observation, focus group, In depth interview – Mixed Method Designs - Triangulation.	2	2
Instructional Hours			15
III	Analyzing the Movies and Media Content – Semiotics for Meaning Construction – Latent Content & Manifest Content - Content Analysis - Research for Film Making – Collection of Secondary Data – Secondary Data Analysis – In-depth Interview – Focus Group Discussions.	2	4
Instructional Hours			15
IV	Research in Advertising Industry – Need for advertising research – Problem Identification in Research - Measuring Consumer Attitudes – Segmentation and Audience Research - Channel Selection – Test Markets – Appropriate designs followed in advertising industry – Survey – Participant Observation – Focus Groups – Planning and executing research – Copy and Concept Testing.	3	3
Instructional Hours			15
V	Research in News Media - Reporting writing, Presentation, Graphical representations, Charts & Tables, – Opinion Polls during Elections, Benchmark poll, Brushfire polls, Tracking polls. – Public Opinion on Social, Cultural & Racial Issues – Research & Talk Shows – Robotic Polls & Internet Polls.	3	2-4
Instructional Hours			15
Total Hours			75

TEXT BOOKS:

1. Roger D Wimmer & Joseph R Dominic “**Mass media research**” Cengage publication, India 2015.
2. Kapil deirai, **Media communication in 21st century**, Swasthik publisher, Delhi, 2008.
3. Pramod.k.Singha, **Media writing**. Audian publisher, Delhi, 2006.

REFERENCE BOOKS:

1. Paul Manning, **News and News Sources**, Sage Publications, 2004.
2. Robert L. Hilliard, **Writing for TV, Radio and News Media**, Thomson Learning, 2005.
3. Jithendra singh , **Media education**, Mahavir and sons publisher, Delhi, 2006.

TOOLS FOR ASSESSMENT

CIA I	CIA II	CIA III	Seminar	Assignment	Attendance	TOTAL MARKS
4	4	5	2	2	3	20

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H

CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	L	M	L	H	M

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
19U3VCC510	Core Paper – X Film Studies		
Semester: V	Credits: 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective

To provide an introduction to the various aspects of film theories and approaches.

Course Outcome

CO1	To Understand film history with special reference to Indian films.
CO2	To Analyze the various elements of film
CO3	To Get Exposure on various camera techniques.
CO4	To Knowledge on conceptualization and making of documentary films
CO5	To Remember Various regulations for film industry.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	A brief account of Indian cinema – Film as a medium of communication and social change- Growth of Tamil cinema – contributions of Tamil cinema to social and political awareness – Film industry status – Technologies in film production – Digital projection.	1	1
Instructional Hours			15
II	Film audiences – Fantasy Vs reality in cinema cinematic theme and elements – Shots, Misc-en-scene, Montage – Film culture – film genres -Popular, Parallel and Documentary films – concepts in film.	1	2
Instructional Hours			15
III	Film production: Theme and story line – script writing – characterization – visualization – equipment and other inputs – Role and responsibilities of the	2	3

	Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods – audio and video special effects.		
	Instructional Hours		15
IV	Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Tamil cinema.	3	4
	Instructional Hours		15
V	Regulations for the film industry – Problems of film industry: Piracy - Government’s initiatives and policies – Film institute’s and organizations: Children’s Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.	3	5
	Instructional Hours		15
	Total Hours		75

TEXT BOOKS:

1. Keval. J .Kumar, **Mass communication in India**, Jaico publications, New delhi 2008.
2. David k.Irwing & Peter.w.Rian, **Producing and directing short film**, Focal press, USA, 2006.
3. Michel robiger, **Directing the documentary**, Focal press USA, 2004.

REFERENCE BOOKS:

1. James Monacho, **How to read a film**, Oxford University, New York 2000
2. Encyclopedia of Indian cinema.
3. Angela Wadia, **Film television and radio production**, Kanishka publications and distributors, 2008, New Delhi.
4. Nelmes, Jill. **Film Production Technique** Belmont Wadsworth Publication. 2nd Edition. 1996.

TOOLS FOR ASSESSMENT

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	TOTAL MARKS
5	5	6	3	3	3	25

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H
CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	M	H	L	S	S

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
19U3VCC509	Core Paper – IX Media, Culture and Society		
Semester: V	Credits: 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To impart knowledge on the understanding of Media, Culture and Society and how its related to one another.

Course Outcome:

CO1	To Analyze the impact of mass media on its masses
CO2	To Analyze the effect of globalization on Indian media.
CO3	To Understand the representation of society and culture in the media content
CO4	To Create the ideology of popular media culture.
CO5	To Develop ideas of segmentation in culture

Offered by: Visual Communication**Course Content****Instructional Hours / Week: 5**

Unit	Description	Text Book	Chapter
I	An introduction to the media, media industries and media audiences. Effects of Media Individual, society and culture basic issues – power of mass media. Dynamics of modern communication: the shaping and impact of new communication technologies – Media in Indian society.	2	1
Instructional Hours			15
II	Large Corporation and control of the communication industries. Negotiation of control in media organization and occupation, Symbolic Conception of Culture Cultural dependence and mass media. Frankfurt School-Critical theory-Cultural Marxism conspiracy theory.	1	2
Instructional Hours			15
III	Media and social construction of reality, mediation and representation-texts, meaning and audiences. Rules in society, rules and culture, Classical Conception of culture, media and rules, Public opinion, Manufacturing consent, Noam Chomsky - modern linguistics.	3	3
Instructional Hours			15

IV	Defining ideology and culture, emotions and culture, language and culture, race and culture, social class and culture, habits and popular culture – Cultural Industry- Theodor Adorno- Max Horkheimer, popular reception, popular emotions, mediated feelings, Media and cultural imperialism. Mechanical reproduction.	2	2
Instructional Hours			15
V	Culture, conception and pleasure-political and economical aspects, Direct effects, Limited effects, Uses and gratifications, the mass audience, the mass society, rethinking the mass audience, segmentation, Polarization.	3	1
Instructional Hours			15
Total Hours			75

TEXT BOOKS:

1. Michel Higgins - **Media and Their Publics** – Open University Press 2012
2. David Demers and K. vishwanath, **Mass media, social control and social change**, Surjeeth
3. Graeme Burton - **Media and Society 2nd edition** – Rawat publications, 2015

REFERENCE BOOKS:

1. Navel Prabhakar and narendra basu, **Mass media and society**, Ajay varma publications, 2004.
2. Subhanh. R. Joshi, **Children, Youth and Electronic Media**, B.R. Publications, Delhi 2006.
3. N.K.Varma, **Media and Woman**, Mohith Publications, Newdelhi, 2006.

TOOLS FOR ASSESSMENT

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	TOTAL MARKS
5	5	6	3	3	3	25

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H
CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	L	L	S	H	H

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
18U3VCP511	Core Paper– XI Video Production Practical		
Semester: V	Credits: 4	CIA : 40 Marks	ESE : 60 Marks

Course Objective:

To impart the knowledge of skills in Non Linear Editing.

Course Outcome:

CO1	To Understand the knowledge of writing script for television program.
CO2	To Analyze the skills on handling professional video camera.
CO3	To Remember the knowledge on exporting video footages.
CO4	To Develop knowledge on incorporating animation into the video.
CO5	To Evaluate creative techniques that can be used in Video Production.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 5

S. No.	Video Production
	List of Practicals
	<ol style="list-style-type: none"> 1. Script 2. Story board 3. Camera movements 4. Shots Angles 5. Multi camera setup 6. Three Point Lighting techniques 7. Atmospheric lighting 8. Create VFX Special video 9. Anchoring 10. Titling Short film 11. TV commercial 12. Montage Interview 13. News production 14. Talk show 15. Compeering with songs
	Total Hours : 75

TOOLS FOR ASSESSMENT

Script	Shoot	Test 1 :	Test 2 :	Observation Note Book	Attendance	Total Marks
5	5	10	10	7	3	40

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H
CO2	H	M	M	H	H
CO3	H	H	H	M	S
CO4	S	L	M	H	S
CO5	S	H	M	H	S

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
19U3VCV614	Project Viva-Voce		
Semester: VI	Credits: 4	CIA : 40 Marks	ESE : 60 Marks

Course Content

The objective of the Project is to demonstrate the student's competence in the chosen area of specialization, with a view to gaining a placement in the Media Industry. Criteria for selecting the topic will be based on area of specialization already chosen by the student. Emphasis will be given to producing work of professional quality. This will help the student enter the Media Industry with an evaluate portfolio.

While the Project intends to demonstrate student's professional competence in applying the theory learnt the three-year course, the Comprehensives intends to review the intellectual comprehension and interiorisation of the theory with particular reference to the area of specialization and suitability for the industry. A Panel of External experts and faculty will assess the student's ability to synergetically utilize the repertoire of knowledge of Visual Communication in professional media context.

Offered by: Visual Communication**Course Content****Instructional Hours / Week: 6**

Exercises
1. Portfolio (Create web pages through Google sites)

(Visual Arts, Drawing, Advertising, photography, Audio production, Television Production, Graphics and animation, Short film or Documentary)

Instructional Hours 90

TOOLS FOR ASSESMENT

Review -I	Review -II	Review -III	Record	Total Marks
10	10	10	10	40

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H
CO2	H	M	M	H	H
CO3	H	H	H	M	S
CO4	S	L	M	H	S
CO5	S	H	M	S	M

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
20U3VCC612	Core Paper – XII Elements of Film and Video Production		
Semester: VI	Credits: 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To impart the knowledge of how films are constructed to make meaning and engage the audiences.

Course Outcome:

CO1	To Remember the role of production crew in the film and video production.
CO2	To Understand the visual grammar.
CO3	To Apply the writing skills of scripting.
CO4	To Analyze the broadcasting and transmission technologies.
CO5	To Develop knowledge on file transferring across various media platforms.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 6

Unit	Description	Text Book	Chapter
I	Visualization-Introduction to visual grammar, Principles of visual grammar. Camera-Types, Working	2	2

	- Moving of camera, Classification and types of shots - Components of Film Camera and film formats- Film projection-Lens-Focal Length & Perspective-F-stops - Lens - Narrow, Wide angle, Tele, Zoom, Macro Focusing-Auto focus, Manual, Automatic iris Camera mountings-Tripods, monopods, Crane, Spreader, Dolly, trolley. Remote controlled special mounting.		
	Instructional Hours		18
II	Preproduction and location-Idea, Concepts, Planning, Storyboard - cast and crew, Screenplay, Dialogue writing, Budget preparation. Production Process-Shooting, Daily log sheet, Arrangement of set indoor/outdoor, blue matte, Floor management, Direction, Marketing and Satellite rights of film - Television graphics, special effects, BGM, Sync of video and narration, mastering, mixing, coloring and distribution of film.	1	2-3
	Instructional Hours		18
III	Scripting-Writing for video, TV news, Documentary. Lighting - Types of lighting, Reflection - Composition - Creating third Dimension- Depth of Film Space-Shooting for Editing- Continuity- Imaginary Line concepts- Eye-Line Match. Sound-Types of programme sounds, Function, Barriers of sound design and mixing, recording multi tracks. Editing-Introduction to editing, Non-linear a linear editing.	2	4
	Instructional Hours		18
IV	ENG, EFP, OB Van. Preproduction work for FP(field production).Floor plan for entertainment shows, floor plans for stadium(match),Production standards, NTSC, PAL, Secam, Chroma keying, motion capture - Using of Different keying Methods - Green Screens in Live Broadcasts, Morphs, Rig and Wire Removal. Slow motion, Frame rate, and resolution - 4:3 and 16:9.	1	4-5
	Instructional Hours		18
V	Rendering of video and bouncing of audio, synchronization of audio with video, DCP-Digital cinema package, Finish via Digital Intermediate- Film to Digital Transfer - Quality and challenges; distribution of film today and in future. Analog and digital technology in Broadcasting, Transmission technologies, Development of video and film recording.	1	8-9
	Instructional Hours		18
	Total Hours		90

TEXT BOOKS:

1. Vasuki Belavadi, **Video Production**, Oxford University Press, 2004.
2. Gerald Millerson, **Television Production**, Focal press, 1999. London.

REFERENCE BOOKS:

1. Paul Wheeler, **Digital Cinematography** Focal Press, London. First edition 2001.
2. John Watkinson, **An Introduction to digital Video**, Focal Press, London 1994.
3. Gerald Millerson . **The Technique of Television Production**, Focal press. London 2001.

TOOLS FOR ASSESSMENT

CIA I	CIA II	CIA III	Creativity	Assignment	Attendance	TOTAL MARKS
5	5	6	3	3	3	25

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H
CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	H	M	L	S	H

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
18U4VCZ604	Skill Based Subject IV- Graphics and Animation Practical		
Semester: VI	Credits: 3	CIA : 30 Marks	ESE : 45 Marks

Course Objective:

To become familiar with graphic design principles that relate to 2D graphics & 3D animation, web design and implement those into practice.

Course Outcome:

CO1	To Understand the principles of creating an effective web page, including an in-depth consideration of information architecture.
CO2	To Apply different types of lights and lighting techniques.
CO3	To Analyze the Exposure on various animation software's with its tools.
CO4	To Create skills in Gaining knowledge on computer Graphics.
CO5	To Develop basic ideas in graphics and animation software's.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 6

S. No.	Graphics and Animation Practical
	List of Practical's

I. CorelDraw

1. Logo Design
2. Visiting Card Design
3. Dangler Design
4. Letter Head Design
5. Designing 4 page Brochure

II. Photoshop

6. Poster Design
7. Magazine Cover Page Design
8. Greeting Card Design
9. Banner Design
10. Web Page Design

III 2D & 3D Animation

1. Create shape and motion tweening in 2D animation.
2. Animate an object using key frame.
3. Create cat walk cycle with parallax of background.
4. Animated Logo.
5. Creating animated walk cycle of a character.
6. Animate a 2d Cartoon Character using Bones
7. Render a Frame using Maya on Interior Designing for any event
8. Designing 3D buttons, Menus
9. Title Animation with effects Using 2d Software's
10. Create 3D Titling to compose photorealistic Rendering.
11. Create a frame by utilizing Render pass technique to minimize workload of system

Total Hours : 90**TOOLS FOR ASSESSMENT**

System Application	Designing Skill	Content	Creativity	Observation Note Book	Attendance	Total Marks
5	5	5	5	7	3	30

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H
CO2	H	M	M	H	H
CO3	H	H	H	M	S
CO4	S	L	M	H	S
CO5	S	H	L	H	M

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY
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Course Code	Title		
18U3VCP613	Core Paper - XIII Documentary or Short Film - Practical		
Semester: VI	Credits: 4	CIA : 40 Marks	ESE : 60 Marks

Course Objective:

To enable the students to have an experience in making documentary and short film.

Course Outcome:

CO1	To Understand on all the processes of film and documentary production.
CO2	To Apply knowledge in producing a short film.
CO3	To Analyze the potential in making scripting before the completion of the course.
CO4	To Create expertise to identify the issues and translate them as documentaries.
CO5	To Visualize the creative ideas into picture.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 6

The students are to submit either a documentary or short film for a duration not exceeding 30 minutes and not less than 15 minutes.

Exercises	
1. Documentary 2. Short film	
Instructional Hours	90

TOOLS FOR ASSESSMENT

Theme	Script	Composition	Visual Aesthetics	Observation Note Book	Attendance	Total Marks
5	5	10	10	7	3	40

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H
CO2	H	M	M	H	H
CO3	H	H	H	M	S
CO4	S	L	M	H	S

CO5	S	H	M	L	S
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(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title	
18UVCSS01	Self Study Paper I - DTP	
Semester: II to V	Credits: 4	Max. Marks : 100Marks

Course Objective

To impart knowledge on desktop publishing software's, and to design and create effective publications such as announcements, fliers, advertisements, and reports with the help of text and graphics through use of software features.

Course Outcome:

CO1	To Understand desktop publishing software's.
CO2	To Apply skills on manipulating text and graphics through DTP software's.
CO3	To Analyze and create personal, business publications.
CO4	To Develop new trends in DTP.
CO5	To Remember basics of measurements in different types of print medias.

Offered by: Visual Communication**Course Content****Instructional Hours / Week: 2**

Unit	Description	Text Book	Chapter
I	Introduction to DTP - Publication Design	1	1
II	Introduction to design -Introduction to typography - Integration of text and art - Graphic design and clip art	1	3
III	Corel Draw – Tools and Features - Working with Bitmap Image and Raster Image	1	2
IV	Photoshop – Tools and Features - Pagemaker – Tools and Features	1	4

V	Multi-page documents/Text tricks - Photography/captions/scanning - Newsletters - Brochures & Printing - Brochure production - Presentation of brochures	1	5
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REFERENCE BOOKS:

1. Kalpesh Patel, **Desktop Publishing Handbook** – Computer World Publication; 10th edition (2012)

Course Code	Title	
18UVCSS02	Self Study Paper II- Art Direction	
Semester: II to V	Credits: 4	Max. Marks : 100Marks

Course Objective

To impart knowledge of appropriate techniques and processes in a variety of visual media using various art tools.

Course Outcome:

CO1	To Understand perceptual skills in art.
CO2	To Apply conceptual skills by assimilating the elements and principles of design and applying creative and critical thinking to their work.
CO3	To Analyze proficiency of techniques, and an exploration of various media.
CO4	To Create modern and contemporary art through the integration of this study in the hands-on process of art making.
CO5	To Remember the painting and dressing types.

Offered by: Visual Communication

Course Content

Unit	Description	Text Book	Chapter
I	Intro and design terms Production Design - prototypes and Design Meeting - Color Theory	1	1

II	Script Breakdown – Story Boarding	1	3
III	Paint - Set Decoration - Set Construction - Strike & Flat Demo Set Construction	1	2
IV	Set Construction & Mudding Construction, Mudding & Paint Construction	1	4
V	Detail Paint & Dressing Detail - Painting & Dressing	1	5

REFERENCE BOOKS:

1. Nik Mahon , **Basics Advertising – Art Direction**, Second Edition . 2010

Extra Departmental Course Syllabus

Course Code	Title		
19U4VC3ED1	Extra Departmental Course I - Film Appreciation		
Semester: IV	Credits: 2	CIA : Nil	ESE : 50 marks

Course Objective:

To impart the knowledge of appreciating a film as a media professional.

Course Outcome:

CO1	To Remember the elements of film.
CO2	To Understand the impact of culture and politics in Indian cinema.
CO3	To Apply the fundamental on film theories and concepts
CO4	To Analyze the knowledge on film language and film grammar.
CO5	To gain the basics knowledge of film an film industry.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 2

Unit	Description	Text Book	Chapter
I	What is a Movie – Ways of Looking – Principles of Film form – Fundamentals of Film Form – Realism and other	2	1

	forms. Language of Cinema, Types of Movies – Genre – Evolution and Transformation of Genre		
	Instructional Hours		6
II	Film History and Film Language –World Cinema - Cinema aesthetics, Technological and Economic Approaches – Silent era – Talkie films, – Science Fiction films – Emerging New Cinemas	1	3
	Instructional Hours		6
III	Principles of Narrative Construction Classical Structure – Dialectical Form –Plot and Story, Cause and Effect, Time, Space etc. Mise-en-Scene – Master Scene- Cinematography.	2	1
	Instructional Hours		6
IV	Stages of production – Pre Production: Script, story discussion, Production – storyboard, shooting, Post Production – Editing, Sound Mixing.	1	4
	Instructional Hours		6
V	Sound and Visuals – Functions of Film Sound – Sync Sound – Sound as Counter point – Creative use of Sound. Use of silence in film sound. Surround sound.	2	5
	Instructional Hours		6
	Total Hours		30

TEXT BOOKS:

1. Keval.J.Kumar, **Mass communication in India**, Jaico Publications, New Delhi,2008.
2. Susan Hayward, **Key concepts in Cinema studies-** Routledge Publishers-2004.

REFERENCE BOOKS:

1. Eric Baranenn & Krishnaswamy **Indian Film**, OVP, 1980 2nd Edition.
2. Khwaja Ahemad Abbas, **How films are made**, National Book Trust, 1977.
3. Maric Setton, **Film as an art and appreciation** NCERT, New Delhi.
4. **Cinematography Censorship rules**, Govt. of India Press, Nasik, 1969.

MAPPING

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
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CO					
CO1	H	S	M	L	H
CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	M	L	H	M	M

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Extra Departmental Course Syllabus

Course Code	Title		
19U4VC3ED2	Extra Departmental Course II - Basics of Photography		
Semester: IV	Credits: 2	CIA : Nil	ESE : 50 marks

Course Objective:

To impart knowledge on principles of aesthetics and visual communication and integrate these principles creatively in still images and in new media storytelling.

Course Outcome:

CO1	To Evaluate the elements of camera accessories.
CO2	To Understand the adaptable knowledge about camera and its applications.
CO3	To Apply the primary working methods within different genres of photography in order to understand ethically acceptable images.
CO4	To Analyze the professional practices, communications, organizations and career opportunities in the field of professional photography.
CO5	To develop the photography creative ideas and techniques.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 2

Unit	Description	Text Book	Chapter
I	Photography – definition and concept, History of photography and camera, Different types of camera box,	1	1

	TLR, SLR, and DSLR. Different types of lenses, Filter		
	Instructional Hours		6
II	Different types of digital camera - Aperture, shutter speed. Exposure –under exposure, over exposure. ISO, image sensors – pixels, image quality, Image compression file formats. Framing, Composition, Rule of Third, Pre-Visualisation.	1	2
	Instructional Hours		6
III	Lighting –Definition, concept. Types of light – Natural light, Artificial light. Light reflectors and diffusers. Light meters and light measurements. Flash light in-built flash, external flash.	1	3
	Instructional Hours		6
IV	Framing , photographic composition ,subject arrangements- Rule of third, Diagonal, simplicity, Aspects of balancing, shapes and lines, pattern, texture, tone, fore ground, background - Different types angles –high, low, eye level.	2	1,2
	Instructional Hours		6
V	Photography Project, Assignments. Photo Power Point Presentation, Photo Documentary. Photo Essay. Creating Photography Website. Connecting Images for Internet Use.	2	3-5
	Instructional Hours		6
	Total Hours		30

TEXT BOOKS:

1. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, **The Manual of Photography (2000)** Focal Press, Ninth Edition.
2. Scott Kelby, **The Digital Photography (2000)** , Second edition

REFERENCE BOOKS:

1. Richard Zakia, Leatie Stroebel , **The focal encyclopedia of photography – Focal press baston,** London. Third edition 1993.
2. Peter K Burian, **Mastering Digital Photography & Imaging** Publisher Sybex. USA. 1st edn. 2001.

MAPPING

PSO					
CO	PSO1	PSO2	PSO3	PSO4	PSO5

CO1	H	S	M	L	H
CO2	H	M	S	H	H
CO3	H	L	M	H	M
CO4	M	L	M	S	S
CO5	M	L	H	M	L

(H-High, S-Strong, M-Medium, L-Low)

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY