



# 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 2021-2022

### 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

<b>PEO1</b>	Work towards achieving creative and socio-economic through application of relevant knowledge
<b>PEO2</b>	Develop entrepreneurial skills, by binding core competencies and equanimity by values and ethics.
<b>PEO3</b>	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

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



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## **DEPARTMENT OF VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

### **B.Sc., VISUAL COMMUNICATION (ELECTRONIC MEDIA) SYLLABUS**

**SEMESTER I - VI**



**EFFECTIVE FROM 2021-2022**



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## B.Sc., VISUAL COMMUNICATION (ELECTRONIC MEDIA)

### Scheme of Examination

(Applicable to the students admitted during the academic year 2021-2022)

Semester	Part	Course Code	Name of the course	Instruction hours / week	Duration of Examination	Examination Marks			Credits
						CIA	ESE	Total	
I	I	21U1TAM101/ 21U1HIN101 / 21U1MAL101/ 21U1FRN101	Language I	5	3	50	50	100	4
	II	21U2ENG101	English I	5	3	50	50	100	4
	III	21U3VCC101	Core Paper I - Introduction to Communication	5	3	50	50	100	4
		21U3VCC102	Core Paper II - Evolution of Media	4	3	50	50	100	4
		21U3VCP101	Core Paper III - Fine Arts Production Practical	4	3	50	50	100	4
	IV	21U3VCA101	Allied Paper I - Fundamentals of Multimedia	4	3	50	50	100	4
		21U4ENV101	Ability Enhancement Compulsory Course- Environmental Studies	2	3	50	-	50	2
			21U4HVY201	Value Education: Human Values and Yoga Practice - I	1	-	-	-	-
				<b>30</b>			<b>650</b>	<b>26</b>	
II	I	21U1TAM202/ 21U1HIN202/ 21U1MAL202/ 21U1FRN202	Language II	5	3	50	50	100	4
	II	21U2ENG202	English II	5	3	50	50	100	4
	III	21U3VCC204	Core Paper IV - Fundamentals of Advertising	6	3	50	50	100	4
		21U3VCP205	Core Paper V - Advertising Practical	6	3	50	50	100	4
		21U3VCA202	Allied Paper II – Creative Writing for Media	5	3	50	50	100	4
	IV	21U4HRC202	Ability Enhancement Compulsory Course-Human Rights and Constitution of India	2	3	50	-	50	2
		21U4HVY201	Value Education: Human Values and Yoga Practice -I	1	2	25	25	50	2
				<b>30</b>			<b>600</b>	<b>24</b>	

III	I	21U1TAM303/ 21U1HIN303 / 21U1MAL303/ 21U1FRN303	Language III	5	3	50	50	100	4
	II	21U2ENG303	English III	5	3	50	50	100	4
	III	21U3VCC306	Core Paper VI - Audiography	4	3	50	50	100	4
		21U3VCP408	Core Paper VIII - Photography Practical	3	-	-	-	-	-
		21U3VCR303	Allied Paper III – Audio Production Practical	5	3	50	50	100	4
	IV	21U4VCS301	Skill Based Paper I - News Reporting	3	3	30	45	75	3
		21U4NM3BT1 / 21U4NM3AT1 / 21U4NM3CAF / 21U4NM3GTS / 21U4NM3WRT	# @Basic Tamil-I/ ##Advanced Tamil-I/ * NME: Consumer Affair / Gandhian Thoughts / Women’s Rights	2	2	50		50	2
		21U4VC3ED1/ 21U4VC3ED2	Extra Departmental Course	2	3	-	50	50	2
		21U4HVY402	Value Education: Human Values and Yoga Practice -II	1	-	-	-	-	-
					<b>30</b>				<b>575</b>
IV	I	21U1TAM404/ 21U1HIN404 / 21U1MAL404/ 21U1FRN404	Language IV	5	3	50	50	100	4
	II	21U2ENG404	English IV	5	3	50	50	100	4
	III	21U3VCC407	Core Paper VII - Elements of Film and Video Production	5	3	50	50	100	4
		21U3VCP408	Core Paper VIII - Photography Practical	2	3	50	50	100	4
		21U3VCR404	Allied Paper IV - Television Production Practical	5	3	50	50	100	4
	IV	21U4VCS402	Skill Based Subject II - Media Management	5	3	30	45	75	3
		21U4NM4BT2 / 21U4NM4AT2 / 21U4NM4GEN	# @Basic Tamil-II / ##Advanced Tamil-II / General Awareness	2	2	50		50	2
		21U4HVY402	Value Education: Human Values and Yoga Practice -II	1	2	25	25	50	2
		21U4VCVALC	Skill Enhancement Value Add On Course Institute Industry linkage	-	-	-	-	-	Grade
				<b>30</b>				<b>675</b>	<b>27</b>
V	III	21U3VCC509	Core Paper IX - Media, Culture and society	5	3	50	50	100	4

		21U3VCC510	Core Paper X - Media Law and Ethics	5	3	50	50	100	4
		21U3VCP511	Core Paper XI - Video Production Practical	5	3	50	50	100	4
		21U3VCE501/ 21U3VCE502/ 21U3VCE503	Discipline specific Elective - I	5	3	50	50	100	4
		21U3VCE504 / 21U3VCE505/ 21U3VCE506	Discipline specific Elective - II	5	3	50	50	100	4
	IV	21U4VCS503	Skill Based Paper III - Media Research Techniques	5	3	30	45	75	3
				<b>30</b>				<b>575</b>	<b>23</b>
VI	III	21U3VCC612	Core Paper XII - Film Studies	6	3	50	50	100	4
		21U3VCP613	Core Paper XIII – E Portfolio Practical	6	3	50	50	100	4
		21U3VCE607/ 21U3VCE608/ 21U3VCE609	Discipline specific Elective - III	6	3	50	50	100	4
		21U3VCV614	Film Project and Viva voce	6	-	50	50	100	4
	IV	21U4VCZ604	Skill Based Paper IV- Graphics and Animation Practical	6	3	30	45	75	3
	V	21U5EXT601	Extension Activities	-	-	50	-	50	2
					<b>30</b>				<b>525</b>
<b>Total</b>								<b>3600</b>	<b>144</b>

<b>Additional Credit (Optional)</b>	Semester II-VI	<b>8<sup>\$</sup></b>
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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
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<b>Elective-I</b>	21U3VCE501	<b>A</b>	Comparative Media Studies
	21U3VCE502	<b>B</b>	Script Writing
	21U3VCE503	<b>C</b>	ICT for Development
<b>Elective-II</b>	21U3VCE504	<b>A</b>	Online Journalism
	21U3VCE505	<b>B</b>	Media Planning
	21U3VCE506	<b>C</b>	Documentary Production
<b>Elective-III</b>	21U3VCE607	<b>A</b>	Graphic Designing
	21U3VCE608	<b>B</b>	Campaign Planning
	21U3VCE609	<b>C</b>	Community Media

**Extra Departmental Courses (EDC):**

EDC offered by Visual Communication Department to other Department students.

<b>S. No</b>	<b>Semester</b>	<b>Course Code</b>	<b>Name of the Course</b>
<b>1</b>	III Semester	21U4VC3ED1	Film Production Practical
<b>2</b>	III Semester	21U4VC3ED2	Photography Practical

**Self study Paper offered by Visual Communication Department**

<b>S. No.</b>	<b>Semester</b>	<b>Course code</b>	<b>Course Title</b>
1	Semester II to V	21UVCSS01	Desk Top Publishing
2		21UVCSS02	Art Direction

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



Course Code	Title		
21U3VCC101	Core Paper I Introduction to Communication		
Semester: I	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

### Course Objective

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

### Course Outcomes

CO1	To Understand the scope of communication forms and trends.
CO2	To analyze the process of communication channels and models
CO3	To know the significance of Advertising and public relations.
CO4	To remember the scope and functions of mass communication
CO5	To compare Global and Indian media in communication context.

Offered by: Visual Communication

### Course Content

Instructional Hours / Week: 5

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
<b>Instructional Hours</b>			<b>15</b>
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
<b>Instructional Hours</b>			<b>15</b>
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
<b>Instructional Hours</b>			<b>15</b>
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
<b>Instructional Hours</b>			<b>15</b>
V	Communication and Culture: Global media – multi cultural content – impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.	1	8
<b>Instructional Hours</b>			<b>15</b>
<b>Total Hours</b>			<b>75</b>

### 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 (50 Marks)

CIA I	CIA II	CIA III	Presentation	Assignment	Seminar	Total
8	8	10	8	8	8	50

### MAPPING

PO CQ	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	H	H	H	H	L	M	H
CO2	L	M	H	M	H	M	H	H	H	H	M	M	H
CO3	M	H	H	M	H	M	H	H	H	H	M	M	H
CO4	H	M	M	M	L	M	H	H	H	H	M	H	H
CO5	M	L	H	M	L	M	H	H	H	H	M	H	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCC102	Core Paper II Evolution of Media		
Semester: I	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

#### Course Objective

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

#### Course Outcomes

CO1	To understand the concepts of Traditional media communication.
CO2	To understand the growth and diverse of Print media.
CO3	To gain the knowledge about broadcasting media.
CO4	To impart the understanding of history, evolution and elements of television media.
CO5	To analyse the development of contemporary new media.

Offered by: Visual Communication

#### Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	<b>TRADITIONAL MEDIA</b> - 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
<b>Instructional Hours</b>			<b>12</b>
II	<b>PRINT MEDIA</b> - 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
<b>Instructional Hours</b>			<b>12</b>
III	<b>RADIO</b> - 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
<b>Instructional Hours</b>			<b>12</b>
IV	<b>TELEVISION</b> - 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, Video on Demand, latest developments.	3	5
<b>Instructional Hours</b>			<b>12</b>

<b>V</b>	<b>NEW MEDIA</b> - 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
<b>Instructional Hours</b>		<b>12</b>	
<b>Total Hours</b>		<b>60</b>	

#### 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 ASSESSMENT (50 Marks)

CIA I	CIA II	CIA III	Creative Presentation	Assignment	Seminar	Total
<b>8</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>50</b>

#### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	L	H	M	H	H	H	-	H	H	L	M	H
<b>CO2</b>	H	L	H	M	H	H	H	-	H	H	M	M	H
<b>CO3</b>	H	M	H	M	H	H	H	-	H	L	M	M	H
<b>CO4</b>	M	M	M	M	L	M	M	-	H	H	M	H	L
<b>CO5</b>	M	M	M	M	M	H	H	-	H	H	M	H	L

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title
<b>21U3VCP101</b>	<b>Core Paper - III Fine Arts Production Practical</b>

<b>Semester: I</b>	<b>Credits: 4</b>	<b>CIA : 50 Marks</b>	<b>ESE : 50 Marks</b>
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**Course Objective**

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

**Course Outcomes**

<b>CO1</b>	To show the various drawing components.
<b>CO2</b>	To Understand the basics of visual composition.
<b>CO3</b>	To Apply color combinations in various aspects of drawing
<b>CO4</b>	To develop the creative skills in fine arts production.
<b>CO5</b>	To embed the combination of colors and creative elements of visual design.

**Offered by: Visual Communication**

**Course Content**

**Instructional Hours / Week: 4**

S. No.	Fine Arts Production
	<p><b>1. Basic Drawing</b></p> <ul style="list-style-type: none"> <li>a. Geometrical shapes</li> <li>b. Form and structure</li> <li>c. Perspectives</li> <li>d. Light and shade</li> <li>e. Illustrations</li> </ul> <p><b>2. Experiment the medium</b></p> <ul style="list-style-type: none"> <li>a. Drawing pencil HB</li> <li>b. Water color</li> <li>c. Acrylic paint</li> <li>d. Pastels</li> <li>e. Sketches and crayons</li> </ul> <p><b>3. Still life:</b> Draw lines, circles, light, shades, man-made objects, flowers, animals, rocks, perspective. Use pencil HB for drawing.</p> <p><b>4. Creative arts:</b> Collection, preservation and storage of materials such as pebbles, jute, coconut shells, Egg shells, glass bottle. Using acrylic paint create a decorative items.</p> <p><b>5. Collage Design and Production:</b> Draw any animal/object/ human face on paper. Split the paper and collage. Draw using water colors.</p> <p><b>6. Advertisement:</b> Create brochures, pop up stand, colorful jewel box, black and white ads, and color ads.</p>
	<b>Total Hours : 60</b>

**TOOLS FOR ASSESSMENT (50 Marks)**

<b>Creativity</b>	<b>Presentation</b>	<b>Sketching</b>	<b>Test 1</b>	<b>Test 2</b>	<b>Observation Note Book</b>	<b>Total</b>
<b>8</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>6</b>	<b>50</b>

**MAPPING**

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	-	H	H	H	L	M	M
CO2	L	M	H	M	H	L	-	H	H	H	M	M	H
CO3	M	H	H	H	H	M	-	H	H	H	M	M	L
CO4	H	M	M	M	L	M	-	H	H	H	M	H	L
CO5	M	L	H	M	L	M	-	H	H	H	M	H	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCA101	Allied Paper I Fundamentals of Multimedia		
Semester: I	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

#### Course Objective

To emphasis the learning of representations, perceptions and applications of multimedia.

#### Course Outcomes

CO1	To learn the basics and Fundamentals of Multimedia and Communication device
CO2	To understand the applications of Multimedia authorizing tools
CO3	To analyse the basics recording of audio publishing in Multimedia
CO4	To apply the work of 2D, 3D images and video streaming.
CO5	To gain the basic knowledge about video production for Multimedia

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	<b>Multimedia</b> : Fundamentals of multimedia - Components of multimedia - Web and Internet - multimedia applications - Multimedia Objects, Multimedia in business and work, Multimedia hardware - Memory & Storage devices, Communication devices.	1	1
<b>Instructional Hours</b>			<b>12</b>

<b>II</b>	<b>Multimedia Tools:</b> Multimedia Authoring and Tools - Multimedia Production and Presentation - Object generation which includes video sound - Image capturing - Authoring tools, card and page based authoring tools - Animation and Interactions.	1	2
<b>Instructional Hours</b>		<b>12</b>	
<b>III</b>	<b>Sound/Audio:</b> Perception of sound, hearing sensitivity, frequency range - Basic set-up of recording system - Microphones types - Mixing console - Input devices; Output devices - Audio Publishing - Recording, Microphone types, Noise reduction – Cleaning, File formats and conversion, Recording Sound in Studio and outdoor, music recording, Voice over, Dubbing,	1	5
<b>Instructional Hours</b>		<b>12</b>	
<b>IV</b>	<b>Text, Graphics and Animation:</b> Image file formats - Principles of animation - 2D and 3D animation - special effects - compositing - Video Conferencing – Podcasting - Web Streaming - Video Streaming - Internet Telephony - Virtual Reality - Artificial intelligence –Multimedia Presentation.	1	3
<b>Instructional Hours</b>		<b>12</b>	
<b>V</b>	<b>Video:</b> Video camera types - Tape Formats - Analog Editing - Editing Equipment’s and Consoles - Video Signal - Video Format - Video Lights - Types and Functions – Tripod – Clapboard - Light meter - Other Accessories.	1	8
<b>Instructional Hours</b>		<b>12</b>	
<b>Total Hours</b>		<b>60</b>	

### TOOLS FOR ASSESSMENT (50 Marks)

CIA I	CIA II	CIA III	Presentation	Assignment	Seminar	Total
8	8	10	8	8	8	50

### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	-	-	H	L	L	H	H	H	M	M	H
CO2	M	H	-	-	H	L	L	H	H	H	M	M	H
CO3	L	H	-	-	H	L	L	H	H	H	H	H	H
CO4	L	M	-	L	H	L	L	H	H	H	H	H	H
CO5	L	M	-	L	H	L	L	H	H	H	M	H	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCC204	Core Paper - IV Fundamentals of Advertising		
Semester: II	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

#### Course Objective

To impart knowledge on the fundamentals of advertising.

#### Course Outcomes

CO1	To know the basic principles of advertising and the changing dimension.
CO2	To Understand the different pattern of advertising throughout the world.
CO3	To Apply knowledge on the functioning pattern and structure of advertising agency.
CO4	To understanding the production centric and budgeting for the advertising.
CO5	To Analyze advertising codes put forth by the Advertising Standard Council.

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
<b>Instructional Hours</b>			<b>18</b>
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
<b>Instructional Hours</b>			<b>18</b>
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
<b>Instructional Hours</b>			<b>18</b>
IV	Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.	1	3
<b>Instructional Hours</b>			<b>18</b>
V	Professional ethics in advertising-cases of ethical violations – Advertising Standards Council –Social and cultural issues – Global regulations and Future trend.	3	3
<b>Instructional Hours</b>			<b>18</b>
<b>Total Hours</b>			<b>90</b>



**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 ASSESSMENT (50 Marks)**

CIA I	CIA II	CIA III	Observation	Assignment	Seminar	Total
8	8	10	8	8	8	50

**MAPPING**

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	M	L	H	H	H	L	M	M	M
CO2	L	M	H	M	M	M	H	H	L	H	H	M	H
CO3	M	H	L	M	M	M	M	H	H	M	L	M	M
CO4	H	M	M	M	L	H	H	H	M	H	H	M	H
CO5	M	L	H	M	H	H	H	H	H	H	H	M	L

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCA202	Allied Paper - II Creative Writing for Media		
Semester: II	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

**Course Objective**

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

**Course Outcomes**

CO1	To Recall the history of writing and understanding the elements of language.
CO2	To Understand the forms of writing in print media.
CO3	To Apply the skills of writing feature, business, and technical stories for Radio.
CO4	To create the sense of writing for special groups.
CO5	To practice the various writing methods for content writing.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	History of writing – Elements of Language – Language as a tool of Communication – Concept of Literate Societies– Writing as coding of contents.	2	1
<b>Instructional Hours</b>			<b>15</b>
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
<b>Instructional Hours</b>			<b>15</b>
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
<b>Instructional Hours</b>			<b>15</b>
IV	Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor - profiles	1	5
<b>Instructional Hours</b>			<b>15</b>
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
<b>Instructional Hours</b>			<b>15</b>
<b>Total Hours</b>			<b>75</b>

#### Text Books

1. Anthony Friedman, **Writing for visual media**, Focal press 2007.
2. '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 crow 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 ASSESSMENT (50 Marks)

CIA I	CIA II	CIA III	Presentation	Assignment	Seminar	Total
8	8	10	8	8	8	50

## MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	H	H	M	H	L	M	H
CO2	L	M	H	M	H	M	-	H	H	H	M	M	H
CO3	M	H	H	M	H	-	-	H	H	M	M	M	M
CO4	H	M	M	M	L	-	H	H	M	H	M	H	H
CO5	M	L	H	M	L	-	H	H	H	L	M	H	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCP205	<b>Core Paper -V Advertising Practical</b>		
<b>Semester: II</b>	<b>Credits: 4</b>	<b>CIA : 50 Marks</b>	<b>ESE : 50 Marks</b>

### Course Objective

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

### Course Outcomes

<b>CO1</b>	To practice the advertisements and write copy for any type of product.
<b>CO2</b>	To observe the knowledge on designing various types of advertisements.
<b>CO3</b>	To practice the new advertisement strategies in print medium.
<b>CO4</b>	To perform various appeals in advertising.
<b>CO5</b>	To present the capacity to translate their creative ideas to a copy.

**Offered by: Visual Communication**

**Course Content**

**Instructional Hours / Week: 6**

S. No	Advertising Practicals
<b>List of Practicals</b>	
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)
<b>Total Hours : 90</b>

**TOOLS FOR ASSESSMENT (50 Marks)**

Creativity	Presentation	Theme	Test 1	Test 2	Observation Note Book	Total
8	8	8	10	10	6	50

**MAPPING**

PO CQ	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	-	H	H	H	H	L	M	L
CO2	L	M	H	M	H	-	H	H	H	H	M	M	M
CO3	M	H	H	M	H	-	-	H	M	H	M	H	M
CO4	H	M	M	M	L	M	-	M	M	L	M	H	H
CO5	M	L	H	M	L	M	-	L	M	L	M	L	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

CourseCode	Title	
<b>21U4HVY201</b>	<b>Value Education : HumanValuesandYogaPracticeI</b>	
<b>Semesters:I&amp;II</b>	<b>Credits:2</b>	<b>CIA :50Marks</b>

(Common to all UG Programmes)

**Course Objective:**

- To help the students appreciate the essential complementarily between ‘values’ and ‘skills’ to ensure sustained happiness and prosperity, which are the core



<b>CO1</b>	-	-	-	H	L	M	H	H	H	M	H	L	L
<b>CO2</b>	-	-	-	L	M	H	M	H	M	H	M	M	L
<b>CO3</b>	-	-	-	L	M	H	S	H	M	M	H	M	M
<b>CO4</b>	-	-	-	L	L	H	M	H	H	H	M	H	H
<b>CO5</b>	-	-	-	L	L	H	M	H	H	H	H	L	L

H-High;M-Medium; L-Low

<b>CourseDesignedby</b>	<b>Verifiedby HOD</b>	<b>Checkedby</b>	<b>Approvedby</b>

<b>CourseCode</b>	<b>Title</b>	
<b>21U4HRC202</b>	<b>AbilityEnhancementCompulsoryCourse- HumanRightsand ConstitutionofIndia</b>	
<b>Semester:II</b>	<b>Credits:2</b>	<b>CIA : 50 Marks</b>

(Common to all UG Programmes)

**Course Objective:**

Understand the concept of human rights and the importance of Indian Constitution.

**CourseOutcomes:**

<b>CO1</b>	Understandtheprincipalaspectsofhuman rightsand dutiesinabroadsweep.
<b>CO2</b>	Acquire the knowledge aboutthe FundamentalDutiesandRightsofIndianCitizen

<b>CO3</b>	To know the rights of women and Children in India
<b>CO4</b>	Understand the structure and importance of Indian Constitution
<b>CO5</b>	Know the functions of Government and Election Commission of India

**CourseContent**
**InstructionalHours/Week:2**

<b>Unit</b>	<b>Description</b>
<b>I</b>	AnIntroductionto HumanRights :Values – Dignity, Liberty, Equality, Justice, Unity in Diversity - Human Rights – Meaning and features; Significance of the study- Classification ofHuman Rights - RightsandDuties–Correlation
	<b>InstructionalHours</b> <b>6</b>
<b>II</b>	HumanRightsandFundamentalRights - Fundamental Rights and Fundamental Duties- DirectivePrinciples - Role ofJudiciaryin theprotection ofHumanRights- National Human Rights Commission
	<b>InstructionalHours</b> <b>6</b>
<b>III</b>	HumanRightsofWomenandChildren- SocialPracticeandConstitutionalSafeguards – Female foeticide and infanticide-Physical assault and Harassment- Domestic violence- Conditions of Working Women
	<b>InstructionalHours</b> <b>6</b>
<b>IV</b>	<b>Constitution–Structureand Principles</b> - Meaning and importanceof Constitution - Making of Indian Constitution –Sources - SalientfeaturesofIndianConstitution- Government of Union- Government of State-Featuresofjudicialsystemin India
	<b>InstructionalHours</b> <b>6</b>
<b>V</b>	FederalisminIndia– Features - Local Government -Panchayat –Powers and functions-Election Commission–Organisation and functions-Citizenoriented measures– RTI–Provisions andsignificance
	<b>InstructionalHours</b> <b>6</b>
	<b>TotalHours</b> <b>30</b>

**TextBook:**

1. "Human Rights and Constitution of India", Compiled by Curriculum Development Cell, Nehru Arts and Science College.

**Tools for Assessment (50 Marks)**

Case Study and Report submission	Seminar / Role play	Group Discussion	Comprehensive test for 5×5 = 25 marks	Total
10	10	5	25	50

**Mapping**

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	-	L	H	H	H	H	H	M	M	H	M
CO2	-	-	-	L	H	H	H	H	M	H	M	M	H
CO3	-	-	-	L	H	H	H	H	M	M	H	M	M
CO4	-	-	-	L	H	H	H	H	H	H	M	H	L
CO5	-	-	-	L	H	H	H	H	M	M	L	H	L

H-High;M-Medium; L-Low

Course Designed by	Verified by	Checked by	Approved by

Course Code	Title
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<b>21U4VCS301</b>	<b>Skill Based Paper -I News Reporting</b>		
<b>Semester: III</b>	<b>Credits: 3</b>	<b>CIA : 30 Marks</b>	<b>ESE : 45 Marks</b>

### Course Objective

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

### Course Outcomes

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

**Offered by: Visual Communication**

### Course Content

**Instructional Hours / Week: 3**

Unit	Description	Text Book	Chapter
<b>I</b>	News – Definitions, Types, functions; Sources - Importance of Sources, Types of Sources, Credibility, Identifying , Establishing and Maintaining Contacts, Contact book, Confidentiality, Paying the sources, Tip-Off, Check calls, Anonymity.	1	4
<b>Instructional Hours</b>			<b>9</b>
<b>II</b>	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
<b>Instructional Hours</b>			<b>9</b>
<b>III</b>	Brainstorming, Story Idea, Story Mapping , Deciding Story angle and Approach, Research, Plus - Minus - Interesting Techniques, Story Board, Idea for Features, News Documentary.	3	3
<b>Instructional Hours</b>			<b>9</b>
<b>IV</b>	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
<b>Instructional Hours</b>			<b>9</b>

V	Writing for soft and hard news - Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Hyperbole, Adjectives Editing techniques, Editing Software's, Proof reading.	2	5
<b>Instructional Hours</b>			<b>9</b>
<b>Total Hours</b>			<b>45</b>

### 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 (30 Marks)

CIA I	CIA II	CIA III	Presentation	Assignment	Seminar	Total
4	4	7	5	5	5	30

### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	M	M	M	H	H	H	H	M	M	L	H
CO2	H	-	H	H	H	H	H	H	H	H	H	M	H
CO3	H	M	M	M	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H	H
CO5	M	M	M	L	L	M	M	H	H	H	M	M	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title
21U3VCP408	Core Paper - VIII

	<b>Photography Practical</b>		
<b>Semester: III &amp; IV</b>	<b>Credits: 4</b>	<b>CIA : 50 Marks</b>	<b>ESE : 50 Marks</b>

### Course Objective

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

### Course Outcomes

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

**Offered by: Visual Communication**

**Course Content**

**Instructional Hours / Week: 5**

S. No	Photography Practical
	<b>List of Practicals</b>
	<b>I List of Experiments</b>
	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
	<b>II Project Portfolio on a topic/theme</b>

Total Hours : 75

**TOOLS FOR ASSESSMENT (50 Marks)**

Aesthetics	Lighting	Composition	Test 1	Test 2	Observation Note Book	Total
8	8	8	10	10	6	50

**MAPPING**

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	M	H	H	H	H	M	H	L	M	H
CO2	L	M	H	M	H	H	M	H	M	H	M	M	H
CO3	M	H	H	M	H	M	H	M	L	L	M	M	L
CO4	H	M	M	M	L	M	H	H	M	M	H	H	H
CO5	M	L	H	M	L	M	H	H	H	H	H	H	M

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCR303	Allied Paper - III Audio Production Practical		
Semester: III	Credits: 4	CIA : 50 Marks	ESE : 50 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 Outcomes

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

**Offered by: Visual Communication**

**Course Content**

**Instructional Hours / Week: 5**

S. No	Audio Production
	<b>List of Practicals</b>
	<ol style="list-style-type: none"><li>1. Record vocals using a Microphone with the help of a software.(Dur 1 min)</li><li>2. Remove noise and other Glitches in an audio recorded from outdoor.</li><li>3. Blend Sound effects to create certain moods.</li><li>4. Record any 3 acoustical instruments using proper mics and placements.</li><li>5. Process and edit any sound using these effect processors(software/hardware)<ol style="list-style-type: none"><li>a. Reverb</li><li>b. Delay</li><li>c. Compressor</li><li>d. Chorus</li><li>e. Flanger</li></ol></li><li>6. Record any 5 types of sound S-Fx using recorders/mics/mobile phone.</li><li>7. Dubbing for commentary.(2 min)</li><li>8. Create a signature tune with VSTs and mix it with caption(voice).</li><li>9. Produce programs for different radio formats.<ol style="list-style-type: none"><li>a) Radio chat</li><li>b) Radio announcing</li><li>c) Radio interview</li></ol></li><li>10. Multitrack voice labeling, Fx mixing, BGM mixing for a audio story book.(3-5 min)</li></ol>
	Project: Use video from film library individually record Multitrack recording of voice for 5 min duration.
	<b>Total Hours: 75</b>

**TOOLS FOR ASSESSMENT (50 Marks)**

Skill Application	Mixing	Concept	Test 1	Test 2	Observation Note Book	Total
8	8	8	10	10	6	50

### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	-	M	L	H	L	M	H
CO2	L	M	H	M	H	M	-	H	M	H	M	M	L
CO3	M	H	H	M	H	M	-	M	H	H	-	L	H
CO4	H	M	-	M	L	M	-	H	M	H	-	H	M
CO5	M	L	-	M	L	M	-	H	-	H	M	H	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCR404	Allied Paper IV - Television Production Practical		
Semester: IV	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

Course Objective

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

### Course Outcomes

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

**Offered by: Visual Communication**

**Course Content**

**Instructional Hours / Week: 5**

S. No	Television Production
<b>List of Practicals</b>	
1.	Produce 3 minutes of TV news.
2.	Produce 3 minutes of TV talk show as host/anchor/guest.
3.	Shoot a Film celebrity interview.
4.	Produce 3 minutes of business news with graphics, animation, and video mixing.
5.	Produce a 3 minutes vlog of your own choice.
6.	Add audio (speech/song/ambience/EFX or all) to images / video compilation shot outdoor.
7.	Produce 3 minutes of instructional/demonstration video
8.	Produce a 3 minutes Anchoring for Debate show.
9.	Submit a video work to showcase your chroma key skill.
10.	Submit your course work, by adding VFX, EFX present in .AVI format.
<b>Total Hours : 75</b>	

### TOOLS FOR ASSESSMENT (50 Marks)

Creativity	Camera Operations	Concept	Test 1	Test 2	Observation Note Book	Total
<b>8</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>6</b>	<b>50</b>

### MAPPING

PO CQ	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	L	M	H	M	H	-	H	-	L	M	L	M	L
<b>CO2</b>	M	M	M	M	H	-	H	-	M	M	M	M	H
<b>CO3</b>	M	H	H	H	H	M	H	-	L	M	M	-	H
<b>CO4</b>	H	M	-	-	L	M	H	H	M	M	H	-	M
<b>CO5</b>	M	L	-	-	L	M	H	H	M	H	H	-	M

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

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Course Code	Title		
21U3VCC407	Core Paper – VII Elements of Film and Video Production		
Semester: 1V	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

#### Course Objective

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

#### Course Outcomes

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: 5

Unit	Description	Text Book	Chapter
I	Visualization-Introduction to visual grammar, Principles of visual grammar. Camera-Types, Working - 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.	2	2
<b>Instructional Hours</b>			<b>15</b>
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
<b>Instructional Hours</b>			<b>15</b>
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	2	4



	sounds, Function, Barriers of sound design and mixing, recording multi tracks. Editing-Introduction to editing, Non-linear a linear editing.		
	<b>Instructional Hours</b>		<b>15</b>
<b>IV</b>	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
	<b>Instructional Hours</b>		<b>15</b>
<b>V</b>	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
	<b>Instructional Hours</b>		<b>15</b>
	<b>Total Hours</b>		<b>75</b>

#### 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 (50 Marks)

CIA I	CIA II	CIA III	Presentation	Assignment	Seminar	Total
8	8	10	8	8	8	50

#### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	M	-	-	M	M	L	H	H	H	L	H	H
CO2	-	H	L	M	H	M	L	H	H	H	M	H	H
CO3	-	M	-	-	H	M	M	H	H	H	M	H	H
CO4	-	M	L	-	H	L	-	H	H	H	M	H	H
CO5	-	M	-	-	M	M	-	H	H	H	L	H	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title	
21U4NM4GEN	Non Major Elective :General Awareness	
Semester: IV	Credits : 2	ESE : 50 Marks

(Common to all UG Programmes)

### Course Objective:

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

### Course Outcomes:

<b>CO1</b>	Determine Verbal Aptitude , Numerical Aptitude and Logical Reasoning
<b>CO2</b>	Recall basic Science, history , Tamil , Computer , Commerce concepts which would help to crack competitive Examinations
<b>CO3</b>	Acquire time Management skills to attempt competitive Examinations
<b>CO4</b>	Develop Aptitude and problem solving skills
<b>CO5</b>	Gain Knowledge about Current Affairs

### Course Content

### Instructional Hours / Week: 2

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N	Topics
o	
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1.	Verbal Aptitude
2.	Numerical Aptitude and Logical Reasoning
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
<b>Total Hours :30</b>	

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

### Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	L	-	-	H	-	-	L	H	L	M	M	L
<b>CO2</b>	H	L	-	-	H	-	-	L	M	L	M	H	L
<b>CO3</b>	H	L	-	-	H	-	-	L	L	M	H	L	M
<b>CO4</b>	H	L	-	-	H	-	-	L	H	M	M	L	M
<b>CO5</b>	H	L	-	-	H	-	-	L	L	H	M	M	H

H-High;M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

CourseCode	Title	
<b>21U4HVY402</b>	<b>Value Education :Human ValuesandYogaPracticeII</b>	
<b>Semesters:III&amp;IV</b>	<b>Credits :2</b>	<b>CIA :50 Marks</b>

(Common to all UG Programmes)

**Course Objective:**

To help the students appreciate the essential complementarity between ‘values’ and ‘skills’ to ensure sustained happiness and prosperity, which are the core aspirations of all human beings.To prepare and distribute standardized Yoga teaching and training material with reference to institute health.

**CourseOutcomes:**

<b>CO1</b>	To understand the values of Self realization and Harmony
<b>CO2</b>	To transform as a positive personality and understand the importance of healthy mind
<b>CO3</b>	To know the ways for eradication of worries.
<b>CO4</b>	To learn and practice Asanas in day to day life.

<b>CO5</b>	To understand the benefits of Yogasanas for physical and mental well being.
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**CourseContent**

**InstructionalHours/Week: 1**

Unit	Description	Chapter
<b>I</b>	<b>Self-realizationandHumanValues</b> -Self-realizationandHarmony-Rules and Regulations-Rights and Duties-Good andObligation-Integrity and Conscience. <b>Obligation to Family</b> -TrustandRespect-CodesofConduct-CitizensCharter-EmotionalIntelligence.	
	<b>InstructionalHours</b>	<b>6</b>
<b>II</b>	<b>CharacterFormationTowardsPositivePersonality:</b> Truthfulness,Constructivity,Sacrifice,Sincerity,SelfControl,Altruism,Tolerance,Scien	
	<b>InstructionalHours</b>	<b>6</b>
<b>III</b>	<b>Eradication of worries</b> - Maintaining youthfulness – Greatnessoffriendship– Refinementofworries-Neutralizationofanger- Intelligentquotient(IQ),Emotionalquotient(EQ),SpiritualQuotient (SQ)	
	<b>InstructionalHours</b>	<b>6</b>
<b>IV</b>	<b>Standing Posture:</b> Tadasana, Padahastasana, Virabhadrasana; <b>Sitting posture:</b> Ustrasana, ArdhaMatsyendrasana, Paschimottanasana.	
	<b>InstructionalHours</b>	<b>6</b>
<b>V</b>	<b>Supine posture:</b> Sarvangasana, Halasana, Chakrasana. <b>Prone posture:</b> Bhujangasana, shalabhasana; <b>Dhanurasana;</b> <b>Balancing postures:</b> Vrikshasana, Natarajasana, Utkatasana; <b>Pranayama:</b> Bhastrika, Bhramari, NadiShodhan.	
	<b>InstructionalHours</b>	<b>6</b>
	<b>Total Hours</b>	<b>30</b>

**Textbook:**

1. **“ValueEducation II ”**, compiled by Curriculum Development cell, Nehru Arts and Science College.

**Tools for Assessment**

<b>25 marks</b>	<b>25 marks</b>
Comprehensive test in Units I to III for 25 marks during CIA III of Sem. II	Perform 02 Yoga postures for Practical exam to be conducted during the mid of Sem. II

**Mapping**

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	-	-	-	H	L	M	H	H	H	M	H	M	L
<b>CO2</b>	-	-	-	L	M	H	M	H	M	H	L	L	H

<b>CO3</b>	-	-	-	L	M	H	H	H	H	M	H	M	H
<b>CO4</b>	-	-	-	L	L	H	M	H	M	H	L	H	L
<b>CO5</b>	-	-	-	L	L	H	M	H	H	M	M	M	M

H-High;M-Medium; L-Low;

<b>CourseDesignedby</b>	<b>Verifiedby HOD</b>	<b>Checkedby</b>	<b>Approvedby</b>

<b>Course Code</b>	<b>Title</b>		
<b>21U4VCS503</b>	<b>Skill Based Paper - III Media Research Techniques</b>		
<b>Semester: V</b>	<b>Credits: 3</b>	<b>CIA : 30 Marks</b>	<b>ESE : 45 Marks</b>

#### **Course Objective**

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

#### **Course Outcomes**

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

**Offered by: Visual Communication**

**Course Content**

**Instructional Hours / Week: 5**

<b>Unit</b>	<b>Description</b>	<b>Text Book</b>	<b>Chapter</b>
<b>I</b>	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
<b>Instructional Hours</b>			<b>15</b>

<b>II</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>III</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>IV</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>V</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>Total Hours</b>			<b>75</b>

#### TEXT BOOKS

1. Roger D Wimmer & Joseph R Dominic “**Mass media research**” Cengage publication, India 2015.
2. Kapil deirai, **Media communication in 21<sup>st</sup> 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 (30 MARKS)

CIA I	CIA II	CIA III	Presentation	Assignment	Seminar	Total
4	4	7	5	5	5	30

#### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	M	H	M	H	-	H	H	L	M	H
CO2	L	M	H	M	H	M	M	-	H	H	M	M	H
CO3	M	H	H	M	H	M	H	-	H	H	M	M	H
CO4	H	M	M	M	L	M	-	-	H	H	M	H	H
CO5	M	L	H	M	L	M	-	-	H	H	M	H	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCP511	Core Paper– XI Video Production Practical		
Semester: V	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

#### Course Objective

To impart the knowledge of skills in Non Linear Editing.

#### Course Outcomes

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
	<b>List of Practicals</b>
	<ol style="list-style-type: none"> <li>1. Script writing using any digital software.</li> <li>2. Story board</li> <li>3. Camera Movements</li> <li>4. Shots and Angles</li> <li>5. Three Point Lighting techniques</li> <li>6. Create VFX Special video</li> <li>7. Anchoring</li> <li>8. Titling using Aftereffects</li> <li>9. Montage Interview</li> <li>10. Compeering with songs</li> <li>11. Shoot an Advertisement for commercial product</li> <li>12. Create a Public Service Advertisement (PSA).</li> </ol>
	<b>Total Hours : 75</b>

#### TOOLS FOR ASSESSMENT (50 Marks)

Script	Concept	Production	Test 1	Test 2	Observation Note Book	Total
8	8	8	10	10	6	50

## MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	H	H	H	H	L	M	H
CO2	L	M	H	M	H	M	H	H	H	H	M	M	H
CO3	M	H	H	M	H	M	H	H	H	H	M	M	H
CO4	H	M	M	M	L	M	H	H	H	H	M	H	H
CO5	M	L	H	M	L	M	H	H	H	H	M	H	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCC510	<b>Core Paper X - Media Law and Ethics</b>		
Semester: V	Credits: 4	CIA : 50 Marks	ESE : 50 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 Outcomes

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: 5**

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
<b>Instructional Hours</b>			<b>15</b>



<b>II</b>	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 information act 2000, Cable TV networks act	2	2
<b>Instructional Hours</b>			<b>15</b>
<b>III</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>IV</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>V</b>	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
<b>VI</b>	Contemporary issues		
<b>Instructional Hours</b>			<b>15</b>
<b>Total Hours</b>			<b>75</b>

#### 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 (50 Marks)

CIA I	CIA II	CIA III	Case Study	Assignment	Seminar	Total
8	8	10	8	8	8	50

#### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	H	H	H	H	L	M	H
CO2	L	M	H	M	H	M	H	H	H	H	M	M	H
CO3	M	H	H	M	H	M	H	-	H	M	M	M	L
CO4	H	M	M	M	L	M	L	-	H	H	M	H	-
CO5	M	L	H	M	L	M	H	-	H	L	M	H	-

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

<b>COURSE DESIGNED BY</b>	<b>VERIFIED BY HOD</b>	<b>CHECKED BY</b>	<b>APPROVED BY</b>

Course Code	Title		
<b>21U3VCC509</b>	<b>Core Paper – IX Media, Culture and Society</b>		
<b>Semester: V</b>	<b>Credits: 4</b>	<b>CIA : 50 Marks</b>	<b>ESE : 50 Marks</b>

### Course Objective

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

### Course Outcomes

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

**Offered by: Visual Communication**

### Course Content

**Instructional Hours / Week: 5**

Unit	Description	Text Book	Chapter
<b>I</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>II</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>III</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>IV</b>	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	2	2

cultural imperialism. Mechanical reproduction.			
<b>Instructional Hours</b>			<b>15</b>
<b>V</b>	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
<b>Instructional Hours</b>			<b>15</b>
<b>Total Hours</b>			<b>75</b>

### 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 2<sup>nd</sup> 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 (50 Marks)

CIA I	CIA II	CIA III	Presentation	Assignment	Seminar	Total
8	8	10	8	8	8	50

### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	H	M	H	H	M	H	M	-	M
CO2	M	M	M	M	M	H	H	H	H	H	H	L	L
CO3	H	H	H	H	H	H	H	H	H	H	H	L	M
CO4	H	M	M	H	H	H	H	H	H	H	H	L	M
CO5	H	H	H	H	H	H	H	H	H	H	H	L	M

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title
<b>21U4VCZ604</b>	<b>Skill Based Paper IV- Graphics and Animation Practical</b>

<b>Semester: VI</b>	<b>Credits: 3</b>	<b>CIA : 30 Marks</b>	<b>ESE : 45 Marks</b>
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### Course Objective

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

### Course Outcomes

<b>CO1</b>	To Understand the principles of creating an effective web page, including an in-depth consideration of information architecture.
<b>CO2</b>	To Apply different types of lights and lighting techniques.
<b>CO3</b>	To Analyze the Exposure on various animation software's with its tools.
<b>CO4</b>	To Create skills in Gaining knowledge on computer Graphics.
<b>CO5</b>	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
	<b>List of Practical's</b>
	<p><b><u>I. CorelDraw</u></b></p> <ol style="list-style-type: none"> <li>1. Logo Design</li> <li>2. Visiting Card Design</li> <li>3. Dangler Design</li> <li>4. Letter Head Design</li> <li>5. Designing 4 page Brochure</li> </ol> <p><b><u>II. Photoshop</u></b></p> <ol style="list-style-type: none"> <li>6. Poster Design</li> <li>7. Magazine Cover Page Design</li> <li>8. Greeting Card Design</li> <li>9. Banner Design</li> <li>10. Web Page Design</li> </ol>
	<b><u>III 2D &amp; 3D Animation</u></b>
	<ol style="list-style-type: none"> <li>1. Create shape and motion tweening in 2D animation.</li> <li>2. Animate an object using key frame.</li> <li>3. Create cat walk cycle with parallax of background.</li> <li>4. Animated Logo.</li> <li>5. Creating animated walk cycle of a character.</li> <li>6. Animate a 2d Cartoon Character using Bones</li> <li>7. Render a Frame using Maya on Interior Designing for any event</li> <li>8. Designing 3D buttons, Menus</li> <li>9. Title Animation with effects Using 2d Software's</li> <li>10. Create 3D Titling to compose photorealistic Rendering.</li> <li>11. Create a frame by utilizing Render pass technique to minimize workload of system</li> </ol>
	<b>Total Hours : 90</b>

**TOOLS FOR ASSESSMENT (30 marks)**

<b>System Application</b>	<b>Designing Skill</b>	<b>Content</b>	<b>Test 1</b>	<b>Test 2</b>	<b>Observation Note Book</b>	<b>Total</b>
<b>5</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>30</b>

**MAPPING**

<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	L	L	H	M	H	M	H	-	H	H	L	M	H
<b>CO2</b>	L	M	H	M	H	M	H	-	M	H	M	M	H
<b>CO3</b>	M	H	H	M	H	-	H	-	H	M	M	M	L
<b>CO4</b>	H	M	M	H	L	-	L	-	H	H	M	H	H
<b>CO5</b>	M	L	H	H	L	-	L	-	H	H	M	H	H

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

<b>COURSE DESIGNED BY</b>	<b>VERIFIED BY HOD</b>	<b>CHECKED BY</b>	<b>APPROVED BY</b>

<b>Course Code</b>	<b>Title</b>		
<b>21U3VCV614</b>	<b>Film Project and Viva-Voce</b>		
<b>Semester: VI</b>	<b>Credits: 4</b>	<b>CIA : 50 Marks</b>	<b>ESE : 50 Marks</b>

**Course Content**

The objective of the Project is to demonstrate the student's competence in the chosen area of specialization or interest, with a view to gaining a placement in the Media Industry. Criteria for selecting the topic will be based on area of interest 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**

The students are to submit either a documentary or short film for a duration not exceeding 30 minutes and not less than 10 minutes.

Exercises	
1. Documentary (OR) 2. Short film	
<b>Instructional Hours</b>	<b>90</b>

**TOOLS FOR ASSESSMENT (50 Marks)**

Review –I (Pre-Production)	Review –II (Production)	Review –III (Post Production)	Script Book	Total Marks
10	15	15	10	50

**MAPPING**

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	H	M	M	H	M	M	-	H	M	L	M	H
CO2	L	M	H	M	H	M	M	-	H	M	M	M	H
CO3	M	H	H	M	H	M	M	-	H	M	M	M	M
CO4	H	M	M	M	L	M	H	-	L	-	L	H	M
CO5	M	L	H	M	L	M	H	-	L	-	L	H	M

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
<b>21U3VCP613</b>	<b>Core Paper - XIII E- Portfolio Practical</b>		
<b>Semester: VI</b>	<b>Credits: 4</b>	<b>CIA : 50 Marks</b>	<b>ESE : 50 Marks</b>

**Course Objective**

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

**Course Outcomes**

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

**Offered by: Visual Communication**

**Course Content**

**Instructional Hours / Week: 6**

List of Exercises	
<b>E-Portfolio ( Create web pages through Google sites)</b>	
<ol style="list-style-type: none"> <li>1. Fine Arts Production</li> <li>2. Advertising</li> <li>3. Photography</li> <li>4. Audio Production</li> <li>5. Television Production</li> <li>6. Graphics and Animation</li> <li>7. Short film or Documentary</li> <li>8. Internship</li> </ol>	
<b>Instructional Hours</b>	<b>90</b>

**TOOLS FOR ASSESSMENT (50 Marks)**

Theme	Composition	Visual Aesthetics	Presentation	Graphics	Total
10	10	10	10	10	50

#### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	H	H	H	H	L	M	H
CO2	L	M	H	M	H	M	H	H	H	H	M	M	H
CO3	M	H	H	M	H	M	H	H	H	H	M	M	H
CO4	H	M	M	M	L	M	H	H	H	H	M	H	H
CO5	M	L	H	M	L	M	H	H	H	H	M	H	H

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCV614	Film Project and Viva-Voce		
Semester: VI	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

#### Course Content

The objective of the Project is to demonstrate the student's competence in the chosen area of specialization or interest, with a view to gaining a placement in the Media Industry. Criteria for selecting the topic will be based on area of interest 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**

The students are to submit either a documentary or short film for a duration not exceeding 30 minutes and not less than 10 minutes.

Exercises	
1. Documentary (OR)	
2. Short film	
<b>Instructional Hours</b>	<b>90</b>

#### TOOLS FOR ASSESSMENT (50 Marks)

Review –I (Pre-Production)	Review –II (Production)	Review –III (Post Production)	Script Book	Total Marks
10	15	15	10	50

#### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
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CO1	L	H	M	M	H	M	M	-	H	M	L	M	H
CO2	L	M	H	M	H	M	M	-	H	M	M	M	H
CO3	M	H	H	M	H	M	M	-	H	M	M	M	M
CO4	H	M	M	M	L	M	H	-	L	-	L	H	M
CO5	M	L	H	M	L	M	H	-	L	-	L	H	M

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCP613	Core Paper - XIII E- Portfolio Practical		
Semester: VI	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

#### Course Objective

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

#### Course Outcomes

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

List of Exercises	
<b>E-Portfolio ( Create web pages through Google sites)</b> <ol style="list-style-type: none"> <li>1. Fine Arts Production</li> <li>2. Advertising</li> <li>3. Photography</li> <li>4. Audio Production</li> <li>5. Television Production</li> <li>6. Graphics and Animation</li> <li>7. Short film or Documentary</li> <li>8. Internship</li> </ol>	
<b>Instructional Hours</b>	<b>90</b>

#### TOOLS FOR ASSESSMENT (50 Marks)

Theme	Composition	Visual Aesthetics	Presentation	Graphics	Total
10	10	10	10	10	50

#### MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	H	H	H	H	L	M	H
CO2	L	M	H	M	H	M	H	H	H	H	M	M	H
CO3	M	H	H	M	H	M	H	H	H	H	M	M	H
CO4	H	M	M	M	L	M	H	H	H	H	M	H	H



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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title		
21U3VCC612	Core Paper – XII Film Studies		
Semester: VI	Credits: 4	CIA : 50 Marks	ESE : 50 Marks

### Course Objective

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

### Course Outcomes

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: 6

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
<b>Instructional Hours</b>			<b>18</b>
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
<b>Instructional Hours</b>			<b>18</b>
III	Film production: Theme and story line – script writing – characterization – visualization – equipment and other inputs – Role and responsibilities of the Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods – audio and video special effects.	2	3
<b>Instructional Hours</b>			<b>18</b>
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
<b>Instructional Hours</b>			<b>18</b>
V	Regulations for the film industry – Problems of film industry: Piracy - Government's initiatives and policies – Film institute's and organizations: Children's Film	3	5

Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.	
<b>VI</b>	Contemporary issues
<b>Instructional Hours</b>	
<b>18</b>	
<b>Total Hours</b>	
<b>90</b>	

**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 (50 MARKS)**

CIA I	CIA II	CIA III	Presentation	Assignment	Seminar	Total
<b>8</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>50</b>

**MAPPING**

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	L	M	M	M	M	H	H	H	H	H	H	M	L
<b>CO2</b>	L	M	H	M	H	H	H	H	H	H	H	M	M
<b>CO3</b>	L	H	H	M	H	H	H	H	H	H	M	M	H
<b>CO4</b>	H	H	M	H	H	H	H	H	H	H	M	M	H
<b>CO5</b>	M	L	M	M	L	M	M	H	M	M	M	M	M

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

COURSE DESIGNED BY	VERIFIED BY HOD	CHECKED BY	APPROVED BY

Course Code	Title	
<b>21UVCSS01</b>	<b>Self Study Paper I - DTP</b>	
<b>Semester: II to V</b>	<b>Credits: 4</b>	<b>Max. Marks : 100Marks</b>

**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 Outcomes

<b>CO1</b>	To Understand desktop publishing software's.
<b>CO2</b>	To Apply skills on manipulating text and graphics through DTP software's.
<b>CO3</b>	To Analyze and create personal, business publications.
<b>CO4</b>	To Develop new trends in DTP.
<b>CO5</b>	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
<b>I</b>	Introduction to DTP - Publication Design	1	1
<b>II</b>	Introduction to design -Introduction to typography - Integration of text and art - Graphic design and clip art	1	3
<b>III</b>	Corel Draw – Tools and Features - Working with Bitmap Image and Raster Image	1	2
<b>IV</b>	Photoshop – Tools and Features - Pagemaker – Tools and Features	1	4
<b>V</b>	Multi-page documents/Text tricks - Photography/captions/scanning - Newsletters - Brochures & Printing - Brochure production - Presentation of brochures	1	5

### REFERENCE BOOKS

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

Course Code	Title	
<b>21UVCSS02</b>	<b>Self Study Paper II- Art Direction</b>	
<b>Semester: II to V</b>	<b>Credits: 4</b>	<b>Max. Marks : 100Marks</b>

### Course Objective

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

### Course Outcome:

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

**Offered by: Visual Communication**

**Course Content**

Unit	Description	Text Book	Chapter
<b>I</b>	Intro and design terms Production Design - prototypes and Design Meeting - Color Theory	1	1
<b>II</b>	Script Breakdown – Story Boarding	1	3
<b>III</b>	Paint - Set Decoration - Set Construction - Strike & Flat Demo Set Construction	1	2
<b>IV</b>	Set Construction & Mudding Construction, Mudding & Paint Construction	1	4
<b>V</b>	Detail Paint & Dressing Detail - Painting & Dressing	1	5

**REFERENCE BOOKS:**

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