

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

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.

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 Category	Skill Development		
Development Needs	Global		
Course Description	The course provides an in-depth understanding of communication models, concepts, and theories of communication in social context.		
	Course Outcomes	Teaching Methods	Assessment Methods
CO 1	To Understand the scope of communication forms and trends.	Lecturing	Assignment
CO 2	To analyze the process of communication channels and models	Group Discussion	Seminar
CO 3	To know the significance of characteristics of mass communication	NPTL Videos Lecture	Comparative assignment
CO 4	To remember the scope and functions of mass communication	PPT, Discussion	Case study
CO 5	To compare Global and Indian media in communication context.	Demonstration	Idea making discussion
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
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			15 Hrs
Suggested Learning Methods : Learning by Teaching			
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.	2	3
Instructional Hours			15 Hrs
Suggested Learning Methods : Group Learning			

III	Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process.	2	2
Instructional Hours			15 Hrs
Suggested Learning Methods : Visual Learning			
IV	Communication Theory: Haptic Communication, Cultural Barriers of Communication, Communication loop / The process of communication, The 7 C's of Effective Communication, Agenda Setting Theory, Cognitive Dissonance Theory, Hypodermic Needle Theory, Uses and Gratifications Theory, Cultivation Theory, Two-step flow Theory.	3	4
Instructional Hours			15 Hrs
Suggested Learning Methods : Visual Learning			
V	Communication and Culture: Global media – multi cultural content – impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.	2	4
Instructional Hours			15 Hrs
Suggested Learning Methods : Case base Learning			
Total Hours			75

Text Book(s):

1. Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay, 2000.
2. Roden, M. S. (2014). **Introduction to Communication** Theory. United States: Elsevier Science.
3. J.K. Singh “Text book of Mass Communication in India”, APH publishing corporation, 2004

Reference Book(s):

1. Mortensen (2017). **Communication Theory** (n.p.): Taylor & Francis.
2. Seetharam K.S. “**Communication and Culture – A world view**”. McGraw Hill, New Delhi, 1991.
3. Shukla, SK. “**Mass Media and Communication**”. Cybertech Publishing, New Delhi. 2006.
4. Mortensen (2017) **Communication Theory**, Taylor & Francis.

Web References (URLs) : <https://www.bing.com/videos/>

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	OBE Tool 1	OBE Tool 2	OBE Tool 3	Total
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8	8	10	8	8	8	50
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Mapping

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

H-High; M-Medium; L-Low

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 Category		Employability		
Development Needs		Regional		
Course Description		The course provides knowledge on conventional media, print media, radio, television and new media.		
Course Outcomes			Teaching Methods	Assessment Methods
CO 1	To understand the concepts of Traditional media communication.		Lecture and demonstration	Assignment
CO 2	To understand the growth and diverse of Print media.		PPT, Lecture	Group Discussion
CO 3	To gain the knowledge about broadcasting media.		PPT, Lecture, Demonstration	Seminar
CO 4	To impart the understanding of history, evolution and elements of television media.		NPTL Videos, Lecture	Comparative assignment
CO 5	To analyse the development of contemporary new media.		PPT, Discussion	Case study
Course Content		Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters	
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. Regional art forms.	1	1	
Instructional Hours			12 Hrs	
Suggested Learning Methods : Active Learning				

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. History of Indian Newspaper.	1	3
Instructional Hours		12 Hrs	
Suggested Learning Methods : Group Learning			
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.	2	2
Instructional Hours		12 Hrs	
Suggested Learning Methods : Visual Learning			
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, Video on Demand, latest developments.	4	2
Instructional Hours		12 Hrs	
Suggested Learning Methods : Active Learning			
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. Vlogging, Blogging, New Media writing.	2	3
Instructional Hours		12 Hrs	
Suggested Learning Methods : Case base Learning			
Total Hours		60	

Text Book(s):

1. Traditional Media and the Internet: The Search for Viable Sylvania M. Chan-Olmsted (2017) Business Models: A Special Double Issue of the International Journal on Media Management. Taylor & Francis.
2. Sanders, J. (2015). How Racism and Sexism Killed Traditional Media: Why the Future of Journalism Depends on Women and People of Color. United States: ABC-CLIO.
4. Handbook of Print Media: Technologies and Production Methods. . Germany: Springer Berlin Heidelberg. (2014)

Reference Book(s):

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 Delhi.(2002)
3. Barun Roy, "Modern Student Journalism", Pointer Publishers, Jaipur (2002)
4. The Television History Book. United Kingdom: Bloomsbury Publishing. (2021).
5. Magaouda, P., Balbi, G. (2018). A History of Digital Media: An Intermedia and Global Perspective. United Kingdom: Taylor & Francis.
6. Keval J. Kumar, "Mass Communication in India", Jaico Publishing Co.(2003)

Web References (URLs) : <https://www.bing.com/videos>

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	OBE Tool 1	OBE Tool 2	OBE Tool 3	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	S	M	L	L	M	H	L	M	S	S	L	M
CO2	M	S	H	H	M	M	L	M	H	L	M	S	S
CO3	L	M	H	L	M	S	S	L	M	H	L	M	S
CO4	H	S	M	L	L	M	H	L	M	S	S	L	M
CO5	M	S	H	H	M	M	L	M	H	L	M	S	S

H-High; M-Medium; L-Low

Course Code		Title		
		Fundamentals of Multimedia		
Semester: 1		Credits: 5	CIA: 50 Marks	ESE: 50 Marks
Course Objective		To emphasis the learning of representations, perceptions and applications of multimedia		
Development Needs		Entrepreneurship		
Development Needs		Global		
Course Description		The course gives an exposure to the basics of multimedia, audio and video in relation to industry needs.		
Course Outcomes			Teaching Methods	Assessment Methods
CO 1	To learn the basics and Fundamentals of Multimedia and Communication device		Demonstration	Assignment
CO 2	To understand the applications of Multimedia authorizing tools		PPT , Lecture	Seminar
CO 3	To analyse the basics recording of audio publishing in Multimedia		PPT , Lecture, Demonstration	Audio Content Creation
CO 4	To apply the work of 2D, 3D images and video streaming.		Visual Lecture	Text creation
CO 5	To gain the basic knowledge about video production for Multimedia		Visual Lecture	Content Creation
Course Content			Instructional Hours / Week	
Unit	Description		Text Book	Chapters
I	Multimedia : 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
Instructional Hours				12 Hrs
Suggested Learning Methods : Learning by Teaching				
II	Multimedia Tools: 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		1	2

	Interactions.		
Instructional Hours			12 Hrs
Suggested Learning Methods : Demonstration			
III	Sound/Audio: 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	2
Instructional Hours			12 Hrs
Suggested Learning Methods : Visual Learning			
IV	Text, Graphics and Animation: 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	4
Instructional Hours			12 Hrs
Suggested Learning Methods : Visual Learning			
V	Video: 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	4
Instructional Hours			12 Hrs
Suggested Learning Methods : Visual Learning			
Total Hours			60

Text Book(s):

Mukherjee, D. P. (2004). Fundamentals of Multimedia. India: PHI Learning.

Reference Book(s):

Li, Z., Drew, M. S., Liu, J. (2016). Fundamentals of Multimedia. Switzerland: Springer International Publishing.

Ling Guan (2017) Multimedia Image and Video Processing. United States: CRC Press.

Web References (URLs) : <https://www.omegacollege.in/officialdocuments>

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	OBE Tool 1	OBE Tool 2	OBE Tool 3	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	S	M	L	L	M	H	L	M	S	S	L	M
CO2	M	S	H	H	M	M	L	M	H	L	M	S	S
CO3	L	M	H	L	M	S	S	L	M	H	L	M	S
CO4	H	S	M	L	L	M	H	L	M	S	S	L	M
CO5	M	S	H	H	M	M	L	M	H	L	M	S	S

H-High; M-Medium; L-Low

Course Code	Title		
21U3VCA202 /22U3VCA202	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 Category	Employability		
Development Needs	Global/Local/Regional		
Course Description	The course provides knowledge for students who will engage in all facets of the writing process, including writing and content editing with the ultimate goal of becoming more effective writers and readers of media messages.		
(Common to all UG Programmes)			
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Recall the history of writing and understanding the elements of language.	Demonstration	Writing Exercise
CO 2	To Understand the forms of writing in print media.	PPT, Lecturering	Short Story writing
CO 3	To Apply the skills of writing feature, business, and technical stories for Radio.	NPTL Videos, Lecture	Audio Story Writing
CO 4	To create the sense of writing for special groups.	Visual Lecture	Seminar
CO 5	To practice the various writing methods for content writing.	Field visit	Case Study

Course Content

Instructional Hours / Week : 5

Unit	Description	Text Book	Chapters
I	History of writing – Elements of Language – Language as a tool of Communication – Concept of Literate Societies– Writing as coding of contents.	1	1
Instructional Hours			15 Hrs
Suggested Learning Methods : Learning by Teaching			
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	2	2

	language – special articles – editorial practices.		
Instructional Hours			15 Hrs
Suggested Learning Methods : Active Learning			
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.	1	2
Instructional Hours			15 Hrs
Suggested Learning Methods : Group Learning			
IV	Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor – profiles, Web Content Writing and Blog Writing, Script Writing, Journalistic Writing, Copywriting, Science Writing.	3	3
Instructional Hours			15 Hrs
Suggested Learning Methods : Visual Learning			
V	Creative writing – principles and practice – feature writing – Essays – Business writing – Sports writing and Technical writing- Practical exercises and review of published articles.	2	4
Instructional Hours			15 Hrs
Suggested Learning Methods : Case study based Learning			
Total Hours			75

Text book

1. Lowe, L. (2016). The Definitive Guide to Creative Writing and Media Productions. United States: Xlibris UK.
2. Marshall, C. (2018). Writing for Social Media. United Kingdom: BCS Learning & Development Limited.
3. Cain, S., Batty, C. (2016). Media Writing: A Practical Introduction. United Kingdom: Palgrave Macmillan.

Reference Books:

1. Mencher, Melvin. "Basic News Writing" Universal Bookstall, New Delhi. 1993.
2. Sreenivas Rao. Academic Book Centre, Ahmedabad. 1981.
4. Barnard, J. (2019). The Multimodal Writer: Creative Writing Across Genres and Media. United Kingdom: Bloomsbury Academic.

5. Kuehn, S. A., Lingwall, J. A. (2016). The Basics of Media Writing: A Strategic Approach. United States: SAGE Publications.

Web References (URLs) : <https://www.bing.com/videos/>

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	OBE Tool 1	OBE Tool 2	OBE Tool 3	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	H	H	S	M	H	S	M	L	H	H	S	M
CO2	H	H	H	M	S	H	M	S	H	H	H	M	S
CO3	H	M	H	L	M	H	L	M	H	M	H	L	M
CO4	S	S	M	L	M	M	L	M	S	S	M	L	M
CO5	H	L	M	M	L	H	L	M	M	L	H	L	M

H-High; M-Medium; L-Low

Course Code		Title	
21U3VCC204		Core Paper - IV Fundamentals of Advertising	
Semester: II		Credits: 4	Semester: II Credits: 4
Course Objective	To impart knowledge on the fundamentals of advertising		
Course Category	Entrepreneurship		
Development Needs	Global/Local/Regional		
Course Description	The course guides students in understanding the different approaches to the complexities and processes of advertising and the worldwide standards of advertising agencies.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To know the basic principles of advertising and the changing dimension.	PPT and Discussion	Comparative assignment
CO 2	To Understand the different pattern of advertising throughout the world.	Visual lecture	Seminar
CO 3	To Apply knowledge on the functioning pattern and structure of advertising agency.	NPTL Videos, Lecture	Group discussion on different add agency
CO 4	To understanding the production centric and budgeting for the advertising.	PPT, Group Discussion	Advertising script
CO 5	To Analyze advertising codes put forth by the Advertising Standard Council.	Visual Lecture, Demonstration	Case study Assignment
Course Content		Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapters
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	1
Instructional Hours			
Suggested Learning Methods: Learning by Teaching			18Hrs
II	Types of advertising: consumer, corporate, industrial, retail, co-operative and Public service advertising.-tone and content; reading the advertisement - review with current ad	2	2

	campaigns.		
Instructional Hours			
Suggested Learning Methods : Active Learning			18Hrs
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.	1	2
Instructional Hours			
Suggested Learning Methods: Visual Learning			18Hrs
IV	Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.	3	3
Instructional Hours			
Suggested Learning Methods : Visual Learning			18Hrs
V	Professional ethics in advertising-cases of ethical violations –Advertising Standards Council –Social and cultural issues –Global regulations and Future trend.	2	4
Instructional Hours			
Suggested Learning Methods : Case based learning			18Hrs
Total Hours			90

TEXT BOOKS:

1. Press. Visser, M., Sikkenga, B., Berry, M. (2019). Digital Marketing Fundamentals: From Strategy to ROI. Netherlands: Taylor & Francis.
2. Kleppner, Otto (1980) **Fundamentals of Advertising**; Prentice Hall; New Jersey.
3. Subramanian, (1993) **Advertising Theory and practice**, Himalaya publications

REFERENCE BOOKS:

1. Gupta, Sen (1990) Brand Positioning; Tata McGraw Hill; New Delhi.
2. Wilmshurst, J., Mackay, A. (2010). Fundamentals of Advertising. (n.p.): Taylor &
3. Francis. Russell, E. (2017). The Fundamentals of Marketing. United Kingdom: Bloomsbury Publishing.
4. Rosengren, S., Antonetti, P., Baines, P., Whitehouse, S. (2020). Fundamentals of Marketing. United Kingdom: Oxford University

Web References (URLs) : <https://theintactone.com/>

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	OBE Tool 1	OBE Tool 2	OBE Tool 3	Total
8	8	10	8	8	8	50

Mapping

CO \ PO	PO 1	PO2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	H	H	M	M	M	L	H	H	M	M
CO2	M	M	H	H	H	M	M	S	H	H	H	M	M
CO3	L	M	H	M	H	L	L	M	H	M	H	L	M
CO4	L	M	M	M	M	L	L	M	M	M	M	L	M
CO5	L	M	M	L	H	L	L	M	M	L	H	L	M

H-High; M-Medium; L-Low

