

UNIVERSITY OF MADRAS

B.SC. Visual Communication

Preamble

Visual Communication is a subject of study which focuses on Drawing, Painting, Graphic Design, Types of Communication, Photography, Computer Graphics, Advertising Photography, Television Video Production (Documentary, Short Films, Ad Film, PSA) Film making, Editing Techniques, Multimedia (Web Design, Animations) and more technical communication using internet. The student learns the technicalities of the communication studies through this study. Visual Communication provides the function of individual and collective media qualities to the student. Visual Communication is a more technical and practical oriented course which provides knowledge to the students to learn about the media functions in the society. Print, Electronic media, Advertising Agency, film production industries, and corporate media houses are the prime areas of the media industry today.

The syllabi of three year undergraduate Degree Course in BA Visual Communication is framed in such a way that the student at the end of the course would have thoroughly mastered in Visual Communication and simultaneously can apply the tools of Technical Communication in the media industry today.

Programme Learning Outcomes

It provides opportunities to work in the media industry like Newspapers, Radio, Television, Graphic Artist, Desktop Publisher, Customer Service Execution, Digital Photographer, Web Designer, Instructional Designer, Animator, Cartoonist, Production Assistant, Ad Photographer, and Event Manager etc. The course enhances the students to understand media skills and the skill set to handle video equipments' and cameras and gives expertise in audio and video production editing software and trains the students to act as RJ, VJ. Visual editor.

Aim of the program

To make the student understand the skills and its application in visual communication.

To make the student to work as media professionals in film industry, graphic designing, web designing and in entertainment industry.

Graduate attributes

The learner must be dynamic and prepared for employment in complex, ever – changing environments in the media industry.

The learner must have the ability to express thoughts and ideas effectively in written, oral and in technical communication.

The learner must have the ability to work with team members in the corporate media industry.

B. A.VISUAL COMMUNICATION

FIRST SEMESTER

SUBJECTS	CREDITS	EXAM HRS	MAX. MARKS		
			External	Internal	TOTAL
PART I LANG.PAPER I	3	3	75	25	100
PART II ENGLISH PAPER I	3	3	75	25	100
PART III Core Paper – I Introduction to Visual Communication	4	3	75	25	100
PART III – Core Paper – II Drawing – I (Practical)	4	3	60	40	100
Allied Paper – I Graphic Design –I (Practical)	5	3	60	40	100
PART IV Basic Tamil/Adv.Tamil/NME	2		75	25	100
Soft Skill-I	3	3	50	50	100

Non - Major Elective for Ist Semester

1. Consumer protection and Consumer Rights
2. Basic principle in management
3. Indian Constitution
4. Disaster Management

II SEMESTER

SUBJECTS	CREDITS	EXAM HRS	MAX. MARKS		
			External	Internal	TOTAL
PART I LANG.PAPER-II	3	3	75	25	100
PART II ENGLISH PAPER -II	3	3	75	25	100
PART III <i>Core Paper III : Communication Skills</i>	4	3	75	25	100
Core Paper IV: Drawing – II	4	3			100
Allied Paper – II- Graphic Design – II	5	3			100
PART IV-Basic Tamil/Adv.Tamil/NME	2		75	25	100
Soft Skill - II	3	3	50	50	100

Non - Major Elective for IInd Semester

1. Basics of health care management
2. Basic of corporate E management
3. Human rights
4. Environmental crime

THIRD SEMESTER

Course Components	Subjects	Int. Hrs	Credits	Exam Hrs.	Max. Marks		
					Ext. Marks	Int. Marks	Total
Part - I	Language- Paper - III	6	3	3	75	25	100
Part - II	English - Paper - III	6	3	3	75	25	100
Part - III	Core Paper – V – Advertising	4	4	3	75	25	100
	Core Paper – VI – Communication Aesthetics	5	4	3	75	25	100
	Allied Paper – III - Computer Graphics [Practical]	6	5	Viva	*R.80	V.20	100
Part - IV	Soft Skill - III	2	3	3	60	40	100
	Environmental Studies	1			Examination will be held in IV Semester		

*R = Record; V = viva

FOURTH SEMESTER

Course Components	Subjects	Inst. Hrs.	Credits	Exam Hrs.	Max. Marks		
					Ext. Marks	Int. Marks	Total
Part - I	Language- Paper - IV	6	3	3	75	25	100
Part - II	English - Paper - IV	6	3	3	75	25	100
Part - III	Core Paper – VII –Film Studies	4	4	3	75	25	100
	Core Paper – VIII – Basic Photography	4	4	3	75	25	100
	Allied Paper – IV - Practical Photography [Practical]	6	5	Viva	*R.80	V.20	100
Part - IV	Soft Skill -IV	2	3	3	60	40	100
	Environmental Studies	1	2	3	75	25	100

FIFTH SEMESTER

Course Components	Subjects	Inst. Hrs.	Credits	Exam Hrs.	Max. Marks		
					Ext. Marks	Int. Marks	Total
Part - III	Core Paper – IX - Media, Culture and Society	6	4	3	75	25	100
	Core Paper – X – Television Production	5	4	3	75	25	100
	Core Paper – XI – Web Publishing [Practical]	6	4	Viva	R.80	V.20	100
	Core Paper – XII - Advertising Photography [Practical]	6	4	Viva	R.80	V.20	100
	Elective Paper – I Audio and Video editing practical*	6	5		R.80	V.20	100
Part - IV 4.	Value Education	2	2				

*** Audio and Video editing practical is newly added instead of Elective Project**

SIXTH SEMESTER

Course Components	Subjects	Inst. Hrs.	Credits	Exam Hrs.	Max. Marks		
					Ext. Marks	Int. Marks	Total
Paper - III	Paper – XIII – Visual culture of India and Tamilnadu	5	4	3	75	25	100
	Paper – XIV – TV Production Practice [Practical]	6	4	Viva	R.80	V.20	100
	Paper – XV – 3 D Animation [Practical]	6	4	Viva	R.80	V.20	100
Project	Elective Paper – II Project (Media Internship)	6	10	Viva			100
Part - V	Extension Actives						

Given the special nature of the Visual Communication course, Project is compulsory. Project will be done in three phases as detailed in the syllabus.

UNIVERSITY OF MADRAS

B.A. DEGREE COURSE IN VISUAL COMMUNICATION

SYLLABUS

Semester - I

Core Paper – 1: Introduction to Visual Communication

Unit 1:

Communication: Definition, types of Communication, Need for and the Importance of Human and Visual Communication, nature of communication, Communication as expression, skill and process, Understanding Communication: SMCR Model

Unit 2:

Communication as a process: Message, Meaning, Connotation, Denotation Culture/Codes etc. flow of Communication, barriers to Communication ,Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation

Unit 3:

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

Unit 4:

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

Unit 5:

Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

References

Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning

Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning

Picture this: Media Representation of Visual Arts and artists. University of Luton Press

Palmer, Frederic: Visual Elements of Art and Design,1989, Longman

Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists,1982, Astragal Books. London

Core Paper – II: Drawing – I –Practical

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

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

Allied Paper : Graphic Design – I -Practical

(Hand Drawing—Lines, Sketches)

Record I should contain handwork done by students on basic elements of design. There should be minimum of THREE exercises for each topic outlined below for **Record I**.

Record:

- Lines of different thickness
- Curves of different thickness
- Shapes of different forms
- Patterns—of different kinds
- Distortion—of different kinds
- Lettering(fonts) Alphabets
- Fonts Numbers

Semester II

Core Paper –III - Communication Skills

Unit I:

Need for communication, communication and language, Right to communicate, communication and information, Interpersonal communication: Theories and Models - Transactional analysis etc.

Unit II:

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

Unit III:

Theories of the press / media ; authorization theory, libertarian or free press theory, social responsibility theory, soviet media theory, development communication theory, democratization theory. Public communication: Rhetoric Model, Persuasion Models

Unit IV:

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

Unit V:

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

References

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

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

Core Paper –IV Drawing – II

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

- Forms— humans, animals, birds,
- Live models
- Landscapes
- Monuments
- Environmental Exposure

Allied Paper II : Graphic Design – II

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

Record

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

Semester III

CORE PAPER – V: Advertising and Publication Design

Unit I

Advertising: Definition, origins and development of advertising, modern Advertising, history of Indian advertising. Types of advertising. Principles of advertising Nature of advertising Scope of advertising. Roles of Advertising: Societal, Communication, Marketing and Economic. Functions of advertising.

Unit II

Based on target audience, geographical area, Media & Purpose. Classified advertising, Corporate and Promotional Advertising. Web Advertising.

Unit III

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

Unit IV

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

Unit V

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

References

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

CORE PAPER – VI: Communication Aesthetics

Instead of printing and publication recommended by Board Chairman Content will be prepared by Board Chairman for 'Communication Aesthetics'

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

References

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

Allied Paper – III: Computer Graphics I

(Practical: Record - 80, Viva - 20)

The practical will include

1. DTP for Publication Design: PageMaker (latest version)
2. Editing and manipulation of image/pictures using **Adobe PhotoShop, Corel Draw, Adobe Illustrator, Adobe In design** (latest Versions)

Exercises

1. Design a 'logo' for an
 - a. Advertising Agency
 - b. Commercial Organization
 - c. Non-profit organization
 - d. Government agency
 - e. Service Industry
2. Design a 'Visiting Card' & 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise.
3. Design a 'News Letter' for any one of the above-mentioned agencies.
4. Design the 'front cover' of an in-house journal published by any one of the above mentioned agencies.
5. Design a Package for any product
6. Design a poster for
 - a. PR Campaign
 - b. Event Management Company
 - c. Social Awareness Campaign
7. Design a Men's wear/ Women's Wear/ Children's Wear
8. Design any object for Interior decoration
9. Design portrait in digital painting mode
10. Design poster for a Movie

Semester IV

CORE PAPER – VII: **Film Studies**

Unit I

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

Unit II

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production –Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition. Digital Distribution. Web Series. Over the Top platforms OTT.

Unit III

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

Unit IV

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

Unit V

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

References

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

CORE PAPER – VIII: Basic Photography

Unit I

Human Eye and Camera. Basics of Camera.(aperture, shutter speed, focal length, f-stop, depth of field etc.) Camera operations. Types of Camera. Types of Lenses. Visual Perception.

Experiencing equipment— different types of cameras, lenses, filters, bellows, converters etc., Mobile photography: understanding smart phones, social media friendly advertising.

Unit II

Understanding lighting—indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

Unit III

Types of Film -Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and colour photography—negatives, colour materials, processing and printing.

Unit IV

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

Unit V

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

Allied Paper – III: Practical Photography

(*Practical*: Record - 80, Viva - 20)

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

Exercises

1. Landscape (scenic, people, birds/animals, monuments)
2. Portraits
3. Photo feature,
4. Photo language
5. Environmental exposure –
6. Silhouette
7. Freezing movement
8. Panorama
9. Indoor photography
10. Industrial photography
11. Special effects
12. Journalism Photography
13. Product Photography
14. Wild Life Photography
15. Street Photography

Semester V

CORE PAPER – IX: Communication Culture and Society

Unit 1

Disintermediation Why study media? Understanding mass media. Characteristics of mass media. Social media: History of Social Media, Evolution and impact of social media, Role of social Media in public opinion. Effects of mass media on individual, society and culture – basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.

Unit 2

Media Audience analysis (mass, segmentation, product, social uses). Audience making. Audience rights, Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.

Unit 3

Media as text. Approaches to media analysis - Marxist, Semiotics, Sociology, Psychoanalysis. Data analysis, user generated content tools. Media and realism (class, gender, race, age, minorities, children, etc.)

Unit 4

Media as consciousness Industry. Role of media in social change. Social construction of reality by media. Rhetoric of the image, narrative, etc. Media myths (representation, stereotypes, etc.) -- Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy

Unit 5

Media and Popular culture — commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture

References

Silverstone, Rogers (1999). Why Study Media? Sage Publications

Potter, James W (1998). Media Literacy. Sage Publications

Grossberg, Lawrence et al (1998). Media-Making: Mass Media in a Popular Culture. Sage Publications

Evans, Lewis and hall, Stuart (2000). Visual Culture: The Reader. Sage Publications

Berger, Asa Authur (1998). Media Analysis Techniques. Sage Publications

CORE PAPER – X: Television Production

Unit I

Introduction of visualization, writings to visuals. Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

Unit II

Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set & design ,Research. Locations: In-door, set, On-sights sets, -- Outdoor on-sight sets, blue matte. Etc.,

Unit III

Basic camera mounts, Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL),aspect ratio, White balance, framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.), usages of various filters (day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.,) colour temperature, how to control color temperture,lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.,)

Unit IV

Video recording format - Audio on line or off line . Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omni-directional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.,).

Unit V

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting—sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing – linear, non-linear, types of editing modes (assemble mode, insert mode, on line mode) correction of audio problem computer editing - time code roll editing, etc., Television graphics & titling and specials effects, Audio – Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programmes.

References

Millerson, G. H (1993) Effective TV Production. Focal Press
Holland, P (1998). The Television Handbook. Routledge
Herbert Zettl .Television Production Handbook Ninth edidtion.

CORE PAPER – XI: Web Publishing

(Practical: Record - 80, Viva - 20)

Web publishing: Web Publishing Tool, FrontPage or **Dream Weaver**,
HTML, XML Programming

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

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

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

Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts

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

Note

1. The web pages should contain objects created by the students only. **No objects/ elements downloaded from the Internet should be used.** If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop.
2. A minimum of Five exercises should be carried out on each theme outlined above
3. At least FIVE complete web sites for different categories of products or organizations must be created for the record
4. All exercises should be accompanied by “paper-page” and “paper-design” in **record** form along with the original file containing the exercises.
5. The above mentioned are the *minimum requirement* for external examination.

References

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

CORE PAPER – XII: Advertising Photography

(Practical: Record - 80, Viva - 20)

1. Visual of the product alone (photograph against plain backdrop)
2. Visual of the product in a setting where it is used.
3. Visual in use.
4. Visual of a benefit from using the product.
5. Visual showing the loss or disadvantage resulting from not using the advertised product.
6. Dramatization of the headline.
7. Dramatization of the evidence.
8. Dramatizing a detail (in the product)
9. Comparison between two brands.
10. Contrast between before and after using the product.
11. Visuals using Trade Characters.
12. Symbolism.
13. Abstract illustration (logo)
14. Continuity strip
15. Mood setting visual.
16. Visual of the product in the package.
17. Visual of the product ingredients or raw materials.
18. Special effects (freezing movements)
19. Montage
20. Visual with models.

Elective Paper – I: Audio and Video editing practical

1. Audio Editing Exercises;

- i. Create a Advertisement
- ii. Create a PSA
- iii. Create a Storybook
- iv. Create a Jingle
- v. Create a Interview program
- vi. Create a audio effects

2. Video Editing Exercises;

- i. Create a Title card
- ii. Create a video song (the available movie songs can be used)
- iii. Create a collage (the available movie songs/ clips can be used)
- iv. Create a video clip using various Transitions
- v. Create a video clip using various Effects
- vi. Create a video clip using matte(Blue/Green) removal technique

Semester VI

CORE PAPER – XIV: **Visual Culture of India and Tamilnadu.**

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Unit V:

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

References

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

CORE PAPER – XIV: TV Production Practice

(Practical: Record - 80, Viva - 20)

1. Students should write original scripts for different formats like documentary and TV commercial (five exercises) — these should be submitted as a separate Record
2. Shoot a Short story or Documentary—duration not to exceed 5 Minutes, and
3. Shoot a Commercial— 15 or 20 second spots

Each student should do individual projects containing the record and the program. Final practical examination will test students on their ability to prepare a complete script and story board on any of the above-mentioned format.

CORE PAPER – XV: 3 D Animation

(Practical: Record - 80, Viva - 20)

Project work (walk-through, animated logo, etc.) should contain record containing advanced animation works done by the student. At least FIVE concepts for animations should be included as a part of the record. Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. All exercises should be accompanied by “paper-design” in **record** form along with the original file containing the exercises.

PROJECT

General Instructions for Practical Examinations

- All records should contain exercises done by students during the course of the year (with proper dates) duly attested and verified by the concerned faculty
- The minimum number of exercises as specified for each paper should be completed by the students
- For Drawing, thumb-nail sketch would accompany the original. For Graphic Design I, Record I and II all exercises should be done by hand. No cutting and pasting from magazines or any other secondary material will be allowed
- For Electronic Publishing and Project on Multimedia/Web Designing, the “Paper Page and Design” in **Record Format** should accompany the original file containing the design exercises. “Paper Page and Design” are rough sketch and design plan done in plain paper before the actual design process using the software
- For Electronic Publishing, Graphic Design II and Project no objects (pictures, images, graphics etc) downloaded from the Internet or available from standard templates should be used. Students are expected to create their own elements or objects for their final design.
- **TV production should be done on individual basis**

General References for Computer Graphics/ Multi-media and Web Publishing

Lester (1996): Desktop Computing Workbook. Thomson Learning

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