

PONDICHERY UNIVERSITY

(A CENTRAL UNIVERSITY)



B.Sc. VISUAL COMMUNICATION

(Choice Based Credit System)

Regulations & Syllabus

2017-18 onwards

SCHEME FOR CHOICE BASED CREDIT SYSTEM IN B.Sc. MULTIMEDIA(VISUAL COMMUNICATION)

| Subject code | Modern Indian Languages (MIL)/ English (4/4) | Core Course Discipline Specific Course (DSC) (10) | Ability Enhancement Compulsory Course (2) (AECC) | Skill Enhancement Course (SEC) (4) | Discipline Specific Elective (DSE) (6) | Generic Elective Course (GE)(2) | Hours/week | | Credits |
|--------------|--|---|--|------------------------------------|--|---------------------------------|------------|-----|-----------|
| | | | | | | | Theory | Lab | |
| LTAM 111 | Language-I | | | | | | 3 | - | 3 |
| ENGL 112 | English-I | | | | | | 3 | - | 3 |
| BVCT 111 | | Introduction to Visual Communication | | | | | 5 | - | 5 |
| BVCP 112 | | Fundamentals of Drawing | | | | | 2 | 6 | 5 |
| BVCP 113 | | Introduction to Computers | | | | | 2 | 6 | 5 |
| PADM 113 | | | Public Admin | | | | 3 | | 3 |
| Total | | | | | | | | | 24 |
| LTAM 121 | Language-II | | | | | | 3 | - | 3 |
| ENGL 122 | English-II | | | | | | 3 | - | 3 |
| BVCT 121 | | Communication Theories and Concepts | | | | | 5 | - | 5 |
| BVCP 122 | | Basics of Photography | | | | | 2 | 6 | 5 |
| BVCP 123 | | User Interface Design | | | | | 2 | 6 | 5 |
| ENVS 123 | | | Environmental studies | | | | 3 | - | 3 |
| Total | | | | | | | | | 24 |
| LTAM 231 | Language-III | | | | | | 3 | - | 3 |
| ENGL 232 | English-III | | | | | | 3 | - | 3 |
| BVCT 231 | | Television Production - Theory | | | | | 5 | - | 5 |
| BVCT 232 | | Understanding Indian Society | | | | | 5 | - | 5 |

| | | | | | | | | | |
|--------------|-------------|--------------------------------------|--|---------------------------|---|--------------------------|---|---|-----------|
| BVCP 233 | | Photo Journalism | | | | | 2 | 6 | 5 |
| BVCP 234 | | | | Video Editing | | | 1 | 4 | 3 |
| Total | | | | | | | | | 24 |
| LTAM 241 | Language-IV | | | | | | 3 | - | 3 |
| ENGL 242 | English-IV | | | | | | 3 | - | 3 |
| BVCT 241 | | Printing and Publication design | | | | | 5 | - | 5 |
| BVCP 242 | | Computer Graphics | | | | | 2 | 6 | 5 |
| BVCP 243 | | Television Production - Practical | | | | | 2 | 6 | 5 |
| BVCP 244 | | | | Page Layout and Design | | | 1 | 4 | 3 |
| Total | | | | | | | | | 24 |
| BVCP 351 | | | | Internship | | | | | 2 |
| BVCT 352 | | | | | Advertising | | 5 | - | 5 |
| BVCP 353 | | | | | Introduction to 2D & 3D Animation | | 2 | 6 | 5 |
| BVCP 354 | | | | | Media Production | | 2 | 6 | 5 |
| BVCP 355 | | | | | Project-I | | 2 | 6 | 5 |
| BVCT 357 | | | | | | Communicati on Skills | 3 | - | 3 |
| Total | | | | | | | | | 20 |
| BVCP 361 | | | | Audio Production | | | 1 | 4 | 3 |
| BVCT 362 | | | | | Media Laws and | | 5 | - | 5 |

| | | | | | | | | | |
|--------------|-----------|-----------|----------|-----------|------------------------|----------------------|---|---|------------|
| | | | | | Ethics | | | | |
| BVCT 363 | | | | | Film Appreciation | | 5 | - | 5 |
| BVCP 364 | | | | | Documentary Project | | 2 | 6 | 5 |
| BVCP 365 | | | | | Web Design | | 2 | 6 | 5 |
| BVCT 366 | | | | | | Writing for Media | 3 | - | 3 |
| Total | | | | | | | | | 21 |
| Total | 24 | 60 | 6 | 11 | 30 | 6 | | | 137 |

XXXX 11X – Course offered by any other department in the same college. Subject code as per given by the respective department.

ENVS 12X – Same Subject code as this course is common for all UG Programmes.

| COURSE – NUMBER OF PAPERS | TOTAL CREDITS |
|--|----------------------|
| Modern Indian Languages (MIL) – 4 (1X4 semester) | 12 |
| ENGLISH – 4 (1X4 semester) | 12 |
| AECC -2 (1X2 semester) | 6 |
| DSC – 10 | 60 |
| DSE - 6 (1+1+2+2/semester) | 30 |
| SEC – 4 (1X4 semester) | 11 |
| GE – 2 (1X2 semester) | 6 |
| TOTAL | 137 |

PONDICHERRY UNIVERSITY
PUDUCHERRY 605 014.

B.Sc. MULTIMEDIA (VISUAL COMMUNICATION)

REGULATIONS

Aim of the Course:

The Degree of Bachelor of Multimedia (Visual Communication) aims to introduce the students to Visual Communication. At the end of the course, the students are expected to have good working knowledge in the tools and technologies of Visual Communication.

Eligibility for Admission:

Candidates for admission to B.Sc. Multimedia (Visual Communication) shall be required to have passed Higher Secondary Examination conducted by the Government of Pondicherry/Tamil Nadu or an examination accepted as equivalent thereto, subject to such conditions as may be prescribed thereafter.

Duration of the Course:

The Course shall be of three years duration spread over six semesters. The maximum duration to complete the course shall be 5 years.

Medium:

The medium of instruction shall be English.

Passing Minimum:

Passing Eligibility & classification for the award of the Degree, as existing for the other B.Sc. degree courses.

B.Sc. Multimedia (Visual Communication)

CBCS - Course Structure 2017– 2018 onwards

| Course (Theory) / (Practical) | Subject Code | Subject | Lecture | Lab | Credits |
|-------------------------------------|--------------|--------------------------------------|---------|-----|---------|
| First Semester | | | | | |
| MIL-1 | LTAM 111 | Language-I | 3 | - | 3 |
| ENGLISH-1 | ENGL 112 | English-I | 3 | - | 3 |
| DSC-1A(T) | BVCT 111 | Introduction to Visual Communication | 5 | - | 5 |
| DSC-2A(P) | BVCP 112 | Fundamentals of Drawing | 2 | 6 | 5 |
| DSC-3A(P) | BVCP 113 | Introduction to Computers | 2 | 6 | 5 |
| AECC-I | PADM 113 | Public Administration | 3 | - | 3 |
| Total | | | | | 24 |
| Second Semester | | | | | |
| MIL-2 | LTAM 121 | Language-II | 3 | - | 3 |
| ENGLISH-2 | ENGL 122 | English-II | 3 | - | 3 |
| DSC-1B(T) | BVCT 121 | Communication Theories and Concepts | 5 | - | 5 |
| DSC-2B(P) | BVCP 122 | Basics of Photography | 2 | 6 | 5 |
| DSC-3B(P) | BVCP 123 | User Interface design | 2 | 6 | 5 |
| AECC –II | ENVS 123 | Environmental Studies | 3 | - | 3 |
| Total | | | | | 24 |
| Third Semester | | | | | |
| MIL-3 | LTAM 231 | Language-III | 3 | - | 3 |
| ENGLISH-3 | ENGL 232 | English-III | 3 | - | 3 |
| DSC-1C(T) | BVCT 231 | Television Production - Theory | 5 | - | 5 |
| DSC-2C(P) | BVCT 232 | Understanding Indian Society | 5 | - | 5 |
| DSC-3C(P) | BVCP 233 | Photo Journalism | 2 | 6 | 5 |
| SEC-1(P) | BVCP 234 | Video Editing | 1 | 4 | 3 |
| Total | | | | | 24 |
| | | | | | |
| | | | | | |

Fourth Semester

| Course | Subject code | Subject | Lecture | Lab | credits |
|------------|--------------|-----------------------------------|---------|-----|---------|
| MIL-4 | LTAM 241 | Language-IV | 3 | - | 3 |
| ENGLISH-4 | ENGL 242 | English-IV | 3 | - | 3 |
| DSC-1D(T) | BVCT 241 | Printing and Publication design | 5 | - | 5 |
| DSC-2D(T) | BVCP 242 | Computer Graphics | 5 | - | 5 |
| DSC-3D (P) | BVCP 243 | Television Production - Practical | 2 | 6 | 5 |
| SEC-2(P) | BVCP 244 | Page Layout and Design | 1 | 4 | 3 |
| Total | | | | | 24 |

Fifth Semester

| | | | | | | |
|-------------------------------|----------|-----------------------------------|------------------|---|----|---|
| SEC-3 | BVCP 351 | Internship | - | - | 2 | |
| *DSE-1A *DSE-2A *DSE-3A | BVCT 352 | Advertising | A n y 3 | 2 | 6 | 5 |
| | BVCP 353 | Introduction to 2D & 3D Animation | | 5 | | 5 |
| | BVCP 354 | Media Production | | 2 | 6 | 5 |
| | BVCP 355 | Project-I | | 2 | 6 | 5 |
| GE-1 | BVCT 356 | Communication Skills | 3 | - | 3 | |
| Total | | | | | 20 | |

Sixth Semester

| | | | | | | |
|-------------------------------|----------|-----------------------|------------------|---|---|----|
| SEC- 4 | BVCP 361 | Audio Production | | 1 | 4 | 3 |
| *DSE-1B *DSE-2B *DSE-3B | BVCT 362 | Media Laws and Ethics | A n y 3 | 2 | 6 | 5 |
| | BVCT 363 | Film Appreciation | | 5 | | 5 |
| | BVCP 364 | Documentary Project | | 2 | 6 | 5 |
| | BVCP 365 | Web Design | | 2 | 6 | 5 |
| GE-2 | BVCT 366 | Writing for Media | | 3 | - | 3 |
| Total | | | | | | 21 |

XXXX 11X – Course offered by any other department in the same college. Subject code as per given in the respective department syllabus.

ENVS 12X – Common Subject Code as this course is compulsory for all UG Programmes.

Important Note:

Plagiarism – Plagiarism on assignments or cheating on exams are serious offenses and earn the student a failing grade for the paper.

SEMESTER I

B.Sc. MULTIMEDIA (VISUAL COMMUNICATION)

I YEAR – SEMESTER I

Introduction to Visual Communication (Theory)

Subject Code: BVCT 111

Credits: 5

Duration of Examination: 3 hrs

Maximum Marks: 100
(Theory 75: CA 25)

Unit I

Need for and Importance of Human and Visual Communication. Elements of Communication. Communication: Meaning, Importance and Process, Objectives of Communication, Types of Communication. Barriers to Communication. Understanding Communication: SMCR-Model. Visual communication Platforms such as TV, mobile, Digital installations, etc.

Unit II

Communication as an expression, skill and process. Message, Meaning, Connotation, Denotation Culture/Codes. Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation.

Unit III

Fundamentals of Design: Definition, Approaches to Design, Centrality of Design, Elements of Visual Design. Principles of Visual Design. Design and Designers (Need, role, process, methodologies etc.)

Unit IV

Principles of Visual and Sensory Perceptions – Gestalt Theory. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions. Design and concept development process - research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools, design execution, and presentation.

Unit V

Basics of Visual Design. Definition, Various stages of design process- problem identification, search for solution, refinement, analysis, decision making, and implementation.

Readings:

1. Susan B. Barnes, (2011), An Introduction to Visual Communication: From Cave Art to Second Life.
2. Rick Williams, (2007), Visual Communication: Integrating Media, Art, and Science, Routledge Communication Series.
3. Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning Schildgen, T (1998). Pocket Guide to colour with digital applications.
4. Bo Bergstrom, (2008), Essentials of Visual Communication, Laurence King Publishing, London.
5. Philip Hayward, (1998), Picture this: Media Representations of Visual Arts and artists. University of Luton Press.

Fundamentals of Drawing (Practical)

Subject Code: BVCP 112

Credit: 5

Duration of Examination: 3hrs

Maximum Marks: 100
(Practical 75: Record 25)

The drawing record should contain exercises completed by each student in every practical class during the first semester with proper dates and signature of the course teacher. 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.}. Introduction to Materials – pencils, brushes and effects.

- * Geometrical shapes
- * Perspectives
- * Overlapping objects
- * Light and shade
- * Drawings using different medium

Introduction to Computers (Practical)

Subject Code: BVCP 113

Credit: 5

Duration of Examination: 3 hrs

Maximum Marks: 100
(Practical 75: Record 25)

Unit I

What is a Computer? Functionalities of Computer. Computer Components: Hardware – Input, output devices and Software.

Unit II

Software – System software- OS and Application software – some popular software.

Unit III

Computer networks and its types. Internet.

Unit IV

Unit of Measurements - computer data storage, computer speed.

Unit V

Types of computers – Personal, mainframe, workstation, mini, laptop, super computers, etc. Computer viruses.

Readings:

1. Anita Goel, (2010), Computer Fundamentals, Pearson.
2. Peter Norton, (2005) Introduction To Computers (Special Indian Edition), Tata Mcgraw Hill.

Semester II

B.Sc.MULTIMEDIA (VISUAL COMMUNICATION)

I YEAR – SEMESTER II

Communication Theories and Concepts (Theory)

Subject Code: BVCT 121

Credit: 5

Duration of Examination: 3 hrs

Maximum Marks: 100
(Theory 75: CA 25)

Unit I

Modes and Media of Communication.

Unit II

Interpersonal communication: Theories and Models-Transactional analysis. Ideation and Creative Thinking-Lateral Thinking.

Unit III

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

Unit IV

Public communication: Rhetoric Model, Persuasion Models. Non-verbal Communication: Theories and Models, Types of non-verbal behaviour –Kinesics, Haptics, Proxemics, Para language, Chronemics.

Unit V

Theories of mass communication: Agenda setting theory, Normative theories, Uses and gratification theory, Two step flow theory, Spiral of silence theory, Cultivation theory.

Readings:

1. Coble, Paul / Schulz, Peter J. (2013), Theories and Models of Communication.
2. Denis McQuail, (2010), McQuail's Mass Communication Theory, SAGE Publications
3. Martha J. Haun, (2010), Communication Theory and Concepts.
4. Wood, Julia T, (2001), Communication Mosaics: An Introduction to the Field of Communication, Wadsworth
5. Larson, Charles U, (2001), Persuasion-Reception and Responsibility. Wadsworth.

Basics of Photography (Practical)

Subject Code: BVCP 122

Credit: 5

Duration of Examination: 3 Hrs

Maximum Marks: 100
(Practical 75: Record 25)

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 – SLR, DSLR. Types of Lenses. Visual Perception.

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 & white and Colour photography-negatives, colour materials, processing and printing, Photoshop.

Unit IV

Basic Requirements, Equipment. 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

Composition - 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. Digital formats. Copy right and photo ethics. Ethical use of photography.

Submit a Record of your works for the final exam.

Readings:

1. Tom Grimm, (2003), The Basic Book of Photography: Fifth Edition, Penguin.
2. Chris Gatcum, (2016), The Beginner's Photography Guide, 2nd Edition, DK.

User Interface Design (Practical)

Subject Code: BVCP 123

Credit: 5

Duration of Examination: 3 hrs

Maximum Marks: 100
(Practical 75: Record 25)

Unit I: Introduction to User Interfaces

The historical development of user interfaces. User interface components: Navigational components, input controls, informational components. Usability of Interactive Systems, Guidelines, Principles, and Theories.

Unit II: Development Process

Managing Design Processes; Evaluating Interface Designs. Human factors for UI design-Colour, visual hierarchies, spacing, navigation, typography, understanding users - Social, Ethical, and Legal Issues.

Unit III: Interaction Styles

Direct Manipulation and Virtual Environments. Types - Menu Selection, Form Filling, Dialog Boxes, Command and Natural Languages. Interaction Devices. Interaction design patterns. Interaction design for different application areas.

Unit IV: Principles of Visual Communication

Analysis of a user interface from a communication perspective, Creating interface mock-ups for web and mobile design, Card sorting and brainstorming.

Unit V: Design Issues

User Documentation and Online Help. Information Search and visualization. UI design Project.

Readings:

1. Ben Shneiderman, (2009), Catherine Plaisant, Designing the User Interface, Fifth Edition, Addison Wesley, ISBN-10: 0-321-53735-1, ISBN-13: 978-0-321-53735-5
2. Jeff Johnson, (2010), Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules, Morgan Kaufmann Publishers, USA. ISBN: 978-0-12-375030-3

Semester III

B.Sc.MULTIMEDIA (VISUAL COMMUNICATION)

II YEAR – SEMESTER III

Television Production - Theory

Subject Code: BVCT 231

Credit: 5

Duration of Examination: 3 hrs

Maximum Marks: 100
(Theory 75: CA 25)

Unit I

Introduction to moving picture. Introduction of visualization, Different approaches to visualization - short Films, documentary and Ad films. Types of telecasting, Production standards. Phases of Production. Role of Crew in Television Production, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

Unit II

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

Unit III

Camera techniques & operation, Types of camera – action camera, Digital formats, framing, shots, focus & 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, Lighting design - Techniques. Various types of Lights (baby, Junior, Senior, etc.) colour temperature, lighting for different situations (interviews, indoor, out-door), Introduction to VR.

Unit IV

Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omnidirectional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.) Knowledge about audio recording (mono, stereo, surround sound). Audio - Dubbing, Back ground Music, SFX, re-recording- synchronizing of video and audio, voice over (narration), etc. Diegetic and Non-diegetic sound. Latest technological advancements in Surround sound system.

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, voiceover or narration, music and dubbing, Video Editing - linear, non-linear, editing modes (Assemble mode, insert mode), computer editing - EDL, etc., Video compression. Compression formats – MPEG, etc. Latest technological developments – Time Slice, virtual cinematography, motion capture, etc. Television graphics & titling and specials effects. Presentation skills, recording live programmes. Recent Technological advancements in Video Production.

Readings:

1. Jim Owens, (2017), Video Production Handbook.
2. Andrew Utterback, (2015), Studio Television Production and Directing: Concepts, Equipment, and Procedures.
3. Zettl, Herbert, P (2015). Television Production Handbook.
4. Millerson, G. H (1993) Effective TV Production. Focal Press

Understanding Indian Society **Subject Code: BVCT 232**

Duration of Examination: 3 hrs

Credit: 5
Maximum Marks: 100
(Theory 75: CA 25)

Unit I

What is Culture? Understanding Culture.

Unit II

Introduction to Sociology. Gender, caste, Community, regional, Geographical differences.

Unit III

Approaches to media analysis: Semiotics, Sociology, and Psychoanalysis. Audience: Active Vs Passive.

Unit IV

The role of Media in a society. Media as a consciousness Industry. Social construction of reality by media.

Unit V

Media and Popular culture. Media representation, stereotypes.

Readings:

1. Berger, Asa Arthur, (2012), Media, Myth, and Society, Palgrave Pivot.
2. Jonathan Baldwin , Lucienne Roberts, (2006), Visual Communication: From Theory to Practice.
3. Potter, James W (1998) Media Literacy. Sage Publications
4. Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
5. Berger, Asa Arthur, (1998). Media Analysis Technique. Sage Publications

Photo Journalism (Practical)

Subject Code: BVCP 233

Credit: 5

Duration of Examination: 3 hrs

Maximum Marks: 100
(Practical 75: Record 25)

Unit I

Introduction to Photojournalism: Elements of Visual news story telling, History of photojournalism. Organisation of a newspaper, Structure of newsroom, Role of photojournalists in a newsroom, communicating with the desk, briefing and debriefing. Types of news stories and writing style. Developing an eye for news photos. Principles and Ethics and of photojournalism, Media laws and Intellectual Property Rights.

Unit II

Caption writing for news, feature. Photography for specialised, niche publications. Coordination among photojournalists, editorial and page design collage, opportunities for young photojournalists outside newspaper journalism.

Unit III

A student has to work on this project (on any one of the following themes) under the supervision and guidance of a faculty member allotted by the department. Students have to submit the project in 8" X 12" size photographic paper. The student has the choice of colour and paper quality to be used for printing the photographs. Select a wide/broad field (like wildlife, human interest, disasters, lifestyle, child labour, old age, traffic hazards, seasons or industry) and compile a collection of 15 news photographs you have clicked. These photographs should reflect the essence of that field. Each photo should have a suitable caption written for the photo. For each photograph write a background note of up to 200 to 300 words explaining the preparation/research, legwork, photography technique, and editing techniques used.

Readings:

1. Kobre Kenneth, (2008), Photo Journalism: The Professionals' Approach, sixth edition, Focal Press.
2. Eisman, (2010), Dugan, and Grey, Read World Digital Photography, Pearson/Prentice.
3. Hall Fred Parrish, (2001), Photojournalism: An Introduction, Wadsworth Thomson.

Video Editing

Subject Code: BVCP 234

Credit: 3

Duration of Examination: 3 hrs

Maximum Marks: 100
(Practical 75: Record 25)

Unit I

Introduction to the history of film editing. Lumiere Brothers, Thomas Edison, Edwin Porter, DW Griffith, the manipulation of editing, Lev Kuleshov's experiment, montage- Eisenstein, the language of cinema; Introduction to the editor as storyteller and understanding the narrative structure. Continuity and complexity editing. Linear and Non-linear editing.

Unit II

Image File Formats, Video Clips, Recording Formats, keying and compositing, Video Compression – JPEG, MPEG, AVCHD, Optimizing for the optical media and the web. Assembling and Creating Movies - Video terminology, Advanced Editing, Virtual clips, Trimming, transferring and Recording - Recording options, Batch capturing and device control.

Unit III

Introduction to editing software. Editing software Interface features and functions how to import and organize footage basic editing techniques.

Unit IV

Watch the work of a Master Editor, Basic Production techniques, Practicing/Reviewing skills.

Unit V

Interview and Film a classmate telling a story for 10 minutes or talking about something they're excited about. Edit together a two minute version of this. Bring in pitch for "Documentary of Place". Screen Interview Editing Demo Work on Documentary of Place projects. Make changes based on feedback from. Final Screening.

Readings:

1. Libby Fischer Hellmann, (2016), Jump Cut.
2. Murch Walter, (2001), In the blink of an eye.
3. Solomons , Tony (1999) : The Avid Digital Editing Room Handbook, 2nd Edition, Los Angeles. Silman- James Press.

Semester IV

B.Sc.MULTIMEDIA (VISUAL COMMUNICATION)

II YEAR – SEMESTER IV

Printing and Publication Design (Theory)

Subject Code: BVCT 241

Credit: 5

Duration of Examination: 3 hrs

Maximum Marks: 100
(Theory 75: CA 25)

Unit I

History of printing. Principles of printing. (Relief, Planography, Intaglio, Silk Screen) Type-setting methods; hot metal, photo composition and digital. Plate making process. Types of printing processes - Letter Press, Offset, Gravure, Flexography and Silk Screen. Lino cut.

Unit II

Colour printing process - colour separation, colour correction and colour reproduction. Laser Printers, Photostat machines, Scanners, Image setters, Direct-to-plate printing etc. Digital pre-press.

Unit III

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

Unit IV

Printing Management, Printing press organization and structure. Economics of printing - different types of paper and ink. Print order estimation.

Unit V

Printing and publishing industry in India. Recent trends printing processes. Design decisions.

Readings:

1. NIIR Board, (2003), The complete book on Printing Technology, Asia Pacific Business Press Inc.
2. Dennis, E(1997). Lithographic technology in transition. Arndams, J.M.
3. Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing
4. McAllister, R (1998) Pathways to Print: Color. Thomson Learning
5. Cost, F (1997) Pocket guide to digital printing. Thomson Learning
6. Bergland, D (1997). Printing in a digital world. Thomson Learning
7. Finley, C (1998). Printing paper and inks. Thomson Learning
8. Amdams, J.M. (1996) Printing Technology 4th Edition. Thomson Learning

Computer Graphics (Practical) **Subject Code: BVCP 242**

Credits: 5

Duration of Examination: 3 hrs

Maximum Marks: 100
(Practical 75: Record 25)

The practical will include

1. Editing and manipulation of image/pictures using Photo editing software (latest Versions)
2. Vector design software.
3. Five design exercises has to be submitted.

Readings:

1. Ji Yong Park (2008), Visual Communication in Digital Design Paperback – May 1,

2. Malamed Connie, (2011), Visual Language for Designers: Principles for Creating Graphics that People Understand.
3. Samara Timothy, (2007), Design Elements: A Graphic Style Manual Paperback.

Television Production - Practical

Subject Code: BVCP 243

Credits: 5

Duration of Examination: 3hrs

Maximum Marks: 100
(Practical 75: Record 25)

Unit I

Using digital photographic equipment. Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects. Using a Tripod, Recording sound, adjusting colour and contrast, Basic lighting. Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera. Handling a Professional Video camera

Unit II

Indoor and Outdoor Shooting methods. Shooting of ceremonies and wedding, special occasions, sports and action, theatre performances, natural scenes, informal parties, family outings, class room lectures, group Discussions, quiz programmes. Adventure shooting, Innovative methods of shooting, Camera angles and movements. Shooting miniature. Wide angle shooting, dolly and crane shots.

Unit III

Finding and Collecting materials and facts related to your story. Where and How to find the materials related to your story. Things to consider before sketching down your story.

Unit IV

Scriptwriting Process and it's various phases Pitching a Story (includes Shot, scene, sequence) Outline: Attempt at putting a story into a dramatic structure from catalyst to climax, identifying the beginning, middle & end of the story, the theme and concept. Treatment: Structure & Composition, the more detailed version of Story told in scenes with plots, characters and dialogues First Draft: The first version of the story in a screenplay format Polishes: Purpose of smoothing out the rough edges of First draft created by the changes, and to address issues within scenes. Second Draft: A finer & polished version of First Draft Additional Drafts.

Unit V

Final Draft: Matching, Framing and Final Composition. Ensuring the script to be screen worthy and ready to shoot. Students have to complete 2 scripts (no longer than 2 minutes) as an assignment.

Shoot a Short Film after approval of your script by the Course Instructor – Running time: Minimum 5 minutes, maximum 8 minutes. Short film is screened and marks are given based on the viva voce.

Readings:

1. Gerald Millerson, Jim Owens, (2009), Television Production, Taylor & Francis.
2. Amanda Willett, (2013), Media Production: A Practical Guide to Radio & TV 1st Edition, Routledge.

Page Layout and Design (Practical)

Subject Code: BVCP 244

Credit: 3

Duration of Examination: 3hrs

Maximum Marks: 100
(Practical 75: Record 25)

Using page layout software, create effective, static and personalized documents that follow established principles of design, typography, color, photography, and ethics.

The primary goals of this class are for you to: 1) understand the basics of graphic design, 2) be competent in the use of Page design software, and 3) create your own personal brand style guide which will be used in subsequent Digital Media classes.

Different design possibilities, Types of paper, and composition.

Submit a Newsletter with a minimum of 16 pages, designed by you.

Semester V
B.Sc.MULTIMEDIA (VISUAL COMMUNICATION)

III YEAR – SEMESTER V

Internship
Subject Code: BVCP 351

Credit: 2

Duration of Examination: 3hrs

Maximum Marks: 100
(Practical 75: Record 25)

Develop learning objectives and choose appropriate media organisations for Internship and apply to selected media organisations requesting an internship for a duration of One month. Student should get Weekly work review from the concerned supervisor/Manager/editor/superior and submit the same to the Faculty advisor along with a bound internship report with your Resume, stating the Objectives, introduction of the organisation, Weekly projects handled, proofs of published works, if any, Supervisor's weekly report, Internship certificate and Experience gained. The Internship should be undertaken in the month of March in the sixth semester. The student has to make a Power point presentation of the same and present during the Evaluation.

Internship Weekly Review Report

Name of the Student:

Class:

Department:

College:

Faculty Advisor:

Media Organisation:

Department:

Nature of Training:

Supervisor:

| Sl.No | Week | Nature of Job | Supervisor's Remarks | Supervisor's Signature |
|--------------|-------------|----------------------|-----------------------------|-------------------------------|
| 1. | First Week | | | |
| 2. | Second Week | | | |
| 3. | Third Week | | | |
| 4. | Fourth Week | | | |

Advertising (Theory)
Subject Code: BVCT 352

Duration of Examination: 3 hrs

Credit: 5
Maximum Marks: 100
(Theory 75: CA 25)

Unit I

Introduction to advertising. What is Visual advertising? Functions of advertising in a Visual Media.

Unit II

Various advertising media – Bill boards, Transit, Outdoor, kiosks, body advertising, 3d ad, social media, web ad, hologram and other traditional media.

Unit III

Visual advertising techniques, Role of images in advertising. Audience perception of Visual advertising in different Media.

Unit IV

Branding, Visual Merchandising, Display, Point of Purchase.

Unit V

Corporate product placement. Case Studies.

Readings:

1. Paul Messaris, (1997), Visual Persuasion: The role of images in advertising, Sage.
2. John Wiley and Sons, (2010), Advertising by design: Generating and designing creative ideas across media, Hoboken.

Introduction to 2D & 3D Animation (Practical)
Subject Code: BVCP 353

Duration of Examination: 3hrs

Credits : 5
Maximum Marks: 100
(Practical 75: Record 25)

Authoring Tools: Macro-Media Director, Flash, 3D Studio Max or open source animation software like Blender. Students should be given orientation of multimedia usability issues and interface design basics.

1. Creation of text in 2D format and 3-D object with animation.
2. Create an image and apply any special effect with movement. (Present

- the Image before and after the effect)
3. Create an animated advertisement.

The submission 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 Photo Shop. All exercises should be accompanied by 'paper design' in record form along with the original file containing the exercises. Note: Each student should provide individual CD-ROMs with all the exercises done during the year with proper dates. Readings:

Readings:

1. Les Pardew, (2007) Character Emotion in 2D and 3D animation, Delmar Cengage learning.
2. Dariush derakhshani, (2014), Introducing Autodesk Maya, Wiley.
3. Peter lord, (2015) Cracking Animation: The Aardman book of 3D animation, , Thames and Hudson.

**Media Production (Practical)
Subject Code: BVCP 354**

Duration of Examination: 3hrs

Credit: 5
Maximum Marks: 100
(Practical 75: Record 25)

Create a minimum of five videos from the genres given below and submit them in CD-ROM for examination. The duration of each video should be a minimum of 3 minutes and a maximum of 5 minutes.

- **Corporate Videos**
- **News**
- **Event Videos**
- **Promotional Videos**
- **Testimonial Videos**
- **Product Videos**
- **Advertising Videos**
- **Educational video**
- **Experimental video or**
- **Any other genre of your choice.**

Project –I
Subject Code: BVCP 355

Credits : 5

Duration of Examination: 3hrs

Maximum Marks: 100
(Practical 75: Record 25)

Students are required to do a project on any one of the following options. The Project content and quality should be approved by the project guide before and after producing the project.

1. Advertising Photography
2. Animation (2D and 3D)
3. Non-narrative Video Production

Communication Skills (Theory)
Subject Code: BVCT 356

Credit: 3

Duration of Examination: 3 hrs

Maximum Marks: 100
(Theory 75: CA 25)

Unit I

What is Communication? Need, importance and types of communication. Barriers to Communication. Essentials of effective communication. Barriers to effective communication. Introduction to Communication Skills. A note on language.

Unit II

Importance of spoken English. Pronunciation. Presenting an appropriate range of verbal and non-verbal skills in variety of situations, interacting with individuals and/or groups, presenting information/ideas/opinions coherently.

Unit III

The process of Listening. Active listening. Academic listening and note taking tips.

Unit IV

Reading skills. Skimming and scanning. Reading comprehension. Levels of reading.

Unit V

Classroom practice: Greeting and Introducing, Practicing short dialogues, Group discussions/seminars/paper presentations, Listening News/conversations/telephonic conversations.

Readings:

1. Seely John, (2005), The Oxford Guide to Writing & Speaking.
2. Cutts, Martin, (2010), The plain English Guide - How to write Clearly & Communicate Better, Oxford University Press.

Semester VI

B.Sc.MULTIMEDIA (VISUAL COMMUNICATION)

III YEAR – SEMESTER VI

Audio Production (Practical) Subject Code: BVCP361

Credit: 3

Duration of Examination: 3hrs

Maximum Marks: 100
(Practical 75: Record 25)

Unit 1

Characteristics of sound waves and its propagation. Acoustics, echo RT decibel, etc. Quality of sound, frequency reference, S/N ratio diversions. Mechanism of human speech and hearing physiology, psychology thresholds of hearing and feeling.

Unit 2

Microphones – different types: Dynamic and condenser. Directional response and polar diagram. Factors governing the selection of mikes. Types of cables and connectors and their uses.

Unit 3

Program formats, voice modulation, presentation skills.

Unit 4

Recording techniques: digital and analogue. Audio Production techniques: Microphone placement, monitoring, field/studio considerations, recording, equalising, noise reduction, location research, Creating sound: sound effects, silence

(functions of sound in relation to picture, sound parallel to picture, sound defines picture, picture defines sound etc.)

Unit 5

Mixing and editing: Audio mastering, file formats, techniques (editing, construction) and MIDI

Submit any three radio programmes from the following: news reading, radio dramas, jingle, promos or talk shows. Each programme should have a minimum duration of 5 minutes.

Readings:

1. De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
2. Belavadi Vasuki, Oxford University Press, 'Video Production'.
3. Millerson Gerald, Focal Press, 'Television Production'

Media Laws and Ethics (Theory)

Subject Code: BVCT362

Duration of Examination: 3 hrs

Credit: 5
Maximum Marks: 100
(Theory 75: CA 25)

Unit I

Introduction to Indian constitution – overview - salient features - constitution - fundamental rights –Article 19 1 (a), Article 18, UN declaration of Human Rights.

Unit II

Defamation& contempt of court, copyright related to various media content, media-related Acts: Introduction to cyber laws, cybercrimes; Reasonable restrictions.

Unit III

Role and powers of Press Council – Responsibilities of the Advertising Standards Council- Prasar Bharati : Responsibilities and powers and limitations – Broadcasting Council- Broadcasting codes – Film Censor Board: role and functions – other media regulatory bodies of the government.

Unit IV

Fair use policy, IT Act 2001, Privacy Act.

Unit V

Ethics and social responsibility. Usage of Visual manipulation, doctoring videos.

Readings:

1. Basu, DD (2010) Law of the Press in India. Prentice-Hall India.
2. Basu DD (2012) Introduction to Indian Constitution, Prentice Hall India.
3. Louis Alvin Day, (2006), Media Communication Ethics, Wadsworth.
4. Nalini Ranjan, (2005), Practicing Journalism– Values, Constraints, Implications: Sage.

Film Appreciation (Theory) **Subject Code: BVCT363**

Duration of Examination: 3 hrs

Credit: 5
Maximum Marks: 100
(Theory 75: CA 25)

Unit I

Brief history of cinema – film and film styles.

Unit II

Film genres

Unit III

Narrative structure of a film – new wave films and other major film movements.

Unit IV

Commercial cinema and art cinema.

Unit V

Film Review and criticism.

Readings:

1. Jim Piper, (2014), The Film Appreciation Book: The Film Course You Always Wanted to Take, Allworth Press.
2. Roger Ebert, (2003), The Great Movies, Broadway.
3. David Gilmour, (2008), The Film Club: A Memoir, Dundurn Press.

Documentary Project (Practical)

Subject Code: BVCP364

Credit: 5

Duration of Examination: 3hrs

Maximum Marks: 100
(Practical 75: Record 25)

The course has a twofold purpose. Firstly, it will aim to provide students with skills and different approaches to „reading” documentary films that deal with social issues. After a brief theoretical introduction to documentary film theory, we will discuss and analyse selected documentaries. This part of the course will not exceed 20% of the course content.

The second and larger part of the course will focus on practical filmmaking training with the aim of introducing students to how to visually express social issues. After taking this course the students are expected to have familiarized themselves with the art of socially engaged storytelling through documentary film. Documentary appreciation.

The students will work in groups of four and will decide on how to divide the various tasks among themselves.

Web Design

Subject Code: BVCP365 (Practical)

Credit: 5

Duration of Examination: 3hrs

Maximum Marks: 100
(Practical 75: Record 25)

Unit I:

Introduction to Internet, Principles of design, screen design, WWW, IP address, DNS, URL, Internet protocols, XML, CMS, Internet, Intranet, User Interface, Web 2.0, open source software, blog.

Unit II:

Basic Web-designing Course includes learning of following mentioned course

- HTML (Create a page in MS Word and export it to HTML)
- CSS
- Java Script
- Open Source Software.

Unit III:

Creation of the Home Page of a Web Site with at least five links.

Creation of a dynamic web page with audio and video files, photo gallery, reader's comment option, pop-up widows, etc. using appropriate web development tool (e.g. Dream weaver) for three different concepts.

Unit IV:

Create your own Blog with your works updated on it.

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

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

Readings:

1. Jennifer Niederst Robbins, (2012), Learning Web Design 4th Edition (A Beginner's Guide to HTML, CSS, JavaScript and Web Graphics), Shroff.
2. Jennifer Niederst, (2001), Learning Web Design - A Beginner's Guide to HTML Graphics & Beyond, O'Reilly.

Writing for Media **Subject Code: BVCT366 (Theory)**

Duration of Examination: 3 hrs

Credits: 3
Maximum Marks: 100
(Theory 75: CA 25)

Unit I

Sources of Information, Characteristics of different types of media. Varying user experience to different medium. Writing for pictures/images.

Unit II

Writing for Print medium. Public Relations and Press Releases. News stories and Features. Online story.

Unit III

Nature and characteristics of Radio. Writing for radio. Different types of Radio programmes. Radio Feature. Style book.

Unit – IV

Nature and characteristics of television – audio and visual elements – Broadcast story – time factor – informational and educational programmes – general and special audience programmes – language and style of presentation. Television documentary script. Commercials. Writing for social media.

Unit – V

Workshop style classes: Write commercials and news script for broadcast use. Five different script writing assignments.

Submit a record of news stories written by you for a newspaper, a feature for a magazine, a script for a radio Programme, a script for a TV programme and an online content for an e-zine, e-newspaper or blog.

Readings:

1. Mencher, Melvin, (2003), “News Reporting and Writing”. New York. McGraw Hill Pub.
2. Hillard, Robert, (2004) ‘Writing for Television, radio and New media (8th ed.)’. Belmont Wadsworth Pub.
3. White, Ted, (2006), ‘Broadcast news writing, Reporting and Producing’, Oxford. Focal Press.
4. Stovall, J. G. (2009). Writing for the Mass Media: 7th Edition. Boston: Pearson.