

**St. PETER'S INSTITUTE OF HIGHER EDUCATION
AND RESEARCH**

(Deemed to be University U/S 3 of the UGC Act, 1956)
Avadi, Chennai – 600 054.



**B.Sc. (VISUAL COMMUNICATION)
DEGREE PROGRAMME**

(I to VI SEMESTERS)

REGULATIONS AND SYLLABI

REGULATIONS – 2016

(Effective from the Academic Year 2016-'17)

B.Sc. VISUAL COMMUNICATION DEGREE PROGRAMME

Regulations – 2016

(Effective from the Academic Year 2016-'2017)

1. Eligibility:

Candidates who passed Higher secondary Examinations conducted by the Government of Tamil Nadu or an Examinations accepted by the Institute are eligible for admission to three Year B.Sc. Programme in Visual Communication.

2. Duration:

Three years comprising 6 Semesters. Each semester has a minimum of 90 working days with a minimum of 5 hours a day.

3. Medium:

English is the medium of instruction and examinations except for the language subjects.

4. Eligibility for the Award of Degree:

A candidate shall be eligible for the award of degree only if he/she has undergone the prescribed course of study in the University for a period of not less than three academic years (6 semesters), passed the examinations of all the six semesters prescribed carrying 138 credits and also fulfilled such conditions as have been prescribed thereof.

5. Choice Based Credit System:

Choice Based Credit System is followed with one credit equivalent to one hour for theory paper and two hours for a practical work per week in a cycle of 18 weeks (that is, one credit is equal to 18 hours for each theory paper and one credit is equal to 36 hours for a practical work in a semester in the Time Table. The total credit for the B.Sc.(Visual Communication) Degree Programme (6 semesters) is 138 credits.

6. Weightage for a Continuous and End Assessment:

The weightage for Continuous Assessment (CA) and End Assessment (EA) is 25:75 unless the ratio is specifically mentioned in the Scheme of Examinations. The question paper is set for a minimum of 100 marks.

7. Course of Study and Scheme of Examinations:

I Semester

Code No.	Course Title	Credit	Marks		
			CA	EA	Total
116UTMT01 / UTET01 / UHIT01/116UFRT01	Part I: Language -I (Tamil -I / Telugu -I / Hindi - I/French -I)	3	25	75	100
116UEHT02	Part II: English -I	3	25	75	100
116UVCT03	Part III: Core Subject: Introduction to Visual Communication Drawing - I	4	25	75	100
116UVCP01		4	40	60	100
116UVCP02	Allied Paper I: Graphic Design -I	5	40	60	100
116UVCT04	Non Major Elective :	2	25	75	100
116UCCT01	Soft Skills (Common to all UG Branches)	2	50	50	100
Total		23	230	470	700

Non Major Elective:

1. Indian Media History
2. International Media History
3. History of Thamizh Journalism
4. History of Tamil Cinema

II Semester

Code No.	Course Title	Credit	Marks		
			CA	EA	Total
216UTMT01 / UTET01 / UHIT01/216UFRT01	Part – I: Language -II (Tamil -II / Telugu -II / Hindi -II / French -II)	3	25	75	100
216UEHT02	Part – II: English -II	3	25	75	100
216UVCT03	Part III: Communication Skills	4	25	75	100
216UVCP01	Core Subject: Drawing – II	4	40	60	100
216UVCP02	Allied Paper II: Graphic Design – II	5	40	60	100
216UVCT06	Non Major Elective :	2	25	75	100
216UCCT02	Soft Skills (Common to all UG Branches)	2	50	50	100
Total		23	230	470	700

Non Major Elective:

1. History of Indian Art
2. History of Western Art
3. History of South Indian Art
4. Great Artists

III Semester

Code No.	Course Title	Credit	Marks		
			CA	EA	Total
316UTMT01 / UTET01 / UHIT01 / 316UFRT01	Part – I: Language -III (Tamil -III / Telugu-III / Hindi -III / French -III)	3	25	75	100
316UEHT02	Part – II: English -III	3	25	75	100
316UVCT03	Part – III: Advertising	4	25	75	100
316UVCT04	Core Sub: Printing and Publication	4	25	75	100
316UVCP01	Allied Paper III: Computer Graphics [Practical]	4	*V.20	*R.80	100
316UCCT03	Soft Skills (Common to all UG Branches)	2	50	50	100
Total		20	170	430	600

R = Record; V = viva

IV Semester

Code No.	Course Title	Credit	Marks		
			CA	EA	Total
416UTMT01 / UTET01 / UHIT01/ 416UFRT01	Part – I: Language -IV (Tamil -IV / Telugu -IV / Hindi-IV /French -IV)	3	25	75	100
416UEHT02	Part – II: English -IV	3	25	75	100
416UVCT03	Part – III: Elements of Film	4	25	75	100
416UVCT04	Core Subject: Basic Photography	4	25	75	100
416UVCP01	Allied Paper – IV: Practical Photography [Practical]	4	V.20	R.80	100
416UEST01	Environmental Studies (Common to all UG Branches)	2	25	75	100
416UCCT04	Soft Skills (Common to all UG Branches)	2	50	50	100
Total		22	195	505	700

V Semester

Code No.	Course Title	Credit	Marks			
			CA	EA	Total	
516UVCT01	Core Sub:	Media, Culture and Society	5	25	75	100
516UVCT02		Television Production	5	25	75	100
516UVCP01		Web Publishing [Practical]	5	V.20	R.80	100
516UVCP02		Advertising Photography [Practical]	5	V.20	R.80	100
516UVET01	Part IV : Value Education (Common to all UG Branches)		2	25	75	100
516UVCP03	Project [Phase 1]		5	-	-	-
Total			27	115	385	500

VI Semester

Code No.	Course Title	Credit	Marks			
			CA	EA	Total	
616UVCT01	Core Subject:	Media Organization	4	25	75	100
616UVCP01		TV Production Practice [Practical]	4	V.20	R.80	100
616UVCP02		3 D Animation [Practical]	4	V.20	R.80	100
616UVCP03	Project [Phase 2]		5	-	-	-
616UVCP04	Project [Phase 3]		5	-	-	100
616UEAT01	Extension Activity (Common to all UG Branches)		1	-	-	-
Total			23	65	235	400

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

8. Passing Requirements: The minimum pass mark (raw score) be 40% in End Assessment (EA) and 40% in Continuous Assessment (CA) and End Assessment (EA) put together. No minimum mark (raw score) in Continuous Assessment (CA) is prescribed unless it is specifically mentioned in the Scheme of Examinations.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

PART – I TAMIL/OTHER LANGUAGES:

TAMIL/OTHER LANGUAGES OTIIER THAN ENGLISH: Successful candidates passing the examinations for the Language and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

PART – II ENGLISH:

ENGLISH: Successful candidates passing the examinations for English and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

PART - III CORE SUBJECTS, ALLIED SUBJECTS, AND PROJECT/ELECTIVES :

Successful candidates passing the examinations for Part-III Courses together and securing the marks (i),60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Part-III Courses together shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examinations in the THIRD Class. .

PART-IV: Passing requirement as given in para 8 is applicable for EVS and Value Education but there is no classification of successful candidates. Extension Activity is rated as satisfactory by the Head of the Department as requirement for the award of degree.

10. Grading System: Grading System on a 10 Point Scale is followed with 1 mark = 0.1 Grade point to successful candidates as given below.

CONVERSION TABLE
(1 mark = 0.1 Grade Point on a 10 Point Scale)

Range of Marks	Grade Point	Letter Grade	Classification
90 to 100	9.0 to 10.0	O	First Class
80 to 89	8.0 to 8.9	A	First Class
70 to 79	7.0 to 7.9	B	First Class
60 to 69	6.0 to 6.9	C	First Class
50 to 59	5.0 to 5.9	D	Second Class
40 to 49	4.0 to 4.9	E	Third Class
0 to 39	0 to 3.9	F	Reappearance

Procedure for Calculation

Cumulative Grade Point Average (CGPA)	=	$\frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}}$
	=	$\frac{\sum (CA+EA) C}{\sum C}$
Where Weighted Grade Points in each Course	=	Grade Points (CA+EA) multiplied by Credits
	=	(CA+EA)C
Weighted Cumulative Percentage of Marks(WCPM)	=	CGPAx10

C- Credit,

CA-Continuous Assessment,

EA- End Assessment

11. Effective Period of Operation for the Arrear Candidates: Two Year grace period is provided for the candidates to complete the arrear examination, if any.

12. National Academic Depository (NAD): All the academic awards (Grade Sheets, Consolidated Grade Sheet, Provisional Certificate, Degree Certificate (Diploma) and Transfer Certificate) are lodged in a digital format in National Academic Depository organized by Ministry of Human Resource Development (MHRD) and University Grants Commission (UGC). NAD is a 24x7 online mode for making available academic awards and helps in validating its authenticity, safe storage and easy retrieval.

Registrar

13. Syllabus

I Semester

116UVCT03 - INTRODUCTION TO VISUAL COMMUNICATION

Unit 1:

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

Unit 2:

Communication as a process: Message, Meaning, Connotation, Denotation Culture/Codes etc. 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
Palmer.F: Visual Awareness (Batsford,1972)

116UVCT04 - DRAWING – I

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

116UVCT05 - Graphic Design – I

(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

Non Major Elective

Non-Major Elective – 1: International Media History

Objective:

To study from an historical perspective some key milestones in the development of communication media at the international level.

Content:

Unit 1: The Print medium: international origins – development of the press in the US and the UK.

Unit 2: The Electronic media: an overview of radio, and its role during World Wars – beginnings of television, and television in the satellite era.

Unit 3: The Film medium: birth of cinema, and some important film movements at the international level.

Unit 4: The Internet: emergence of internet as a mass medium – impact of internet on the conventional media.

Unit 5: Convergence of Media: contemporary trends towards convergence of media – globalization and its impact on media.

Non-Major Elective – 2: Indian Media History

Objective:

To study from an historical perspective the development of communication media with reference to India.

Content:

Unit 1: The Print medium: prehistory, origins and evolution; Indian press during the colonial, nationalist and contemporary periods.

Unit 2: The Electronic media: an overview of radio and television in India, arrival of private / foreign channels, and the future.

Unit 3: The Film medium: birth of cinema, role of films during freedom movement and after, film censorship, parallel cinema and documentary in India.

Unit 4: The Folk media: introduction to the folk media in Indian cultures with special reference to folk forms of Thamizh Nadu.

Unit 5: Central and State Governments' media organizations; contemporary issues related to Indian media in the context of globalisation.

Key Texts:

1. Barnouw, E and Krishnaswamy S [1990] Indian Film. New York, OUP.
2. Kumar, Keval [1999] Mass Communication in India. Mumbai, Jaico.
3. Srivastava, K M [1992] Media Issues. Sterling Publishers Pvt Ltd.

References:

1. Acharya, R N [1987] Television in India. Manas Publications, New Delhi.
2. Barnouw, E [1974] Documentary – A History of Nonfiction. Oxford, OUP.
3. Luthra, H R [1986] Indian Broadcasting. Ministry of I & B, New Delhi.
4. Vasudev, Aruna [1986] The New Indian Cinema. Macmillan India, New Delhi.
5. Vatsyayan, Kapila [1980] Traditional Indian Theatre – Multiple Streams. National Book Trust, Delhi.

Non-Major Elective – 3: History of Thamizh Journalism

Unit 1:

Press in TN during the 19th Century.

Unit 2:

Free Press of India and the Dinamani – Thamizh press during freedom struggle.

Unit 3:

Expansion of Thamizh press during post-independence era.

Unit 4:

Thamizh press during Emergency and after – contemporary trends.

Unit 5:

Impact of TV and ICTs on the press – on-line Thamizh journalism.

Non-Major Elective – 4: History of Tamil Cinema

Unit 1:

Beginnings of Cinema in TN – initial talkies era – dramas turned films – mythologicals.

Unit 2:

Era of 'socials' – freedom struggle and Thamizh cinema.

Unit 3:

Emergence of Dravidian Parties and their impact on Thamizh cinema.

Unit 4:

Attempts at 'middle cinema' vis-à-vis commercial cinema.

Unit 5:

Contemporary mainstream cinema – entry of Corporates into cinema – the future.

116UCCT01 - SOFT SKILLS (COMMON TO ALL UG BRANCHES)

Semester-I-. Essentials of Language and Communication – Level I

Unit I

Recap of Language Skills – Speech, Grammar, Vocabulary, Phrase, clause, sentence, Punctuation.

Unit II

Fluency building

What is fluency – Why is fluency important – Types of fluency – Oral fluency – Reading fluency – Writing fluency – Barriers of fluency – How to develop fluency.

Unit III

Principles of communication: LSRW in communication.

What is meant by LSRW Skills – Why it is important – How it is useful – How to develop the skills?

Oral – Speaking words, articulation, speaking clearly.

Written communication – Generating ideas/ gathering data organizing ideas, Setting goals, Note taking, Outlining, Drafting, Revising, Editing and Proof reading.

Non verbal communication – Body language, Signs and symbols, Territory/Zone, Object language.

Recommended Texts:

1. Hewing, Martin. 1999. Advanced English Grammar: A Self-study Reference and practice Book for South Asian Students. Reprint 2003. Cambridge University Press. New Delhi.
2. Lewis, Norman. 1991. Word Power Made Easy. Pocket Books.
3. Hall and Shepherd. The Anti-Grammar Book: Discovery Activities for Grammar Teaching Longman.
4. Powell. In Company. MacMillan.
5. Cotton, et al. Market Lader. Longman.

Semester II

216UVCT03 - COMMUNICATION SKILLS

UNIT I:

Interpersonal communication: Theories and Models—Transactional analysis etc.

Unit II:

Group communication: Theories and Models—Decision making process, leadership, team work communication pattern? Group context

Unit III:

Public communication: Rhetoric Model, Persuasion Models

Unit IV:

Non-verbal Communication: Theories and Models, Types of non-verbal behavior I
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 I
Communication, 2001. Wadsworth

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

216UVCT04 - 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 - II

216UVCT05 - Graphic Design II

Record should contain at least THREE exercises each **with written briefs, scribbles I 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

Non – Major Elective

History of Indian Art

Objective:

To introduce students to major milestones in the history of Indian art and architecture.

Contents:

Unit I: Introduction to Indian art and architecture: an overview – pre-historic period: the Harappa civilization.

Unit II: Buddhist and Jaina art and architecture: structural designs of Stambha, Stupa, Chaitya, and Vihara.

Unit III: Hindu art and architecture – structural designs of temples: Orissa (Lingaraja temple and Surya temple), Central India (Khajuraho), Rajasthan (Vimala Vasahi temple), and Gujarat (Surya temple).

Unit IV: Islamic art and architecture: general design of mosque – Mughal style (Tomb of Humayun, and Taj Mahal).

Unit V: Important paintings: Ajanta and Ellora, and miniatures (Rajasthani style).

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.

Agarwala, V S. *Indian Miniatures – An Album*. Department of Archaeology.

Coomaraswamy, A. *An Introduction to Indian Art*. Adyar Theosophical Publishing House.

History of Western Art

Objective:

To introduce students to major milestones in the history of western art and architecture.

Contents:

Unit I: Introduction to western art and architecture: an overview – Egyptian (Pyramid of Khufu), Greek (Doric order and Ionic order, general structure of Acropolis and Theatre), and Roman (Colosseum).

Unit II: Byzantine art and architecture (Church of Hagia Sophia), Romanesque art (Church of Sant Ambrogio), and Gothic style (Cathedral of Chartres).

Unit III: Italian art and architecture: Early Renaissance (Church of San Francesco), High Renaissance (St Peter's Basilica).

Unit IV: English and other European art: Banqueting hall (White hall, London), Square court (Louvre, Paris), The Mystic Lamb (St Bavo cathedral. Ghent).

Unit V: Modern trends: Marshall Field Warehouse (Chicago), Guggenheim museum (New York), Notre Dame du Haut (Ronchamp).

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.

Hamlin, A.D.F. *A Textbook of the History of Architecture*.

Roose, Frank J. *An Illustrated Handbook of Art History*. Macmillan.

History of South Indian Art

Objective:

To introduce students to major milestones in the history of South Indian art and architecture.

Contents:

Unit I: Pallava period (Mamallapuram)

Unit II: Chola period (Brihadishwara temple, Thanjavur)

Unit III: Pandiya period (Great temple, Chidambaram)

Unit IV: Vijayanagar period (Hampi)

Unit V: Nayaka period (Ranganathaswami temple, Srirangam)

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.

Dubreuil, Jouveau. *Dravidian Architecture*. Bharat Bharati

Great Artists

Objective:

To introduce students to some of the world's best artists and their works.

Contents:

Students are expected to be familiar with the following:

- brief biography of each artist
- at least five major works of each artist
- unique contribution of each artist to the field of art

Artists to be studied:

- (1) Leonardo da Vinci, (2) Michelangelo, (3) Rembrandt, (4) Gustave [Doré](#),
- (5) [Vincent van](#) Gogh, (6) Paolo Picasso, (7) Raja Ravivarma, (8) D P Roy Chawdry,
- (9) K C S Panikar, (10) M F Hussein.

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.
Raman, A.S. *The Southern Accent*. TN Ovia Nunkalai Kuzhu.

216UCCT02 - SOFT SKILLS (COMMON TO ALL UG BRANCHES)

Semester-II- Essentials of Language and Communication – Level – II

Unit-I

Speaking Skills

Formal and Informal Conversation – Conversation in the work place – Interviews – Public Speech – Lectures.

Unit – II

Listening Skill

Comprehending – Retaining – Responding – Tactics – Barriers to Listening – Overcoming listening barriers – Misconception about listening.

Unit – III

Reading Skill

Acquiring reading – Reading Development – methods teaching – Reading difficulties.

Unit – IV

Writing skill

Note-making – CV's – Report writing, copy writing, Agenda – Minutes – Circular – Essay writing on any current issues – paragraph – Essay writing, Writing Research papers – Dissertation.

Unit- V

Business Correspondence

Meaning of Business correspondence – Importance of Business Correspondence essential qualities of a business letters. Different types of business letters – cover letter, thank you letters, message through email and Fax, Acceptance letters, rejection letters, and withdrawal letters.

Recommended Texts:

1. Minippally, Methukutty. M. 2001. Business Communication Strategies. 11th Reprint. Tata
2. McGraw – Hill. New Delhi.
3. SasiKumar. V and P.V. Dharmija. 1993. Spoken English: A Self-Learning Guide Conversation Practice. 34th reprint. Tata McGraw – Hill. New Delhi.
4. Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting
5. Through to Family, Friends and Business Associates. Prentice Hall Press. New York.
6. John, Seely The Oxford guide to writing and speaking. Oxford U P, 1998, Delhi.
7. The Process of Writing: Planning and Research, Writing, Drafting and Revising.

III Semester

316UVCT03 - Advertising

Unit I

Definition, Nature and Scope of advertising. Roles of Advertising: Societal, Communication, Marketing and Economic. Functions of advertising.

Unit II

Based on target audience, geographical area, Media & Purpose. 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

Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. 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
Stansfied, 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

316UVCT04 - Printing and Publication

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

ALLIED – II

316UVCP01 - 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 PhotoShop (latest Versions)

Exercises

1. Design a 'logo' for an
 2. Advertising agency
 3. Commercial organization
 4. Non-profit organization
 5. Government agency
 6. Service industry
-
1. Design a 'visiting card' & 'letter head' for the same FIVE organizations
 2. 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.

316UCCT03 - SOFT SKILLS (COMMON TO ALL UG BRANCHES)

Semester- III- COMPUTING SKILLS – LEVEL - I

Objective:

The major objective in introducing the course is to impart hands on training to students in Microsoft Office essentials like MS Word, MS Excel and MS Access. The course is basic course offered at two levels exclusively meant for students who have no computer knowledge. Course is designed as a practical oriented course and not for chalk and board teaching.

Pre- requisite : NIL

Unit 1 : Introduction to computers – classification of computers; Computers inside – Hardware (processing, memory i/o, storage etc), Software (Systems, application); Operating Systems – DOS, LINUX, UNIX, Windows ; Programming – Overview, need and skills; Networking Basics; Virus; Hacking

Unit 2 : Word processing - Operating of word documents like open, close, save, print ; Editing Text – tools, formatting , bullets, layout ; Navigating word – Keyword, mouse, document formatting ; paragraph alignment - indentation, headers, footers, numbering; printing – preview, options

Unit 3 : File Management – Importance of file management, backing of files, files and folders- editing, deleting, retrieving, renaming, subfolders; Manipulating windows – minimize, maximize; power point basics- terminology- templates, viewing

Unit 4 : Spreadsheets – MS Excel – opening, entering text and data, formatting, navigating; Formulas- entering, handling and copying; charts- creating, formatting and printing, header and footer, centering of data; printing

Unit 5 : Networking - Internet explorer; www – working, browsing, searching, saving; bookmark – features, favorite, create, delete ; printing webpage; email – creating, receiving, reading and sending messages

Note – Unit 2 -5 are to be taught as practical with hands on experience

References :

1. Introduction to Computers – Peter Norton, Tata McGraw-Hill, India
2. Microsoft 2003 – Jennifer Ackerman Kettel et al., Tata Mc-Graw Hill, India
3. Working In Microsoft office 2006– Ron Mansfield , Tata Mc-Graw Hill, India

Examinations :

1. Sessional tests could be based on Theory and practical
2. End semester is based on practical examination only
- 3.

IV Semester

416UVCT03 - Elements of Film

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.

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

416UVCT04 - 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.

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 – II Paper – II:

416UVCP01 - 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, photo language
4. Environmental exposure -
5. Silhouette
6. Freezing movement
7. Panorama
8. Montage
9. Indoor photography
10. Industrial photography
11. Special effects

CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES
FOR UNDER GRADUATE COURSES OF ALL BRANCHES
OF HIGHER EDUCATION

Vision

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forest, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. The United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 and world Summit on Sustainable Development at Johannesburg in 2002 have drawn the attention of people around the globe to the deteriorating condition of our environment. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

Human beings have been interested in ecology since the beginning of civilization. Even our ancient scriptures have emphasized about practices and values of environmental conservation. It is now even more critical than ever before for mankind as a whole to have a clear understanding of environmental concerns and to follow sustainable development practices. India is rich in biodiversity, which provides various resources for people. It is also basis for biotechnology. Only about 1.7 million living organisms have been described and named globally. Still many more remain to be identified and described. Attempts are made to conserve them in ex-situ and in-situ situations. Intellectual property rights (IPRs) have become important in a biodiversity-rich country like India to protect microbes, plants and animals that have useful genetic properties. Destruction of habitats, over-use of energy resource and environmental pollution have been found to be responsible for the loss of a large number of life-forms. It is feared that a large proportion of life on earth may get wiped out in the near future.

In spite of the deteriorating status of the environment, study of environment has so far not received adequate attention in our academic programmes. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India. The experts committee appointed by the UGC has looked into all the pertinent questions, issues and other relevant matters. This was followed by framing of the core module syllabus for environmental studies for undergraduate courses of all branches of Higher Education. We are deeply conscious that there are bound to be gaps between the ideal and real. Genuine endeavour is required to minimize the gaps by intellectual and material inputs. The success of this course will depend on the initiative and drive of the teachers and the receptive students.

SYLLABUS

Unit 1 : Multidisciplinary nature of environmental studies

Definition, scope and importance, need for public awareness. (2 lectures)

Unit 2 : Natural Resources :

Renewable and non-renewable resources :

Natural resources and associated problems.

- (a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- (b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

- (d) Food resources : World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- (f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles. (8 lectures)

Unit 3 : Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystems :-
 - (a) Forest ecosystem
 - (b) Grassland ecosystem
 - (c) Desert ecosystem
 - (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (6 lectures)

Unit 4 : Biodiversity and its conservation (8 lectures)

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

Unit 5 : Environmental Pollution (8 lectures)

Definition

- Cause, effects and control measures of :-
 - a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - f. Thermal pollution
 - g. Nuclear hazards
- Solid waste Management : Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management : floods, earthquake, cyclone and landslides.

Unit 6 : Social Issues and the Environment (7 lectures)

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics : Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear

- accidents and holocaust. Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

Unit 7 : Human Population and the Environment (6 lectures)

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- VII
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

Unit 8 : Field Work

- Visit to a local area to document environmental assets rivers/forest/grassland/hill/mountain.
- Visit to a local polluted site – urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond,river,hill slopes,ect. (Field work Equal to 5 lecture hours)

416UCCT04 - SOFT SKILLS (COMMON TO ALL UG BRANCHES)

Semester- IV- COMPUTING SKILLS – LEVEL II

Objective:

The major objective in introducing the course is to impart hands on training to students in Microsoft Office essentials like MS Word, MS Excel and MS Access. The course is basic course offered at two levels exclusively meant for students with no computer knowledge. Course is designed as a practical oriented course and not for chalk and board teaching.

Pre- requisite : Essentials of Microsoft office as given in Level I

Unit 1 : Word processing - Auto formatting; Paragraph and character styles – creating , modifying and using styles; Templates – modifying, attaching and controlling; Tables and columns - creating, manipulating and formulating; mail merge; labels- creating

Unit 2 : Data Management – MS Access - Introduction, concepts and terms; database and tables- creating, data types, editing fields, renaming, resizing of fields, finding, sorting and displaying of data –printing

Unit 3 : Spreadsheets – MS Excel – Worksheets – moving, copying, sorting, inserting of cells, rows, columns; Charts – creating, editing, adding, rotating, printing, deleting and controlling; graphics- creating and placing, drawing lines and shapes; using multiple worksheets ; printing

Unit 4 : Presentations – Power point- starting, browsing and saving, creating, editing, formatting of text and paragraphs, inserting tables and charts; Presentation through slides, handouts and printing.

Unit 5 : Graphics and Multimedia - Clip art – create and insert; shapes- draw, insert and copy; create a flow

Note – Unit 1 -5 are to be taught as practical with hands on experience

References :

1. Introduction to Computers – Peter Norton, Tata McGraw-Hill, India
2. Microsoft 2003 – Jennifer Ackerman Kettel et al., Tata Mc-Graw Hill, India
3. Working In Microsoft office 2006– Ron Mansfield , Tata Mc-Graw Hill, India

Examinations :

1. Sessional tests could be based on Theory and practical
2. End semester is based on practical examination only

V Semester

516UVCT01 - MEDIA, CULTURE AND SOCIETY

Unit 1

Why study media? Understanding mass media. Characteristics of mass media. 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. 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. Media and realism (class, gender, race, age, minorities, children, etc.)

Unit 4

Media as consciousness Industry. 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

516UVCT02 - TELEVISION PRODUCTION

UNIT I

Introduction of visualization, 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

Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), 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, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.,)

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, quadrasonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.,).

Unit IV

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) 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

516UVCP01 - WEB PUBLISHING

(Practical: Record - 80, Viva - 20)

Web publishing: Web Publishing Tool, FrontPage or Dream Weaver and MM Flash
HTML and 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

516UVCP02 - 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.

516UVET01 - VALUE EDUCATION (COMMON TO ALL UG BRANCHES)

PART- IV VALUE EDUCATION - III YEAR – FIFTH SEMESTER CREDITS : 2

Objective : Values are socially accepted norms to evaluate objects, persons, and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

Unit I: Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.

Unit II : Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

Unit III : Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

Unit IV: Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

Unit V : Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women- How to tackle them.

Books for Reference:

1. M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003

516UVCP03 - PROJECT (V & VI semesters)

Given the special nature of the Visual Communication course, Project is compulsory. Students, however, could choose any area including advertising, computer graphics, photography and television production.

Project will be done in three phases.

Phase -1: Selection of the topic, doing the necessary background research on the topic, and writing the project proposal. This Phase is to be completed during Semester V.

Phase -2: Internship / industry experience in the area related to the Project topic, and submitting the internship report. This Phase is to be completed before the commencement of the next Phase.

Phase -3: Professional execution of the project as per the proposal approved. This will be done during Semester VI. A Viva will be conducted at the end of Semester VI.

Each Phase will be assessed as per the following scheme: Phase -1 – 20 marks, Phase -2 – 20 marks, Phase -3 – 40 marks, and Viva – 20 marks.

IV Semester

616UVCT01 - MEDIA ORGANIZATION

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

**616UVCP01 - 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.

616UVCP02 - 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. **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. All exercises should be accompanied by "paper-design" in **record** form along with the original file containing the exercises.

PROJECT (ref. Semester V)

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
- Coburn. Corel Draw 8: The Official Guide. Tata McGraw- Hill
- Cooper, Alan(1995) Essentials of User Interface Design
- Greenberg. Fundamental Photoshop. Tata McGraw- Hill
- Greenberg. Digital Images: A Practical Guide. Tata McGraw- Hill
- Milburn. Photoshop 5.5: Get Professional Results. Tata McGraw- Hill

616UEAT01 - EXTENSION ACTIVITY (COMMON TO ALL UG BRANCHES)

A candidate shall be awarded a maximum of 1 Credits for Complusory Extension Service.

All the Students shall have to enroll for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red cross or any other service organizations in the college and shall have to put in Complusory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before 31st March in a year. If a student LACKS 40 HOURS ATTENDANCE in the First year, he/she shall have to compensate the same during the subsequent years.

Students those who complete minimum attendance of 40 hours in One year will get HALF A CREDIT and those who complete the attendance of 80 or more hours in Two Years will ONE CREDIT.

Literacy and population Education Field Work shall be compulsory components in the above extension service activities.

Registrar