

THIRUVALLUVAR UNIVERSITY
BACHELOR OF SCIENCE
B.Sc. VISUAL COMMUNICATION
DEGREE COURSE
CBCS PATTERN
(With effect from 2012 - 2013)

The Course of Study and the Scheme of Examinations

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER I									
1	I	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100
2	II	English	Paper-1	6	4	English	25	75	100
3	III	Core Theory	Paper-1	4	3	Media and Society	25	75	100
	III	Core Theory	Paper-2	3	3	Fundamentals of Computers	25	75	100
4	III	Core Practical	-	2	0	Computer Graphics	0	0	0
	III	Allied	Paper-1	7	4	Photography theory	25	75	100
5	IV	Environmental Studies		2	2	Environmental Studies	10	40	50
				30	20		135	415	550
SEMESTER II									
8	I	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100
9	II	English	Paper-2	4	4	English	25	75	100
10	III	Core Theory	Paper-3	4	4	Introduction to Visual Communication	25	75	100
11	III	Core Practical	Practical-1	5	4	Computer Graphics	40	60	100
12	III	Allied	Paper-2	7	6	Photography practical	40	60	100
14	IV	Value Education		2	2	Value Education	10	40	50
15	IV	Soft Skills		2	1	Soft Skills	10	40	50
				30	25		175	425	600

B.Sc. Visual Communication: Syllabus (CBCS)

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER III									
16	I	Language	Paper-3	6	4	Tamil / Other Languages	25	75	100
17	II	English	Paper-3	6	4	English	25	75	100
18	III	Core Theory	Paper-4	3	3	TV and Radio Production	25	75	100
19	III	Core Practical	Practical	3	0	TV and Radio Production	0	0	0
20	III	Allied	Paper-3	7	4	Advertising	25	75	100
22	IV	Skill Based Subject	Paper-1	3	3	Communication Skills	15	60	75
23	IV	Non-Major Elective	Paper-1	2	2	Practical II (2D Animation Flash)	10	40	50
				30	20		125	400	525
SEMESTER IV									
24	I	Language	Paper-4	6	4	Tamil/Other Languages	25	75	100
25	II	English	Paper-4	6	4	English	25	75	100
26	III	Core Theory	Paper-5	3	3	Multimedia Animation and Authoring Principles	25	75	100
27	III	Core Practical	Practical-2	3	3	TV and Radio Production practical	40	60	100
28	III	Allied-2	Paper-4	7	6	Script Writing	25	75	100
30	IV	Skill Based Subject	Paper-2	3	3	Personality Development	15	60	75
31	IV	Non-Major Elective	Paper-2	2	2	Web Designing and Production Technology	10	40	50
				30	25		165	460	625
SEMESTER V									
32	III	Core Theory	Paper-6	6	6	Film Studies	25	75	100
33	III	Core Theory	Paper-7	6	6	Writing for Media	25	75	100
34	III	Core Theory	Paper-8	6	6	Multimedia Applications in the Media Industry	25	75	100
35	III	Core Practical	Practical	3	0	3D Animation	0	0	0
36	III	Elective I	Paper-1	6	3	Web Designing (Practical)	25	75	100
38	IV	Skill Based Subject	Paper-3	3	3	Soft Skills Development	15	60	75
				30	24		115	360	475

B.Sc. Visual Communication: Syllabus (CBCS)

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER VI									
34	III	Core Theory	Paper-9	6	6	Project Work	0	100	100
	III	Core Theory	Paper-10	5	5	Media Laws and Ethics	25	75	100
35	III	Core Practical	Practical-3	5	5	3D animation (Practical)	40	60	100
36	III	Elective II	Paper-2	5	3	Media Technology	25	75	100
37	III	Elective III	Paper-3	6	3	3D Modeling and Animation	25	75	100
40	IV	Skill Based Subject	Paper-4	3	3	Body Language and Non-Verbal Communication	15	60	75
	V	Extension Activities	-	0	1	Extension Activities	50	0	50
		TOTAL		30	26		180	445	625

Part	Subject	Papers	Credit	Total credits	Marks	Total Marks
Part I	Languages	4	4	16	100	400
Part II	English	4	4	16	100	400
Part III	Allied (Odd Semester)	2	4	8	100	200
	Allied (Even Semester)	2	6	12	100	200
	Electives	3	3	9	100	300
	Core Theory	10	(3-7)	45	100	1000
	Core Practical	3		12	100	300
Part IV	Environmental Science	1	2	2	50	50
	Soft skill	1	1	1	50	50
	Value Education	1	2	2	50	50
	Lang. & Others/NME	2	2	4	50	100
	Skill Based	4	3	12	75	300
Part V	Extension	1	1	1	50	50
	Total	40		140		3400

THIRUVALLUVAR UNIVERSITY
BACHELOR OF SCIENCE
B.Sc. VISUAL COMMUNICATION

SYLLABUS
UNDER CBCS

(with effect from 2012 - 2013)

SEMESTER I

PAPER – 1

MEDIA AND SOCIETY

UNIT-I

Communication: Definition - Types: Interpersonal, Intrapersonal, Mass Communication: The Process of Communication - SMCR Model - Lass well's model - two - step flow theory - Schramm's circular model - Theory - Shannon and Weaver's Mathematical model

UNIT-II

Media and Society - media industry - social, political and cultural influence - information society - media privitisation - media audiences - media and social change

UNIT-III

Media uses and effects - individual characteristics - expectations - perceptions of media - uses and gratification theory. Agenda setting : media agenda, public opinion - media opinion - media gatekeepers - sources of media control.

UNIT-IV

Media and Society: Contemporary importance of media in modern Society: social learning and behavior: Media dependency - Pluralistic media and Indian Society

UNIT-V

Media and social process: Mediated role and Social Conferment, Status Conferral, socialization- media and politics

Reference:

Mass Communication in India, Keval J Kumar, Jaico, 1999.

Communication Models by Mc Quail, Dennis and Steven Windhal, New York; Longman, 1981

The Mass Media, Ed. By Arvind Kumar, New Delhi, Anmol pub. 1999

Culture, Society and Media by Michael Curevitch et al., (Ed) Routledge, 1998

Persuasion in practice by Kathleen readon, Sage, 1991

Media gratification Research by Rosengren et al., New Delhi; Sage 1985

Mass Media and Political thought, by Sidney Kraus and Richard M. Perloff (Eds.) Sage, 1985

PAPER – 2

FUNDAMENTALS OF COMPUTERS

UNIT-I

Introduction to computers - definition-classification of computers - Speed, Reliability, Storage Capacity and Productivity -application of computers in the media industry -Operating Systems - Networking of computers.

UNIT-II

Internet-concepts - evolution of internet - internet connection - dial-up - leased line - ISDN - ISP - world wide web - web browsers - web servers - domain - protocols-Chat-email-e-groups.

UNIT-III

Overviews of Graphics systems - I/O devices- Display devices - CRT and LCD monitors- Hard copy devices - Printer - Scanner -Interactive Input methods - keyboard- Light pens - joysticks- track ball mouse

UNIT-IV

Ms - Office and its applications - MS Word - Word processing Techniques - Mail Merge - MS Excel - Spread Sheet & Graph preparation - Power Point - Presentation and projection - OHP & Slide Preparation

UNIT-V

Two dimensional transformations- Scaling - Translation - rotation - Three dimensional transformations- scaling - translation - rotation- reflection - display techniques- parallel projection - perspective projection – Shading – Morphing - Animation- Virtual reality - Video conferencing concepts

Reference:

Fundamentals of Computers by Singh & Singh

The Ultimate Multimedia Handbook by J. Keyes McGraw Hill, New York

PC Softwares made simple by Ravikant Taxali, BPB Publications

Computer graphics- Donald Hearn and prentice hall of India- 1990

ALLIED – 1

PAPER – 1

PHOTOGRAPHY

(Theory only)

UNIT-I

Photography - Evolution - Language and meaning- Principles of still camera- Parts of a still camera- Functions of lenses, shutter, view finder, focusing system etc.

UNIT-II

Types of Cameras- Pinhole - Box- Miniature - SLR - TLR - Field- Process camera- Special types of Camera and Digital camera and Digital Still Camera - Tripod - Qualities of a good tripod. Types and functions of a tripod. Flash gun - Types, functions- Synchronization.

UNIT-III

Process of Photography - Exposure- factors determining the camera exposure - Basic elements of composition - Perspectives- Focal length- Hyper focal distance - Depth of field - Depth of focus - Types of lenses- normal - wide angle- telephoto - Zoom - fisheye - filters - types and uses - special effect filters.

UNIT-IV

Branches of Photography - Nature - Architecture-Life - Landscape- Wildlife - Sports - Advertising - Portraits - Travel-Fashion-Industrial- Product - News photography - Photo journalism - scope and functions.

UNIT-V

Layout and basic requirement in a dark room - Developing and Printing - Colour photography - Colour theories - Digital photography - Photo - soft wares.

Reference

Freeman,Michael. Introduction to Photography. London: greenwood Press, 1990.

Sammon,Rick Complete Guide to Digital Photography.New york:W.W. Norton,2004.

Feininger,Andreas, Complete Color Phototgrapher. London: Thamos & Hadson, 1971.

Kerus,Robert L. Photo Journalism. New Jersey: Prentice-Hall, 1980.

SEMESTER II

PAPER – 3

INTRODUCTION TO VISUAL COMMUNICATION

UNIT-I

Definition, history and background, nature process of mass communication-functions and of mass communication-kinds of mass communication-Mass communication today and tomorrow-Mass communication in various fields.

UNIT-II

Advertising - public relations and propaganda - public opinion - characteristics and functions of mass media - Radio - Television - Print - Films

UNIT-III

Newspapers and magazine - types of news and magazines - structure and organization of newspapers and magazines in India: an overview.

UNIT-IV

Radio as a medium of mass communication - types of ownership - audience - commercial radio for education - All India Radio - emerging trends - Television as a mass medium - role and characteristics - ownership - organizational structure of Doordarshan - Satellite and cable TV.

UNIT-V

Motion picture - historical background - structure and organization of motion picture industry in India - technical aspects - status, problems and prospects of films as medium of entertainment - documentary films.

Reference

Communication and Culture - A world View, K S Seetharaman, Mc Graw Hill, New Delhi, 1991
Communication Studies - An introductory Reader : John Corner, Jermy Hewthorn, Edward
The process of communication - an introduction to theory and practice - David K S Berlo., Rinchart, 1960
Many voices and one world - UNESCO Publications

CORE PRACTICAL – I
COMPUTER GRAPHICS

MS-Word, MS-Excel, MS PowerPoint

Creation of a document with indents and tabs using MS-word
Creation of a mail merge document
Creation of resume using templates in Ms word
Creation of Labels and envelopes using Ms-word
Creation of worksheet using Ms-Excel
Creation of Graph and chart using Ms-Excel
Creation of Calender using templates in Ms word
Creation of Non-Interactive Powerpoint presentation
Creation of Interactive Powerpoint presentation
Adding voice narration to Powerpoint presentation

CorelDraw

11. Logo Design
12. Visiting Card Design
13. Dangler Design
14. Letter Head Design
15. Designing 4 page Brochure

PhotoShop

16. Poster Design
17. Magazine Cover Page Design
18. Greeting Card Design
19. Banner Design
20. Web Page Design

ALLIED – 1

PAPER – 2

**PHOTOGRAPHY
(Practical only)**

Outdoor - Single / Group - people

Composition - Normal, Wide, Tele

Nature - Landscape - wide, Close up

Animals - Stale, Action

Still life

Architecture-interior-exterior

Action photography - Pan, freeze frame

Waterfalls-using slow and Fast shutter speed

Indoor photography - portrait - single, group

Lighting - top light, key light, back light, side light, low light, fill light, diffused light, spot light

SEMESTER III

PAPER – 4

TV AND RADIO PRODUCTION

UNIT-I

Elements of TV Production - picture transmission and reception - sound transmission and reception - TV Camera - organizational structure of a TV studio.

UNIT-II

Pre and post - production planning - functions, duties and responsibilities of the crew members. Art direction - location - floor management - out-doors and indoors - lighting - management of live shows / live telecast - sports coverage etc.

UNIT-III

Production techniques - video formats - types of TV programs - talk shows - interviews - demonstrations and discussion - teleconferencing - single - multi camera production.

UNIT-IV

Basics of Audio production techniques - mono - stereo - multi-channel - characteristics - types - directional features - different recording media - recording equipment accessories - mixing consoles - talk-back units - monitoring sound - live mixing - AM - FM - satellite radio-Dubbing - re-recording.

UNIT-V

Production techniques - audio formats - outdoor - indoor recording techniques - ambience - types of program - News reading - live interviews - news reels - story telling - education and development program - radio - drama - radio commercials.

Reference

Radio Programming : Tacts and strategy by Eric G Norberg
Writing for Television & Radio, Wordsworth Publishing Co., London
B'cast Journalism, David Keith Kohler : Prentice Hall, London
Writing for the Media, Mayfield, Mountain View
Television field production - Hand book, Harbert Jetty.
The technique of television production, Gerald Millerson, Focal Press, London.

ALLIED – 2
PAPER – 3
ADVERTISING

UNIT-I

Advertising - Role - elements - Advertising in marketing mix - types of advertising - merits and demerits - advertising and consumers - buying systems - target plans.

UNIT-II

Target audience - branding - brand building - positioning - advertising strategy - advertising campaign - Ad copy - Structure - message - appeals - levels of feedback.

UNIT-III

Media planning - developing media objectives - media budget - selection of media - implementing media plans - pre-testing and launch - advertising research.

UNIT-IV

Advertising agency - structure and functions - departments - functions - role - nature - special emphasis on writing and visualizing

UNIT-V

Advertising and Society - Ethical issues in advertising - advertising production techniques - print - radio - TV and Films.

Reference:

Basic Advertising by Donald W. Jugenheimer (Paperback - Mar 1991) Advertising Procedure

Advertising For Dummies (For Dummies (Business & Personal Finance)) by Gary Dahl (Paperback - Jan 3, 2007) Foundations of Advertising

The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (LEA's Communication Series) **by Helen Katz**

Advertising Media Planning by Jack Z. Sissors and Roger Baron (Hardcover - Jun 15, 2002)

SKILL BASED SUBJECT

PAPER – 1

COMMUNICATION SKILLS

UNIT-I

Communication-Definition-Language and communication - Barriers to communication - Importance of communication - Functions of communication

UNIT-II

Oral communication - Face to face communication - Telephonic interviews -instructions - meetings - seminars and conferences - Using audio, visual and Digital aids-Public speaking

UNIT-III

Written communication - Importance of professional writing - Features of good writing - Choice of words and phrases - Length of sentences and paragraphs - Technical report writing.

UNIT-IV:

Styles of effective communication - Negotiation - Background Preparation - Critical Analysis - Preparing for negotiation - Argumentative style - Building a solution - balancing negotiation - Effectively using the mind game.

UNIT-V:

Professional communication - Designing and Integrating Communication Skills - Role Plays as a tool in teaching - Professional communication skills such as: Marketing, Advertising, Public Relation, Propaganda etc.

References

Developing Communication Skills - Krishna Mohan, Meera Banerji, Macmillan India Limited - Chennai.

The Essence of Effective Communication - Ron Ludlow, Fergus Panton, Prentice-Hall of India Private Limited New Delhi

Write to Communicate - Geetha Nagaraj, Foundation Books-Print Perfect, Mayapuri, New Delhi

Communication Skills for Undergraduates - Dr T.M. Farhathullah - RBA Publication, Chennai

NON-MAJOR ELECTIVE
PAPER – 1
2D ANIMATION PRACTICAL
FLASH

Draw Cartoon faces

Draw Backgrounds

Animate 2d Shapes using key frame technique

Animate a cartoon character using Motion tweening

Transform an object from one shape to another using Shape tweening

Create an animated greeting card

Create 2D Titling

Create a 1 min animated story

Create Interactive presentation using Action script

Create a webpage using Action Script.

SEMESTER IV

PAPER – 5

MULTIMEDIA ANIMATION AND AUTHORIZING PRINCIPLES

UNIT-I

Basics of 2D and 3D Animations - Warping - Morphing - Tweening - Timeline - scanning for animation - onion skinning - project planning - execution - delivering the project. Macromedia Flash Basics - Drawing - working with colors - using imported artworks - adding sound - working with objects - layers - symbols and instances - creating animation and interactivity - publishing and exporting.

UNIT-II

Digitization of audio - electronic music and synthesizer - architecture of sound card - video compression - video conversions - 3D animation - model building - lighting - materials - dynamic particles - character modeling and animation techniques - inverse kinematics.

UNIT-III

Multimedia Authoring tools and Metaphors - Introduction, definition and functions of Metaphors, basic categories-Slide show metaphor, book metaphor, Windowing metaphor, Icon Metaphor and network metaphor.

UNIT-IV

Consideration for selecting the authoring tool (Hardware, Software, utilities etc.,) Authoring approaches (Programming, Screen based, information centered) - features of authoring systems- cross platform features, cost, technical support, ease of user interface design.

UNIT-V

Authoring Packages - Asymetrix Tool book - Macromedia Authorware-features and overview of macromedia Authorware - Macromedia Director - Cast members - sprites - Stage - Score - Behavior - Xtras - Lingo.

Reference:

Animating with Flash MX: Professional Creative Animation Techniques by Alex Michael, focal press, 2002

Multimedia at Work, Tata Mc Graw Hill

Authorware: An Introduction to Multimedia for Use With Authorware 3 and Higher by Simon Hooper (Paperback - Feb 1997)

3-D Human Modeling and Animation, Second Edition by Peter Ratner ,April 18, 2003)

ALLIED – 2

PAPER – 4

SCRIPT WRITING

UNIT-I

Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and non fiction film/videos differences and similarities between scripting for fiction and non -fiction films

UNIT-II

Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT-III

Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Non fiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT-IV

Research for non fiction films - differences between program research and academic research - Sources of information - historical documents - statistical data, journals, observation, interview, processing information - qualitative and quantitative information - types of interview - interview techniques.

UNIT-V

Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women's program - scripting for commercials.

References

Writing the Script by Wells Root ,Jan 15, 1980

Secrets of Film Writing by Tom Lazarus Jun 2, 2001

Introduction to Media production, Gorham Kindem, Robert B. Musburger

Writing the Short Film, Second Edition by Patricia Cooper and Ken Dancyger ,Sep 1999)

Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard

SKILL BASED SUBJECT
PAPER – 2
PERSONALITY DEVELOPMENT

UNIT-I

Personality: Definition: Determinants
Biological, Psychological, Sociological, Cultural and Physical features

UNIT-II

Personality Development: Awareness, Self motivation, Elements of motivation, Types of observation.

UNIT-III

Personality theories: Freud, Eysenck, Erickson and Cattell-Motivation theories, Maslow, Allport and Murray

UNIT-IV

Memory, process and functions and importance of memory. Technique of improving memory

UNIT-V

Positive thinking-Seven steps in dealing with doubts. Traits of positive thinking. Goal setting-techniques of positive thinking to achieve the goals-creativity and components of creativity.

References:

Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.

Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House

Dudley, G.A. (2004). Double your learning power. Delhi: Konark Press. Thomas publishing Group Ltd.

Hurlock, E.B. (2006). Personality Development, New Delhi: Tata McGraw Hill.

NON-MAJOR ELECTIVE

PAPER – 2

WEB DESIGNING AND PRODUCTION TECHNOLOGY

UNIT-I

Introduction to web page design Fundamentals-HTML-Introduction-Basic layout of HTML scripts- HEAD and BODY section: Title, Base HREF. Link, Meta tags-BODY section: Text formatting and alignment, fonts, colours, ordered and unordered list

UNIT-II

Link Images, sounds video, Background - advanced elements: Tables, forms, frames.

UNIT-III

Authoring web pages using editors-DHTML: Java script: Introduction, architecture of Java script applications- Tags in Java script.

UNIT-IV

Data types variables, expressions and operations, looping and Branching, Events and Event Handling-Core Java Script elements: Array, Boolean, Data, Function, math Number, Object string, Reg Exp.

UNIT-V

Client-side Java script elements: Document (Anchor, layer, Link, Image, Area). Window (frame History, Location, Screen). Form (Button, CheckBox, radio, select submit, text, area, Hidden)-Using java applets: HTTP Servers & CGI Concepts.

References:

HTML & XHTML: The Definitive Guide (6th Edition) by Chuck Musciano and Bill Kennedy
(Paperback- Oct 17, 2006) - Illustrated

Web Design: The Line, The Express Line to Learning (The Line: The Express Lint to Learning) by Sue Jenkins (Paperback-Feb 27, 2007)

Head First HTML with CSS & ZHTML (Head First) by Elisabeth Freeman and Eric Freeman
(Paperback – Dec 1, 2005) – Illustrated

JavaScript: A Beginner's Guide, Second Edition by John Pollock (Paperback – Dec 18, 2003)

SEMESTER V

PAPER – 6

FILM STUDIES

UNIT-I

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

UNIT-II

Film forms: narrative and non-narrative - Acting, costume and music - Film and post modernism - post structuralism and deconstruction. Impressionism, expressionism, and surrealism - Fiction: realism, symbolic simulation - typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema.

UNIT-III

Film production: Visualisation - script - writing - characterization - storyboard - tools and techniques. Continuity style: composing shots - spatial (mise en scene) - temporal (montage) - Camera shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions - Film editing and special effects - Film audience - Review and appreciation of film.

UNIT-IV

Film festival - Film awards - Film institutes censorship certification - Cinema theatres and Projections.

UNIT-V

Film business and Industry - Economic- finance and business of film - film distribution - import and export of films - regional cinema with special reference to Tamil cinema. Budgeting and schedules.

References:

Indian Film, Eric Baranenn & Krishnaswamy OVP, 1980 2nd Edition

How films are made, Khwaja Ahemad Abbas, National Book Trust, 1977

Film as an art and appreciation, Maric Setton, NCERT, New Delhi

Cinematography Censorship rules, Govt. of India Press, Nasik, 1969

Cultural Heritage of India, A.L. Basham.

PAPER – 7

WRITING FOR MEDIA

UNIT-I

Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography.

UNIT-II

Writing for New media - Copy reading symbols - content creation-Development - Technical writing - Editing - Principles and methods.

UNIT-III

Writing for Radio - News features - Docudramas - Interview - Commercials - Radio language - Editing for Radio.

UNIT-IV

Television writing - characteristics - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials - Language Editing.

UNIT-V

Film language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language.

Reference:

Writing for Broadcast journalist, Thompson, Rick. London: Routledge,2005.

Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company,1992.

Writing for Television, Kelsey, Gerald. Unisrar,2004..

Writing the [News:Print](#) Journalism in the electronic age. New York : Hasting House Publishers,1977,Fox,Walter.

Doing it in style - Leslie Sellers.

PAPER – 8

MULTIMEDIA APPLICATIONS IN THE MEDIA INDUSTRY

UNIT-I

Evolution of Multimedia - Structure and components of Multimedia - multimedia platforms - Applications of Multimedia in Education, Communication, Medical, Business, Entertainment - Video Conferencing, Web Streaming, Video Streaming, Internet Telephony - Virtual Reality - Artificial intelligence.

UNIT-II

Images-Bitmap - Vector graphics-Image file formats - Animation - Power of motion - Principles of animation-Cell and computer animation - 2D and 3D animation - Morphing - Kinematics - tweening - Motion capture - character animation - modeling - special effects - compositing.

UNIT-III

Video basics - Working with video - Video Formats - Video hardware - encoding - decoding - video editing - non-linear editing - Audio basics - working with audio - audio formats - audio hardware & software.

UNIT-IV

Software tools- Text editing and word processing tools - Painting and Drawing tools-3D modeling and Animation tools-Image editing tools-Sound editing tools - Animation, video and digital Movie tools.

UNIT-V

Project analysis - planning - prototyping - product development - Testing - alpha and Beta test - Implementation - Evaluation - Maintenance - roles of project team members - working with clients.

Reference:

The Ultimate Multimedia Handbook, Tata Mc Graw Hill

Multimedia at Work, Tata Mc Graw Hill

Multimedia Production, Planning and Delivery by John Villamil-Casanova and Louis Molina, Feb 18, 1997)

Video Basics by Herbert Zettl, Jul 3, 2006

Intelligent Media Agents: Key technology for Interactive Television, Multimedia and Internet Applications by Hartmut Wittig ,Jul 29, 1999)

ELECTIVE
PAPER – 1
WEB DESIGNING
PRACTICAL

HTML-HREF.LINK. HREF

Meta tags-BODY section: Text formatting and alignment, fonts, colours, ordered and unordered list.

Link Images, sounds video, Background

Advanced elements: Tables, forms, frames.

Authoring web pages using editors-DHTML

Tags in Java script

Data types variables, expressions and operations, looping and Branching, Events and Event Handling-

Core Java Script elements: Array, Boolean, Data, Function, Math Number, Object string, Reg Exp.

Client-side Java script elements: Document (Anchor, layer, Link, Image, Area).

Window (frame History, Location, Screen). Form (Button, CheckBox, radio, select, submit, text, area, Hidden)

SKILL BASED SUBJECT

PAPER – 3

SOFT SKILL DEVELOPMENT

UNIT-I: Resume/Report Preparation/Letter Writing

Structuring the resume/report-Letter writing/E-mail communication-Samples

UNIT-II: Presentation Skills

Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language - Video Samples.

UNIT-III: Time Management

Time Management - Articulateness - Assertiveness - Psychometrics - Innovation and Creativity - Stress Management & Poise - Video Samples.

UNIT-IV: Group Discussion

Why is GD part of selection process?- Structure of GD - Moderator-led and other GDs - Strategies in GD - Team work - Body Language - Mock GD - Video Samples.

UNIT-V: Interview Skills

Kinds of Interviews - Required Key Skills - Corporate culture - Mock Interview - Video Samples.

References:

Lewis, Norman, 1991. Word Power Made Easy. Pocket Books.

Hewings, Martin. 1999. Advanced English Grammar. A Self-Study Reference and Practice Book for South Asian Students. Cambridge University Press. New Delhi

Sets, Paul.W.1983. the Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associated. Prentice Hall Press. New York

Sasikumar.V and P.V. Dhamija. 1993. Spoken English:m A Self-Learning Guide to Conversation Practice. 3 Tata McGraw-Hill. New Delhi.

SEMESTER VI

PAPER – 10

MEDIA LAWS AND ETHICS

UNIT-I

Indian Constitution: Preamble - Salient features - Fundamental rights - fundamental duties - Directive principles of state policy - Citizenship.

UNIT-II

The Union and State Government - The Executive - The President, Governor - Powers - The Judiciary - Parliament- privileges, Function - The Emergency powers - Amendments to the Indian Constitution.

Panchayat Raj - Special Status given to J and K - Centre - State relationship.

UNIT-III

Media Laws: Freedom of the Media - Freedom of the Media in India

UNIT-IV

The Law of Copyrights - TRIPS and TRIMS

International Intellectual Property of Rights

The Contempt of Courts Act, 1971

The India Penal Code, Sections 124-A, 495, 496, to 501

The Criminal Procedure Code, Sections 108, 144

The Indian Telegraph Act

UNIT-V

Right to Information (Information Bill) - Information Technology Bill

Case studies

Laws related to Consumer Rights

Laws of Human Rights - Child Labor Acts - Women's Rights

Cyber Laws - Cable Act

Reference:

Laws of the Press in India - Durga Doss Basu -1987

Press and the Law - DK Umrekar

Laws of the Press - Dawson

Constitutional law of India (updated every year) - J. N. Pandey

Reports on Consumer Rights, Human Rights and draft report of the IT ACT.

CORE PRACTICAL - III

3D ANIMATION

3D MAX

Model 3D objects using primitives

Using Editable poly model an aero plane

Using Lathe Model a Flower Vase

Using Extrude Create Text

Animate an object using key frame

Create Fire effects using gizmo

Create 3D Titling

Using Path animation create galaxy

- a. Model a Building
- b. Using camera show the interior and exterior structure of the building

Animate a 3D Cartoon Character using Bones

ELECTIVE

PAPER – 2

MEDIA TECHNOLOGY

UNIT-I

Microphones - cassette players - micro recorders - Digital Players - Various Headphones - various storage media analogue - Digital-archival - various cables and connectors

UNIT-II

Ambience sound - Loss, lossless recording - Positioning of microphones -recorders - indoor recording - outdoor recording - cables - power supply -battery packs

UNIT-III

Types of cameras - analogue - Digital - lenses-viewing and monitoring - ENG-EFP -Types of cassettes - various storage media - Types of lights - video lights - cine lights - reflectors

UNIT-IV

Architecture of a sound card - various video standards - capturing card - Media systems - Linear editing - Non linear editing - Video mixers - Hardware, software - effects - plugins

UNIT-V

Various display devices - personal, retail, corporate - LCD - Plasma - Media servers-Streaming - Graphic cards - video games - various mobile devices -narrow casting protocols - personal casting devices

References:

Video production Handbook, Gerald

Introduction to Media production, Gorham Kindem, Robert B. Musburger

Video Basics by Herbert Zettl (Paperback - Jul 3, 2006)

ELECTIVE

PAPER – 3

3D MODELING AND ANIMATION

UNIT-I

Modeling objects using primitives - Modeling simple objects with splines / nurbs - modeling simple objects with Subdivision surfaces - Patch modeling - Polygon modeling

UNIT-II

Basic human anatomy - joints - moving in arcs - designing basic human character-planning a scene - animating character - timing - anticipation - follow through - human walks and runs-animal walks and runs - animation of birds

UNIT-III

Animation of acting - body language - basic body postures - Facial animation and lip-sync - Composition - Camera techniques - transition

UNIT-IV

Light types - lighting arrangements - Lighting the human model - Material properties - Textures types - mapping methods - Bump maps - Specular and diffuse maps - Transparency maps - Displacement maps

UNIT-V

Software packages - 3DMAX - modeling and animation - MAYA - modeling and animation - Combustion - Special effects.

References:

3D Human Modeling and Animation, First Edition **by Peter Ratner** (Paperback - May 11, 1998)

3D Modeling and Animation Fundamentals Peter Ratner

Maya Character animation, jaejin Choi, Dec 16, 2002

3D Modeling and Animation: : Synthesis and Analysis Techniques for the Human Body by Nikos Sarris and Michael G. Strintzis (Hardcover - Mar 22, 2005)

SKILL BASED SUBJECT

PAPER – 4

BODY LANGUAGE AND NON-VERBAL COMMUNICATION

UNIT-I

Power of nonverbal communication - Non verbal communication in relationships - Types of non verbal communication - Using body language - improving non verbal skills - non verbal communication and emotional intelligence.

UNIT-II

Nonverbal communication five rules
Repetition-Contradiction-Substitution-complementing-Accenting

UNIT-III

Facial expression - Body movements and posture - Gestures - Eye contact - Touch - Space - Voice.

UNIT-IV

It is not what you say, it is how you say it
Intensity-Timing and pace - Sounds that convey understanding

UNIT-V

Nonverbal communication and body language: What to avoid
You're not subtle-You bluff-You rush to accuse based on body language alone
Improving your nonverbal communication skills workshop classes-Video camera-Digital camera-
Audio recorder-As you watch or listen to the recordings.

References:

Monologue To dialogue Charles T Brown, Paul W Keller

Prentice-Hall, INC, Englewood Cliff, New Jersey

Developing Communication Skills - Krishna Mohan, Meera Banerji, Macmillan India Limited-New
Delhi

Human Communication Third Edition-Michael Burgeon, Frank G Hansaker, Edwin J Dawson - Sage
publication Thousand Oaks London, New Delhi

Understanding Human Communication eighth edition-Ronald B Adler, George Rodman, New York,
Oxford University Press.
