

THIRUVALLUVAR UNIVERSITY

**BACHELOR OF SCIENCE
B.Sc. VISUAL COMMUNICATION**

**DEGREE COURSE
CBCS PATTERN
(With effect from 2017-2018)**

The Course of Study and the Scheme of Examinations

S. No	Part	Study Components		Ins. Hrs / Week	Credit	Title of Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER I							CIA	Uni. Exam	Total
1	I	Language	Paper -1	6	4	Tamil/Other Language	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
4	III	Core Practical	Practical - 1	5	3	Drawing	25	75	100
	III	Allied	Paper -1	7	4	Photography Theory	25	75	100
5	IV	Environmental Studies		2	2	Environmental Studies	25	75	100
				30	20		150	450	600
SEMESTER II							CIA	Uni. Exam	Total
8	I	Language	Paper -2	6	4	Tamil/Other Language	25	75	100
9	II	English	Paper -2	4	4	English	25	75	100
10	III	Core Theory	Paper - 2	4	4	Introduction to Visual Communication	25	75	100
11	III	Core Practical	Practical - 2	5	2	Computer Graphics	25	75	100
12	III	Allied	Paper -2	7	6	Photography Practical	25	75	100
14	IV	Value Education		2	2	Value Education	25	75	100
15	IV	Soft Skills		2	1	Soft Skills	25	75	100
				30	23		175	525	700

S. No	Part	Study Components		Ins. Hrs / Week	Credit	Title of Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER III							CIA	Uni. Exam	Total
16	I	Language	Paper -3	6	4	Tamil/Other Language	25	75	100
17	II	English	Paper -3	6	4	English	25	75	100
18	III	Core Theory	Paper -3	3	3	Television and Radio Production	25	75	100
19	III	Core Practical	Practical- 3	3	2	2D Animation	25	75	100
20	III	Allied	Paper -3	7	4	Journalism	25	75	100
22	IV	Skill Based Subject	Paper - 1	3	3	Communication Skills	25	75	100
23	IV	Non-Major Elective	Paper - 1	2	2	Advertising	25	75	100
				30	22		175	525	700
SEMESTER IV							CIA	Uni. Exam	Total
24	I	Language	Paper -4	6	4	Tamil/Other Language	25	75	100
25	II	English	Paper -4	6	4	English	25	75	100
26	III	Core Theory	Paper -4	4	4	Audiography	25	75	100
27	III	Core Practical	Practical - 4	4	2	TV and Radio Production Practical	25	75	100
28	III	Allied - 2	Paper -4	5	6	Script Writing	25	75	100
30	IV	Skill Based Subject	Paper - 2	3	3	Personality Development	25	75	100
31	IV	Non-Major Elective	Paper - 2	2	2	Multimedia Animation & Authoring Principles	25	75	100
				30	25		175	525	700
SEMESTER V							CIA	Uni. Exam	Total
32	III	Core Theory	Paper - 5	6	5	Film Studies	25	75	100
33	III	Core Theory	Paper -6	4	4	Writing for Media	25	75	100
34	III	Core Theory	Paper -7	6	5	Multimedia Application in Media Industry	25	75	100
35	III	Core Theory	Paper -8	5	5	Communication Research	25	75	100
36	III	Elective - 1	Paper -1	6	3	Web Designing Practical	25	75	100
38	IV	Skill Based Subject	Paper - 3	3	3	Soft Skill Development	25	75	100
				30	25		150	450	600

S. No	Part	Study Components		Ins. Hrs / Week	Credit	Title of Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER VI									
39	III	Core Theory	Paper -9	6	7	Project Work	25	75	100
	III	Core Theory	Paper -10	5	5	Media Laws and Ethics	25	75	100
40	III	Core Practical	Practical	5	3	3D Animation (Practical)	25	75	100
41	III	Elective - II	Paper - 2	5	3	Internship (Practical)	25	75	100
42	III	Elective - III	Paper - 3	6	3	3D Modelling and Animation	25	75	100
45	IV	Skill Based Subject	Paper - 4	3	3	Body Language and Non Verbal Communication	25	75	100
46	V	Extension Activities		0	1	Extension Activities	100	0	100
				30	25		250	450	700

Part	Subject	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Language	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	5	(2-3)	12	100	500
Part IV	Environmental Science	1	2	2	100	100
	Soft Skill	1	1	1	100	100
	Value Education	1	2	2	100	100
	Lang. & Others/NME	2	2	4	100	200
	Skill Based	4	3	12	100	400
Part V	Extension	1	1	1	100	100
	Total	40	32	140	1300	4000

THIRUVALLUVAR UNIVERSITY
BACHELOR OF SCIENCE
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SYLLABUS
UNDER CBCS
(With effect from 2017 - 2018)

SEMESTER I

PAPER I

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 privatization - 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

Core Practical

DRAWING PRACTICAL

- Cubes with Geometrical
 - Texture on Pattern
 - Composition with Light and Shadow
 - Perspective Drawing
 - Landscapes and Composition
 - Live Models (Portraits)
 - Still Life
 - Logo Style
 - Visiting Card
10. Fonts – Alphabets and Numbers

(EACH EXERCISE SHOULD HAVE MINIMUM 5 NUMBERS OF WORKS WITH ROUGH THUMB NILE SKETCH FOLLOWED BY FAIR WORKS)

Reference Books

1. MarlyinStockstad (2009). Art History, Pearson.
2. John Walford (2002). Great Themes in Art. Pearson
3. Dennis. J.Sporre (2010). Reality through the Arts, Pearson.

**ALLIED I
PAPER I**

PHOTOGRAPHY (Theory Only)

Unit I

Introduction to Photography, Characteristics of light, Camera – structure and function of camera, Exposure – focusing, aperture, shutter speed, Depth of field. Basic shots, angle, and view. Different styles of Photography – Portrait, Landscape and Documentary.

Unit II

Types of camera, Lens and its function, types of lenses and their use, Characteristics of lens, lens speed, covering power and other features.

Unit III

Sources of Light – Nature, Artificial and Available. Lighting techniques – three point lighting. Kinds of light indoor and outdoor – Electronic flash and artificial lights, Light meters, Different kinds of filter for B& W and color photography

Unit IV

Films, film speed and types of film, Papers - kinds of paper, developing and printing. Accessories used in photography.

Unit V

Digital photography, optical system, power system, memory storage, resolution; understanding exposure and controls, Flash and lighting, Transferring image to PC, file formats, managing digital pictures.

Reference:

1. Julian Calder, John Garrett (1999). The 35 mm Photographer's Handbook, Marshall Editions Limited, London,
2. Alain Solomon (1987). Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York.
3. Dave Johnson (2001). How to do everything with your Digital Camera, Tata McGrawHill, New Delhi.

II SEMESTER

PAPER II

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 II

COMPUTER GRAPHICS

Design in Photoshop (or) CorelDraw

- Logos (5)
- Visiting Card (5)
- Envelopes (5)
- Letter Head (5)
- Hand Bills (5)
- Greeting Card with envelope (5)
- Invitation with envelope (1)
- Wedding Card with envelope (1)
- Banner (2)
- Broucher (2)
- Package (2)
- Newspaper (4pages)
- Poster (3)
- Calendar monthly (12months)
- Photo collage based on any theme.

ALLIED

**Practical II
PHOTOGRAPHY (Practical Only)**

Objective:

- To help students operate a camera and take effective indoor and outdoor photographs
- The students are required to photograph the following and submit as part of their work record
- At the beginning of the practical's, the students are to be taught and trained to handle the photography camera with the basic elements of photography like shots, angles, view, exposures, effects etc.

1. Styles of Photography

- a. Landscape - Sceneries, Animals, Peoples, monuments, etc...
- b. Portrait
- c. Documentary

2. Perspective

- a. Linear
- b. Forced

3. Photo Language

- a. Working
- b. Action - Freezing and motion shots
- c. Silhouette – Shadow - Reflection

4. Advertising Photography

- a. Product ads
- b. Food
- c. Jewellery
- d. Styles/Garments

5. Social Photographs

- a. Street photography
- b. PSA

6. Sports Photography

7. Indoor Photography

8. Photo story

SEMESTER III

PAPER III

TELEVISION 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, and Mountain View.
- Television field production - Hand book, Harbert Jetty.
- The technique of television production, Gerald Millerson, Focal Press, London.

2D ANIMATION PRACTICAL

PAPER III

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.

**ALLIED
PAPER III
JOURNALISM**

UNIT-I

News: definitions, elements, types and news values – Sources of news – News gathering techniques – Parts of News: Lead and Body – Various types of leads – News writing styles – Process of News translation - News agencies – Press releases & handouts – types of Press conferences – Press briefings – Beats – planning news coverage – Structure and functions of newsrooms.

UNIT-II

Definitions of journalism – Role and qualities of a journalist – Broadcast journalism vs. print journalism – types of journalism – Hierarchy of news, hard and soft news, structure of a news report, writing headlines, objectivity and bias – News versus features, types of features.

UNIT-III

Anatomy of a newspaper: analysis of the front page – comparative study of two newspapers – the OP ED page – sports pages – photos in a newspaper. Online editions of newspapers – Types of magazines: news magazines, lifestyle magazines, special interest magazines – Meaning and importance of newsletter.

UNIT-IV

The role of the reporter and its significance – Types of Reporting – Training and qualifications to be a reporter – The expected and unexpected in reporting – Skills for News Reporting. – Stages in the reporting process– newsgathering and journalistic research. – The basic formula (i.e. the 5Ws and 1 H). – The Inverted Pyramid.

UNIT-IV

Importance of news editing – Principles of editing – The editorial desk and its functions – Preparing edited copy before it goes to press – Qualifications and functions of sub –editors, chief editors and departmental editors – Writing features – Types and techniques in headlining.

Reference Books:

- Journalism in India by R. Parthasarthy.
- The Press by M. Chelapati Rau.
- Mass Communication and Journalism in India by D.S Mehta. Allied Publishers.
- News reporting and editing by K.M. Srivastava, Sterling Publishers.
- Modern news reporting by Care H. Warren, Harper.
- The Theory and Practice of Journalism by Ahuja.B.N.

SKILL BASED SUBJECT I

PAPER I

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 I
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. Scissors and Roger Baron (Hardcover - Jun 15, 2002)

SEMESTER IV

PAPER IV

AUDIOGRAPHY

UNIT - I

Radio broadcast: structure, over view, digital broadcast, basic radio journalism, radio verses newspaper and TV- news gathering- radio genres - planning and developing stories- writing for radio- story treatment- interviews- sound clips, -sound bites- language and grammar- audio cut, cue lay out- executing program.

UNIT-II

News bulletins- infotainment- youth stations- presentation- breaking news- special presentations- interviews- techniques - children's program- production: fixing guest, teasers and promos, jingles, features, documentaries- outdoor broadcast, phone-ins, discussion, music production, feedback & analysis.

UNIT-III

Interconnection of musical instruments- samplers & synthesizers- Basic concepts of musical composition- fundamentals of music theory- Recording Techniques- Microphone placement and techniques-Location recording- Concert Session- Multi track recording & Editing- outdoor recording & broadcast; Post production: digital audio- MIDI.- DJ decks – mixer- field production techniques

UNIT IV

Audio & and special effects for radio- film and animation- Dynamics and Effects Compression -audio sweetening, compressors- Gating Delay and reverberation- parameters- Phasing-flanging –chorusing; Digital phasing effects- Exciter, Pitch changer, Noise reduction in analogue recorders

UNIT-V

The mastering process-, Computers in Music Technology - music Keyboards- Effects-electronic music instruments- MIDI channels -MIDI applications- Synchronization FSK MTC SMPTE/EBU time code- voice over- audio dubbing for video production

References:

- Paul Chantler and Peter Stewart. Basic Radio Journalism. Oxford: Focal Press.2003. Keith, Michael C. Radio Station (6th ed.). Oxford: Focal Press, 2004.
- Mills, Jenni. Broadcast Voice. Oxford: Focal Press, 2004.
- Michael Talbot-Smith. Broadcast Sound Technology. Oxford: Focal Press.2002.
- Francis Rumsey and TimMick. Sound and Recording: An Introduction. Oxford: Focal Press John Watkinson. An Introduction to Digital Audio. Oxford: Focal Press.
- Francis Rumsey. MIDI System and Control. Oxford: Focal Press. Alec Nisbet. The Sound Studio. Oxford: Focal Press. 2004.
- Tim Amyes. Audio Post-production in Video and Film. Oxford: Focal Press.2001.

**PRACTICAL
TV AND RADIO PRODUCTION**

Practical IV

- Using digital Photographic and Video graphic equipment's – Camcorder functions, aperture and exposure, depth of field, focusing, panning, tilting, and zooming of objects.
- Using Tripod, Recording sound, adjusting color and contrast, Basic lighting.
- Creative videography – shot sizes and types, composition, visual sense, visual flow, editing in camera.
- Indoor and outdoor shooting methods – Special occasions, sports and action, natural scenes, news, class room lectures, group discussions, informal parties, Innovative methods of shooting, Camera angles movements. Shooting Micro objects. Wide angle shooting, trolley and crane shots.
- Multi-camera setup, Tape-less recording. Computer video recording.
- Radio programme – Music, Talk show, Phone in programme, Interview, Documentary.
- Sound recording editing – Sound effects.
- News reading and presentation methods, pronunciation, vocal stressing, errors and emergencies.
- Style of radio announcements – Compeering – Narration – Voice Modulation.

ALLIED

PAPER IV

SCRIPT WRITING

UNIT I INTRODUCTION OF SCRIPT

What is script writing, Principle of script writing, script writing formats, story and screenplay Idea Vs Media, developing ideas and conceptualization, Presentation – instruction, mood and experience.

UNIT II WRITING FOR FICTION

Fiction: Story idea, synopsis, plot and story, sub plot, plot patterns, Major character and minor character development. Conventional narrative structure, dramatic values, dialogue writing, writing for comedy- Advertisement films.

UNIT III WRITING FOR NON - FICTION

Non Fiction: non-narrative elements, different genres of Non Fiction- factual film, documentary films, News reel films, publicity films, and educational films.

UNIT IV WRITING FOR TELEVISION

Writing for television: Writing for TV serials, writing for Telefilms Preparing for interview, discussions, vox pox, reviews, game shows, musical shows, dance shows, developmental programmes, writing for compere and announcement.

UNIT V PROCESS OF STORY DEVELOPMENT

Script writing stages - format and presentation of the scripts - story board. Adaptation: Adapting the story from short story, novel, drama, histories, mythologies, newspaper, magazines and real life.

Reference Books

1. Lewis Herman (1974). Practical Manual of Screenplay Writing, New American Library.
2. Lajos Egri (2007). The Art of Dramatic Writing, Wildside Press LLC.
3. Anthony Friedmann (2010). Writing for Visual Media, Focal Press.

SKILL BASED SUBJECT II

PAPER II

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 Conversation.

UNIT-III

Personality theories: Freud, Eysenck, Erickson and Cattell-Motivation theories, Maslow, Mclelland 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 II

PAPER II

MULTIMEDIA ANIMATION AND AUTHORING 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)

V SEMESTER

PAPER V

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: Visualization - 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 institute's 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 VI

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, and 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 VII

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).

**PAPER VIII
COMMUNICATION RESEARCH**

UNIT I

The need and relevance of media research. Responsibility and Involvement. Scientific and non-scientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.

UNIT II

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewership ratings. Protocols of research methods.

UNIT III

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non-structured. Telephone and personal interviews. Questionnaire construction methods.

UNIT IV

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design.

UNIT V

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.

Reference Books

1. Hansen, Andres et al., (1998). Mass Communication Research Methods, Macmillan Press Ltd, London.
2. Wimmer, D Roger and Dominick R Joseph, (1991). Mass Media Research- An Introduction, Wadsworth Publishing Company, California.
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. settle (1985).The Survey Research Handbook, Irwin Homewood, Illinois.

ELECTIVE I

PAPER I

WEB DESIGNING PRACTICAL

- 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.

Note

- 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.
- A minimum of FIVE exercises should be carried out on each theme outlined above
- At least THREE complete web sites for different categories of products or organizations must be created for the record
- All exercises should be accompanied by “paper-page” and “paper-design” in record form along with the original file containing the exercises.
- The above mentioned are the minimum requirement for external examination.

References Books

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

SKILL BASED SUBJECT III

PAPER III

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.

VI SEMESTER

PAPER X

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 V
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
 - Using camera show the interior and exterior structure of the building
- Animate a 3D Cartoon Character using Bones

ELECTIVE II

PAPER II

INTENRSHIP (PRACTICAL)

- To help student get exposed to actual situations and functioning of the media industry and experience reality.

Methodology

- The student will be attached to the media industry for a period of one month on an internship basis.
- The intern will be exposed to a particular area of specialization. Such as Film Industry, News, Radio, Production, Etc.
- The department in coordination with the industry will closely monitor the progress of the intern.
- A Report and a viva-voice will complete the process of evaluation.
- Students should submit their report as a record book for examination.

**ELECTIVE III
PAPER III**

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 - Mar22,2005).

SKILL BASED SUBJECT IV

PAPER IV

BODY LANGUAGE AND NON-VERBAL COMMUNICATION

UNIT-I

Power of nonverbal communication - Nonverbal communication in relationships
- Types of nonverbal communication - Using body language - improving nonverbal skills - nonverbal 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.
