



**THIRUVALLUVAR UNIVERSITY**

**SERKKADU, VELLORE-632115**

**B.Sc. VISUAL COMMUNICATION**

**SEMESTER - II**

**SYLLABUS**

**FROM THE ACADEMIC YEAR**

**2023 - 2024**

S.No.	Part	Study Components		Ins. Hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER II							CIA	Uni. Exam	Total
1.	I	Language	Paper-2	6	3	Tamil/Other Languages	25	75	100
2.	II	English	Paper-2	4	3	English	25	75	100
3.	II	NMSDC: Language Proficiency for Employability	Paper-1	2	2	Overview of English Communication	25	75	100
4.	III	Core Course –CC III	Paper-2	5	5	Understanding Visual Communication (Theory)	25	75	100
5.	III	Core Course –CC IV	Practical-2	5	5	Photography and Videography (Practical)	25	75	100
6.	III	Elective II Generic/ Discipline Specific	Elective II	6	3	Publication Design (Practical)	25	75	100
7.	IV	Skill Enhancement Course SEC-2	Paper2	2	2	Image Editing and Color Management (Practical)	25	75	100
8.	IV	Skill Enhancement Course SEC-3 (Discipline Specific)	Paper 1	2	2	Public Speaking	25	75	100
		Sem. Total		32	25		200	600	800

**Course Description:**

The course, Understanding Visual Communication, is designed to provide students with a comprehensive understanding of the essential topics and concepts related to visual communication. The course is divided into five units that explore the foundations, theories, and practices of visual communication. Students will learn about the study of visual culture, the fundamentals of visual literacy, visual theories, critical viewing skills, and the grammar of visual design. The course is designed to equip students with the skills needed to critically analyze and communicate with visual images, from print and film to public spaces and digital media. Students will learn about the role of visual communication in shaping cultural, social, and political narratives, and explore strategies for creating impactful and ethical visual communication. With a focus on developing a deep understanding of visual communication, this course will provide students with the tools needed to succeed in a range of visual design fields.

**Course Objectives:**

1. Analyze and evaluate the visual elements and messages of various forms of media, from print and film to digital and public spaces.
2. Develop a critical understanding of the foundations, theories, and practices of visual communication, including visual literacy, visual theories, and the grammar of visual design.
3. Apply the principles of design and visual communication to create impactful and ethical visual communication that aligns with specific goals and objectives.
4. Demonstrate an understanding of the role of visual communication in shaping cultural, social, and political narratives, and critically evaluate the use of visual images in various contexts.
5. Develop and present a final project that showcases their ability to create effective visual communication, including narrative development, visual design, and ethical considerations.

**Detailed Syllabus:****Unit 1: Introduction to Visual Culture**

Introduction to Visual Media, Understanding Visual Media, the Role of Visual Media in Society, Power of Visual Images. Visual Language, Understanding Visual Language in Visual Media, the Role of Visual Language in Communication. Overview of Framing, Understanding Framing in Visual Communication, the Role of Framing in Visual Communication. Types of Narratives, Understanding Narrative Theory and Its Elements in Visual Communication, Understanding Different Types of Narratives in Visual Media, the Role of Narratives in Visual Communication, Understanding Traditional Narrative Media

**Unit 2: Fundamentals of Visual Literacy**

Definition and Concepts of Visual Literacy, The importance of Visual Literacy, Visual Elements and Principles, Developing Visual Literacy Skills. Visual Environment – Art, Print, Film, TV and Public Space, Understanding the Visual Environment, The role of Visual Communication in different contexts, Public Art and Social Responsibility. Visual Persuasion and Propaganda, Understanding the power of Visual Persuasion, The use of Visual Propaganda in History, Ethical Issues in Visual Persuasion. Visual Stereotypes, The role of Stereotypes in Visual Communication, The impact of Stereotypes on Society, Strategies for Challenging Visual Stereotypes

**Unit 3: Visual Literacy**

Basic Visual Concepts and Principles, the Elements and Principles of Visual Design, Applying Basic Visual Concepts and Principles. Physiological Aspect and Perceptual Aesthetics, the Physiology of Visual Perception, the Aesthetics of Perception. Perceptual Theories - Sensation and Perception; Organization and Constancies, Sensation and Perception, Organizing Visual Information, Understanding Constancies in Visual Perception. Gestalt Theory and Constructivism, the Principles of Gestalt Theory, the Principles of Constructivism, Applying Gestalt Theory and Constructivism in Visual Communication, Sensual Theories – Gestalt and Construct - Cognitive Understanding and Cognitive Theories in Visual Communication, the Role of Cognition in Visual Communication

#### **Unit 4: Theories of Visual Communication**

Visual Literacy Eye, Developing the Visual Literacy Eye, Visual Analysis Techniques, the Gaze, Definition and Types of Gaze, the Male Gaze, the Female Gaze.

Critically Analyzing Visuals and Designs, Understanding Form, Content, and Context in Visual Communication, and Analyzing the Meaning and Message of Visual Communication.

Meaning and Message, Understanding the Relationship between Meaning and Message in Visual Communication, Understanding the Role of Context in the Interpretation of Visual Communication

Form, Content, and Context, Understanding the Relationship between Form, Content, and Context in Visual Communication, Applying Form, Content, and Context in Visual Communication

Cultural Theories – Key Frames from the History of Visual Art, Understanding the Historical and Cultural Context of Visual Communication, The Role of Key Frames in Visual Art History

What is Visual Culture?, Key themes and concepts in Visual Culture, Historical evolution of Visual Culture, Cultural differences in Visual Perception, The impact of technology on Visual Cultures

#### **Unit 5: The Grammar of Visual Design**

Semiotics - Iconic, Indexical and Symbolic, Understanding Semiotics in Visual Communication, The Role of Iconic, Indexical, and Symbolic Signs in Visual Communication

Colour Theories, The Science of Colour Perception, The Role of Colour in Visual Communication, The Psychological and Emotional Impact of Colour

Principles of Design, The Basic Principles of Design, Applying the Principles of Design in Visual Communication

Relationship of Elements, Understanding the Relationship between Visual Elements in Design, Creating Balance and Harmony in Visual Communication

Visual Persuasion in Communication, Understanding the Role of Persuasion in Visual Communication, Techniques for Persuasive Visual Communication

#### **Course Outcomes:**

1. Analyze and evaluate visual elements and messages in different media forms and contexts, demonstrating an advanced understanding of visual communication concepts and principles.
2. Apply the principles of design and visual communication to create effective and ethical visual communication, considering the needs and goals of specific audiences and contexts.
3. Demonstrate an advanced understanding of the role of visual communication in shaping cultural, social, and political narratives, and analyze the use of visual images in different contexts to

- inform and persuade audiences.
- Synthesize knowledge and skills related to visual communication, including visual literacy, design principles, and ethical considerations, to develop a final project that effectively communicates a narrative concept.
  - Evaluate the impact and effectiveness of visual communication, considering the social, cultural, and ethical implications of the use of visual images and messages, and apply this knowledge to their visual communication practices.

### Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	1	3	1	1
CO 2	3	3	3	3	2
CO 3	2	3	2	3	1
CO 4	2	2	3	2	1
CO 5	1	3	2	2	3

### Key Textbooks

- Baldwin, J., & Roberts, L. (2019). Visual Communication: From Theory to Practice. Bloomsbury Publishing.
- Aiello, G., & Parry, K. (2020). Visual Communication: Understanding Images in Media Culture. SAGE Publications.
- Lester, P. M. (2010). Visual Communication: Images with Messages. Wadsworth.
- Smith, K. L., Moriarty, S., Kenney, K., & Barbatsis, G. (2004). Handbook of Visual Communication: Theory, Methods, and Media. Routledge.
- Aiello, G., & Parry, K. (2019). Visual Communication: Understanding Images in Media Culture. SAGE.
- Josephson, S., Kelly, J., & Smith, K. (2020). Handbook of Visual Communication: Theory, Methods, and Media. Taylor & Francis.
- Page, J. T., & Duffy, M. (2021). Visual Communication: Insights and Strategies. John Wiley & Sons.

### References

- Aiello, G., & Parry, K. (2020). Visual Communication: Understanding Images in Media Culture. SAGE Publications.
- Baldwin, J., & Roberts, L. (2019). Visual Communication: From Theory to Practice. Bloomsbury Publishing.
- Crow, D. (2017). Visible Signs: An Introduction to Semiotics in the Visual Arts. Bloomsbury Publishing.
- Davis, M., & Hunt, J. (2017). Visual Communication Design: An Introduction to Design Concepts in Everyday Experience. Bloomsbury Publishing.
- Edwards, M. (2015). The Visual Communications Book: Using Words, Drawings and Whiteboards to Sell Big Ideas. LID Publishing.

### Web Resources

1. Visual Communication Quarterly - <https://www.tandfonline.com/toc/hvcq20/current>
2. Journal of Visual Literacy - <http://www.visualnarratives.org/jvl/index.html>
3. Information Design Journal - <https://benjamins.com/catalog/idj>
4. Journal of Design Communication - <https://journals.sagepub.com/home/dcn>
5. Communication Design Quarterly - <https://sigdoc.acm.org/publications/cdq/>
6. The Association for Computer Machinery (ACM) Special Interest Group on Design of Communication (SIGDOC) - <https://sigdoc.acm.org/>

**CC-IV- Photography and Videography (Practical)****Course Description**

This course provides an introduction to the fundamentals of photography and videography. Students will learn about the history and development of photography and videography as art forms. The course covers basic camera functions and equipment, including aperture, shutter speed, ISO, focal length, and different types of cameras and lenses. Students will gain hands-on experience with lighting, composition, and framing. They will explore techniques for capturing portraits, landscapes, action shots, and low-light scenes. Students will also learn the basics of photo and video storytelling.

The course discusses the similarities and differences between human visual perception and what a camera captures. Students will compare image properties like colour, contrast, and sharpness. They will analyze the aesthetics of effective photographs and videos. The course also covers new trends in mobile photography, including the rise of Instagram and social media.

Students will get the opportunity to put skills into practice through a series of practical exercises and assignments. By the end of the course, students will understand the technical and creative elements involved in photography and videography. They will be able to take visually compelling photographs and videos for both personal and professional use. The course provides a foundation for further study in commercial photography, photojournalism, videography, and related fields.

**Course Objectives**

1. Explain the fundamental concepts and principles of photography and videography.
2. Demonstrate the proper use of cameras and equipment such as lenses, lighting, and composition.
3. Apply techniques for capturing portraits, landscapes, action shots, and low-light scenes.
4. Analyze and critique photographs and videos for aesthetics and effectiveness.
5. Create a portfolio of photographs and short videos using skills and techniques from the course.

**Detailed Syllabus:**

Procedural Knowledge of photography and videography

(Viva/Written Test Topics for Practical Examination)

**Photography and videography Record**

As a part of this course, students will be required to maintain a record of their photography and videography exercises. This record will help students keep track of their progress and allow them to reflect on their work. The record can be maintained in a digital format such as a blog, portfolio website or cloud storage. The digital record should have at least five photography and videography Exercises-one from each unit. Students should ensure that their record is organised, and labelled clearly and includes any relevant details such as the date of the exercise, software used, and a brief description of the exercise. This record should be submitted at the end of the course for evaluation.

**Practical Examination**

The practical examination could be in the form of viva, testing students' procedural knowledge, and evaluation of photography and videography. Students can also be asked to create photography and videography work for practical demonstration of their competency. Viva or Written examination can be based on Procedural Knowledge. Students should be able to explain what technique or pipeline/workflows were deployed.

### **Unit 1: Introduction to photography and videography:**

History of photography and videography, Composition and framing in photography and videography, The rule of thirds, Leading lines, understanding the principles of composition (balance, contrast), Manual and autofocus, Camera Movements and angles: Wide, Close-up, Zoom, Pan, Tilt, and Aerial; Settings and subjects: Selecting the right setting for your subject and how to choose the right subject for your setting. Importing images: Pictographic Learning how to transfer images from your camera to your computer and organize them.

### **Unit 2: Understanding the Camera, Visual Perception and Storytelling:**

Comparing Human Eye and Camera: Similarities and differences in visual perception; Aesthetics, The role of storytelling in photography and videography, Techniques for crafting compelling visual narratives

### **Unit 3: Camera Design, Structure, and Operations:**

Mastering Camera Settings: Aperture, shutter speed, focal length, and depth of field, Exploring Camera Modes: Manual, aperture priority, shutter priority, and program modes; Using long exposures, panning, and other techniques to create creative photographs; Basics for the Preparation of Panoramic Picture; Focus: Understanding the importance of choosing the right focus point for your subject, Exploring the pros and cons of manual and autofocus; Selecting autofocus points: Understanding how to choose the right autofocus points for your subject., Focusing for effect: Creating interesting and creative photos by controlling the focus in different ways.

### **Unit 4: Equipment Familiarisation:**

Hands-on practice with different cameras, lenses, filters, Colour Correcting Filters, and Diffusion Filters. and mobile photography; Film Camera Types: RED, ARRI, Sony, Blackmagic, and their Characteristics; Camera Working: Understanding Camera Operations and Movements, Measuring Devices. Types of lenses and their uses: normal, close-up lens, telephoto, macro special lenses - mechanism and structure extensions. Functions of Sensor, Menus and Options in DSLR, Memory Card, Types of Memory Card, Memory Card Speed Class, Accessories, Format: JPEG, RAW Usage of Filters: Day, Night, Light meters and filters, Light Accessories: Light Meter, Flash Trigger, Modifiers - Umbrella, Softbox, Strip box, Octa box, Reflector, Snoot, Barn Door, Beauty Dish, Grid, Gels, Flags, Studio Accessories: Stands, Backdrops etc.

### **Unit 5: Light, Light sources and Lighting techniques**

Properties of Light – Additive and Subtractive Light – Contrast and Lighting Ratios – Direct and Indirect Light; *Lighting Techniques*: Three point and Five Point Lighting; Techniques for controlling lighting, colour temperature control; *Outdoor Lighting*: Techniques, Challenges, and Solutions, Studio Lighting: Equipment, Techniques, and Accessories, *Light Sources*: Natural and Artificial Lights, *Understanding Light*: Direct Light, Diffused Light, Reflected Light, Hard Light, Soft Light, *Photography Lighting*: Flash, Strobe and Continuous Light, Lighting Setup: Hard Light, Fill Light, Back Light, Rim Light, Background Light, Three Point Light Setup, Advanced Light Setup, Portrait Lighting Setup. Techniques for capturing action and movement, capturing portraits, capturing landscapes, capturing low light scenes, and Using light to create impact and mood in photographs

### **Suggested Practical Exercises for Photography:**

1. Create a series of photographs that capture a single moment in time from different angles.

Have students take multiple photos of a single moment (like someone jumping in the air) from different angles (side view, front view, back view, below, above, etc.)

2. Capture a series of photographs that tell a story without any words.

Have students take a series of 3-5 photos that show a simple story or sequence of events without using any words.

3. Create a series of photographs that use light and shadow to create a mood.

Have students take a series of 3-5 photos experimenting with different types of lighting (natural, artificial) and angles to create different moods (dramatic, joyful, sombre, etc.)

4. Create a series of photographs that capture a scene from different perspectives.

Have students take a series of 3-5 photos of the same scene (landscape, city street, building, etc.) from different perspectives (close up, far away, high angle, low angle, etc.)

5. Create a series of photographs that capture a single subject from different angles.

Have students take a series of 3-5 photos of a single subject (person, object, animal) from different angles (side view, front view, back view, below, above, etc.)

6. Practice landscape photography by taking photos of various landscapes and experimenting with different compositions and lighting conditions.

Have students take a series of landscape photos using different compositional techniques (rule of thirds, symmetry, framing) and lighting (sunrise, sunset, midday, overcast)

7. Practice portrait photography by taking portraits of friends or family members, and experimenting with different poses and lighting setups.

Have students take a series of portrait photos using different poses, facial expressions, and lighting setups (Rembrandt, loop, split)

8. Practice action photography by taking photos of moving subjects (e.g. sports, animals) and experimenting with different shutter speeds to freeze or blur motion.

Have students take a series of action photos using fast and slow shutter speeds to capture motion in different ways.

9. Practice street photography by taking candid photos of people and scenes in a public setting.

Have students shoot a series of candid street photos capturing spontaneous moments, interesting scenes, and intriguing subjects.

10. Practice architectural photography by taking photos of buildings and experimenting with different compositions and techniques for capturing the structure and design of the buildings.

Have students shoot a series of architectural photos using different compositions (symmetrical, rule of thirds) and angles (below, straight on, above) to capture the details and geometry of buildings.

### **Suggested Practical Exercises for Videography:**

1. Create a short video that tells a story without any words.

2. Have students create a 1-2 minute video that shows a simple sequence of events and tells a visual story without any dialogue.

3. Create a short video that uses light and shadow to create a mood.

4. Have students create a 1-2 minute video using different types of lighting (natural, artificial) and lighting angles to create a particular mood or tone.

5. Create a short video that captures a scene from different perspectives.

6. Have students create a 1-2 minute video showing the same scene or landscape from multiple different angles (close-up, far away, bird's eye view, worm's eye view, etc.)

7. 4. Create a short video that captures a single subject from different angles.

8. Have students create a 1-2 minute video capturing a single subject (person, animal, object) from multiple different angles.

9. Create a short video that captures a single moment in time from different angles.

10. Have students create a short 10-30-second video showing a single moment (someone jumping, ball being hit, etc.) from multiple simultaneous angles.

11. Create a short video using only one type of shot (close-up, medium, wide, etc.).

12. Have students create a short 1-minute video using only one type of camera shot (close-up,

- medium, or wide).
13. Create a short video using only one type of lighting (natural, artificial, etc.).
  14. Have students create a short 1-minute video using only one type of lighting, either natural or artificial.
  15. Create a short video using only one type of camera movement (pan, tilt, etc.).
  16. Have students create a short 1-minute video using only one type of camera movement, such as panning, tilting, tracking or zooming.
  17. Create a short video using only one type of visual effect (slow motion, time-lapse, etc.).
  18. Have students create a short 1-minute video using only one visual effect like slow motion, time-lapse, fast motion, etc.
  19. Create a short video using only one type of editing technique (cut, dissolve, etc.).
  20. Have students create a short 1-minute video using only one type of editing technique (cut, dissolve, fade, wipe, etc.) to transition between all clips.

### **Photography and Videography: Records and Examination**

*Photography Record:* Students should keep a record of their photographic works in the form of an album or a slideshow. A minimum of 30 photographs from various genres of photography will be a minimum requirement. IPTC Metadata related to each photograph should be included for each photograph.

*Videography Record:* Students should keep a record of video shots they have taken as a part of their practical exercises. A minimum of ten stock videos (length 15-30 Seconds, Max One Minute) should be uploaded to cloud storage or available on a USB drive/college hard drive for examiners to review.

The practical examination could be in the form of viva, testing students' procedural knowledge, evaluation of photography records and stock videos. Students can also be asked to take photographs or shoot short clips (indoors or outdoors) for practical demonstration of their competency in photography or videography. Viva or Written examination can be based on the Procedural Knowledge of photography or videography.

### **Course Outcomes**

1. Students will be able to describe the key technical and creative concepts in photography and videography.
2. Students will be able to operate cameras and utilize equipment proficiently to achieve photographic and videographic effects.
3. Students will be able to apply appropriate techniques for photographing and filming different subjects, scenes, and styles.
4. Students will be able to evaluate and critique photographs and videos for visual effectiveness and quality.
5. Students will be able to create visually compelling photographs and short videos by synthesizing skills and concepts from the course.

### **Mapping**

PSOs/Cos	CO1	CO2	CO3	CO4	CO5
PSO1	2	3	3	1	1
PSO2	1	3	2	3	2
PSO3	3	3	3	2	2
PSO4	1	3	3	1	2
PSO5	2	1	1	1	3

### Key Textbooks

1. Bull, S. (2020). *A Companion to Photography*. John Wiley & Sons.
2. Carucci, J. (2013). *Digital SLR Video and Filmmaking For Dummies*. John Wiley & Sons.
3. Andersson, B. (2015). *The DSLR Filmmaker's Handbook: Real-World Production Techniques*. John Wiley & Sons.
4. Cheng, E. (2015). *Aerial Photography and Videography Using Drones*. Peachpit Press.
5. Ducker, R. (2019). *Tell Your Story with Light: The Basic Guide to Great Photos and Video*. Amazon Digital Services LLC - KDP Print US.
6. Freeman, N. (2019). *Film Noir Photography*. The Crowood Press.
7. Greig, R. (2021). *Professional Photography Collection: All the Best Articles, All the Best Photographers*. Future Publishing Limited.

### References

1. Tasabehji, Y., & Tasabehji, M. (2022). *The Ultimate Guide to iPhone Photography: Learn How to Take Professional Shots and Selfies the Easy Way*. Page Street Publishing.
2. Valenzuela, R. (2020). *The Successful Professional Photographer*. Rocky Nook, Inc.
3. Cheng, E. (2015). *Aerial Photography and Videography Using Drones*. Peachpit Press.
4. Davenport, A. (1999). *The History of Photography: An Overview*. UNM Press.
5. Davis, H. (2011). *Creative Landscapes: Digital Photography Tips and Techniques*. John Wiley & Sons.
6. Frohlich, D. M. (2004). *Audiophotography: Bringing Photos to Life with Sounds*. Springer Science & Business Media.
7. Higgins, M. (2016). *Time-Lapse Photography: Art and Techniques*. The Crowood Press.

### Web Resources for Photography

1. Professional Photographer Magazine - <https://ppmag.com/>
2. Popular Photography Magazine - <https://www.popphoto.com/>
3. American Photo Magazine - <https://www.americanphotomag.com/>
4. Aperture Magazine - <https://aperture.org/>
5. Digital Photo Pro Magazine - <https://www.digitalphotopro.com/>
6. Professional Photographers of America (PPA) - <https://www.ppa.com/>

### Web Resources for Videography

1. National Association of Broadcasters - <https://www.nab.org/>
2. Society of Camera Operators - <https://soc.org/>
3. International Documentary Association - <https://www.documentary.org/>
4. Wedding and Portrait Photographers International - <https://www.wppiexpo.com/>
5. Producers Guild of America - <https://www.producersguild.org/>

**Course Description:**

This course offers an introduction to publication design and advertising design, covering the history and definition of each, as well as the various types of publications and advertising media. The course is structured to provide an overview of the fundamental principles and tools used in publication and advertising design.

The course covers basic design principles such as composition, layout, typography, colour theory, and palette selection. Additionally, students will be introduced to popular software used in the field of design such as Canva, Adobe InDesign, Illustrator, and Photoshop. The course will also delve into designing for print and digital media, advertising principles, layout and composition techniques, advanced typography, colour theory, illustration and vector graphics, photography, image research, and print production techniques.

By the end of the course, students will have developed an understanding of the key concepts and techniques used in publication and advertising design, and be able to apply their knowledge to create effective designs for various media. This course is ideal for beginners who are interested in learning the basics of publication and advertising design or for professionals who want to expand their skills in the design industry.

**Course Objectives:**

Upon completion of the course, the students will be able to:

1. Explain the fundamental concepts and principles of publication design and advertising design, including the history, types, and media used in each.
2. Apply basic design principles such as composition, layout, typography, and colour theory in creating effective designs for various publications and advertising media.
3. Utilize software and tools such as Adobe InDesign, Illustrator, and Photoshop to design and create print and digital media publications, advertising materials, and illustrations.
4. Analyze and evaluate the effectiveness of designs in terms of layout, composition, typography, and colour palette selection.
5. Develop critical thinking and problem-solving skills by creating advertising campaigns and materials that are designed to meet the needs of a specific target audience, convey a message, and drive a call to action.

**Detailed Syllabus:****Procedural Knowledge of Publication Design****(Viva/Written Test Topics for Practical Examination)****Unit 1: Introduction to Publication Design**

History of publication design, Types of publications (magazines, newspapers, books, etc.), Types of advertising (print, digital, outdoor, etc.); Basic Design Principles, Composition and layout, Typography and font selection, palette selection; Tools and Software for Publication Design and Advertising Design (Canva, Adobe InDesign, Illustrator, Photoshop, etc.), Setting up a workflow and project structure, Basic interface and navigation.

## **Unit 2: Designing for Print and Digital:**

Understanding print production processes and considerations (paper stock, ink, etc.), Designing for different print formats (magazines, newspapers, books, etc.), creating print-ready files for commercial printing; Designing for Digital: Understanding digital design considerations (resolution, file formats, etc.), Designing for different digital platforms (websites, eBooks, social media, etc.), Creating digital-ready files for web and mobile; Designing for Advertising, Understanding advertising principles (target audience, messaging, call to action, etc.), Designing for different types of advertising (print, digital, outdoor, etc.), Creating advertising campaigns and materials;

## **Unit 3: Layout, Composition and Typography**

Understanding the principles of good layout and composition, Using grids and guides to create balanced and effective layouts, and experimenting with different layout techniques (asymmetry, hierarchy, etc.) Advanced Typography, Understanding the principles of good typography, Selecting and pairing fonts for different purposes, Experimenting with different typographic techniques (scale, hierarchy, etc.)

## **Unit 4: Color, Illustration and Vector Graphics:**

Understanding the principles of colour theory, Creating and using colour palettes, experimenting with different colour techniques (complementary colours, monochromatic schemes, etc.); Creating and editing vector graphics, Using illustration and vector graphics in publication and advertising design

## **Unit 5: Photography and Image Research & Print Production:**

Introduction to photography and image research for publication and advertising design, Understanding copyright and usage rights for images, Finding and selecting appropriate images for different projects, Introduction to Print Production, Types of printing techniques (letterpress, lithography/offset, gravure, flexography, and screen-printing) Basic Production Steps, Color separation, Importance of colour accuracy in print production, Aesthetic Principles and Technological Innovations in Print Production, Digital Art in Print Production

### **Detailed Exercises**

1. Design analysis: Have students choose a publication or advertising design (e.g. a magazine, a newspaper, an advertisement) and write a critical analysis of the piece, considering elements such as composition, layout, typography, and visual hierarchy. This exercise can help students practice interpreting and analyzing design work.
2. Design project: Have students choose a design problem or challenge related to publications or advertising and create a solution using design principles and techniques. This exercise can help students apply their knowledge of publication and advertising design principles to real-world projects.
3. Layout exercise: Have students experiment with different layout techniques and create a series of designs for publications or advertising using only layout elements (e.g. grids, alignment, whitespace). This exercise can help students practice using layout effectively and creatively in a specific context.
4. Magazine or newspaper design: Have students design a layout for a magazine or newspaper, including cover design, article layout, and use of images and graphics. This exercise can help students practice creating effective and visually appealing publication layouts.
5. Marketing materials: Have students design a set of marketing materials (e.g. business cards, brochures, flyers) for a business or organization. This exercise can help students practice creating promotional materials that are consistent with a brand's visual identity.
6. Infographic design: Have students create an infographic to present complex information in a clear

and visually appealing way. This exercise can help students practice using design elements to communicate information effectively.

**Publication Design Record:** As a part of this course, students will be required to maintain a record of their publication design exercises. This record will help students keep track of their progress and allow them to reflect on their work. The record can be maintained in a digital format such as a blog, portfolio website or cloud storage. The digital record should have at least five publication design Exercises-one from each unit. Students should ensure that their record is organised, and labelled clearly and includes any relevant details such as the date of the exercise, software used, and a brief description of the exercise. This record should be submitted at the end of the course for evaluation.

**Publication Design Record (Any ten of the following exercises should be included in the record in print or Digital Format)**

1. Design a Flyer for a new product launch.
2. Create an advertisement for a clothing brand.
3. Design a layout for a Magazine article on Interior Design.
4. Create a business card for a freelance graphic designer.
5. Design a poster for an upcoming music festival.
6. Create a billboard advertisement for a new car model.
7. Design a social media card for a real estate company.
8. Create a packaging design for a new food product.
9. Design a book cover for a fiction novel.
10. Create a magazine spread on travel destinations.
11. Design a poster promoting a local charity event.
12. Create an advertisement for a new smartphone model.
13. Design a menu for a new cafe.
14. Create a billboard advertisement for a sports brand.
15. Design a brochure for a new car dealership.
16. Create a packaging design for a new beauty product.
17. Design a book cover for a self-help book.
18. Create a magazine spread on healthy living.
19. Design a poster promoting a movie premiere.
20. Create an advertisement for a new restaurant.
21. Design a poster for PR Campaign, Even ManagementCompany, Social AwarenessCampaign
22. Design Men's wear/ Women's Wear/children's, Design any object for Interior decoration, Design portraits in digital painting mode, Design posters for Movie

**Practical Examination**

The practical examination could be in the form of viva, testing students' procedural knowledge, and evaluation of publication deliverables mentioned above. Students can also be asked to design any of the above tasks based on specific topics as a practical demonstration of their competency in publication design. Viva or Written examination can be based on the Procedural Knowledge of Publication design software. Students can use any publication design software, but open-source apps like Canva or InkSpace are recommended. Students should be able to explain what technique or pipeline/workflows were deployed.

**Course Outcomes**

1. Demonstrate an understanding of the concepts and principles of publication design and advertising design, and analyze how they are applied to create effective designs for various media.
2. Create original designs using basic design principles such as composition, layout, typography, and colour theory in various media formats such as print and digital media.

- Utilize software and tools such as Adobe InDesign, Illustrator, and Photoshop to design and create effective publications, advertising materials, and illustrations.
- Evaluate the effectiveness of designs in terms of layout, composition, typography, and colour palette selection, and make recommendations for improvement.
- Develop and present advertising campaigns and materials that meet the needs of a specific target audience, convey a message, and drive a call to action.

### Mapping

PSO	CO1	CO2	CO3	CO4	CO5
PSO1	2	3	3	2	1
PSO2	2	3	3	2	2
PSO3	3	3	3	2	3
PSO4	1	1	3	3	2
PSO5	2	3	3	2	2
PSO6	1	1	2	2	1
PSO7	2	3	3	2	3

### Key Textbooks

- Tavakoli, T. (2016). Graphic design with Canva: Design professional graphics for web and print. Packt Publishing Ltd.
- Brelsford, N. (2018). Canva: The ultimate guide to visual content marketing. Apress.
- Kello, S. (2017). Content marketing with Canva: Create stunning visuals on a budget. Business Expert Press.
- Gatten, C. (2016). Canva master class: A step-by-step guide to becoming a Canva expert. Amazon Digital Services LLC.
- Hoppe, J. (2020). Adobe Illustrator. Rocky Nook, Inc.

### References

- Brandt, G. (2018). Digital Print Production: The Definitive Guide. Hoboken, New Jersey: John Wiley & Sons, Inc.
- Padgett, P. (2018). Print Production Basics. Burlington, MA: Focal Press.
- Paterson, J. (2019). Mastering Print Production: A Guide to Prepress and Production Processes. Amsterdam: John Wiley & Sons, Inc.
- Corrigan, J. (2016). The Complete Guide to Color Management and Print Production. Amsterdam: Focal Press.
- Farace, J. (2017). Digital Printing and Publishing. Amsterdam: Focal Press.
- Kalsi, M. (2016). Digital Printing: A Comprehensive Guide. Burlington, MA: Focal Press.
- Main, J. (2016). Digital Print Processes: Print Production Concepts. Amsterdam: Focal Press.
- Smith, M. (2018). Digital Printing for Graphic Designers: Understanding the Print Production Process. Amsterdam: John Wiley & Sons, Inc.
- White, C. (2017). Digital Print Production: Design Tips and Techniques. Amsterdam: Focal Press.
- Naughton, J. (2015). Introduction to Digital Print Production. Amsterdam: Focal Press.

## Web Resources

1. Canva Tutorials, <https://www.canva.com/learn/>
2. 10 Tips for Creating Professional Publication Designs, <https://www.Canva.com/blog/professional-publication-designs/>
3. 20 Best Practices for Publication Design, <https://www.creativebloq.com/advice/20-best-practices-for-publication-design>
4. 8 Steps to Perfect Publication Design, <https://www.creativemarket.com/blog/8-steps-to-perfect-publication-design>
5. Expert Tips for Professional Publication Design, <https://www.canopybranding.com/expert-tips-for-professional-publication-design/>

**Course Description:**

This comprehensive course on Image Editing and Color Management is designed to equip learners with the knowledge and practical skills required to excel in the field of digital photography. The course is divided into five units, each containing four lessons that cover a wide range of topics including the fundamentals of photo editing, advanced photo editing techniques, colour management, workflow optimization, and output. The course also includes fifteen practical exercises that provide learners with hands-on experience in using various photo editing software and tools to enhance and manipulate digital images. Through this course, learners will gain a deep understanding of the importance of photo editing and colour management in digital photography. They will learn how to use different photo editing software and tools to adjust exposure, colour, contrast, and sharpness to achieve the desired results. They will also learn how to manage colour profiles and optimize images for different output formats including print and web. Overall, this course is ideal for anyone looking to pursue a career in digital photography or enhance their existing knowledge and skills in photo editing and colour management.

**Course Objectives:**

1. Understand the fundamental principles of digital photography and the importance of photo editing in enhancing digital images.
2. Master the use of various photo editing software and tools to manipulate images, including cropping, exposure and colour correction, black and white conversion, and advanced retouching techniques.
3. Develop advanced photo editing skills and techniques such as selective colour correction, split toning, and creative colour grading to enhance the visual impact of digital images.
4. Demonstrate the ability to manage colour profiles and optimize images for different output formats, including print and web, while maintaining colour accuracy and consistency.
5. Apply critical thinking and problem-solving skills to identify and resolve common issues in digital images, such as lens distortion, perspective distortion, and noise, using a range of photo editing techniques and tools.

**Detailed Syllabus:**

Procedural Knowledge of Image Editing and Color Management

(Viva/Written Test Topics for Practical Examination)

**Image Editing and Color Management Record**

As a part of this course, students will be required to maintain a record of their Image Editing and Color Management exercises. This record will help students keep track of their progress and allow them to reflect on their work. The record can be maintained in a digital format such as a blog, portfolio website or cloud storage. The digital record should have at least five Image Editing and Color Management Exercises-one from each unit. Students should ensure that their record is organised, and labelled clearly and includes any relevant details such as the date of the exercise,

software used, and a brief description of the exercise. This record should be submitted at the end of the course for evaluation.

### **Practical Examination**

Practical examination could be in the form of viva, testing students procedural knowledge, evaluation of Image Editing and Color Management. Students can also be asked to create an Image Editing and Color Management work for practical demonstration of their competency. Viva or Written examination can be based on Procedural Knowledge. Students should be able to explain what technique or pipeline/workflows were deployed.

### **Records and Examination**

Image Editing Record: Students should keep a record of their image editing works in the form of an album or a slideshow. Both Original and Edited Photos should be presented side-by-side in the record. A minimum of twenty edited photographs from various genres of photography will be a minimum requirement. IPTC Metadata related to each photograph should be included for each photograph. Students should be able to explain what editing techniques and colour collection methods were deployed.

### **Unit 1: Introduction to Photo Editing**

Fundamentals of Photo Editing: Understanding the basics of digital photography, Overview of different image formats and file types, Introduction to photo editing software and tools, Understanding the importance of photo editing in digital photography; RAW Processing and Camera Settings: Understanding RAW files and their importance in photo editing, Overview of camera settings and their impact on image quality, Introduction to RAW processing software, Implementing RAW processing techniques in photo editing software; Exposure and Color Correction: Understanding the importance of proper exposure in digital photography, Overview of the histogram and exposure vs. brightness, Techniques for adjusting exposure and brightness, Implementing color correction techniques in photo editing software; Cropping and Composition: Understanding the importance of composition in digital photography, Overview of different composition techniques, Techniques for cropping and resizing images, Implementing cropping and composition techniques in photo editing software

### **Unit 2: Advanced Photo Editing Techniques**

Advanced Color Correction Techniques: Techniques for correcting color casts and color balance, Introduction to selective color correction, Overview of split toning and cross-processing techniques, Implementing advanced color correction techniques in photo editing software; Retouching and Restoration: Overview of retouching and restoration techniques, Techniques for removing blemishes, wrinkles, and imperfections, Introduction to skin retouching techniques, Implementing retouching and restoration techniques in photo editing software; Sharpening and Noise Reduction: Understanding the importance of sharpness in digital photography, Overview of different sharpening techniques, Techniques for reducing noise in digital images, Implementing sharpening and noise reduction techniques in photo editing software; Black and White Conversion: Understanding the importance of black and white conversion in digital photography, Overview of different black and white conversion techniques, Techniques for creating high-contrast black and white images, Implementing black and white conversion techniques in photo editing software

### **Unit 3: Advanced Editing Tools and Techniques**

Layers and Blend Modes: Understanding layers and their importance in photo editing, Overview of different layer blend modes, Introduction to layer blend options, Implementing layers and blend modes

in photo editing software; Lens Correction and Transform Tool: Overview of lens distortion and perspective distortion, Techniques for correcting lens distortion and perspective distortion, Introduction to the transform tool, Implementing lens correction and transform tool in photo editing software; Local Adjustment and Masking: Overview of local adjustment and masking techniques: Techniques for creating masks and selections, Introduction to gradient masking and adjustment brushes, Implementing local adjustment and masking techniques in photo editing software; Special Effects and Creative Editing, Techniques for adding special effects and creative editing to digital images: Overview of different filter and effect options, Introduction to creative compositing and image manipulation, Implementing special effects and creative editing techniques in photo editing software

#### **Unit 4: Color Management**

Understanding Color Grading: Introduction to color grading and its importance in photo editing, Overview of different color grading techniques and styles, Understanding color grading tools and software, Techniques for achieving a consistent color grade across a series of images; Color Correction Techniques: Techniques for correcting color casts and color balance, Introduction to selective color correction, Overview of split toning and cross-processing techniques, Understanding the use of curves and levels for color correction, Implementing color correction techniques in photo editing software; Creative Color Grading: Techniques for creating stylized and creative color grades, Introduction to film emulation and cinematic looks, Overview of color theory for storytelling and mood, Techniques for creating vintage, retro, and other creative looks, Implementing creative color grading techniques in photo editing software; Skin Tone Correction: Techniques for correcting skin tones in portraits, Understanding the importance of accurate skin tones in photography, Introduction to skin tone adjustment tools and software, Techniques for achieving natural-looking skin tones in portraits, Implementing skin tone correction techniques in photo editing software; Batch Color Correction and Grading: Understanding batch processing and its importance in color grading and correction, Overview of workflow optimization techniques for color grading and correction, Introduction to scripting and automation for batch color grading and correction, Techniques for achieving a consistent color grade across a series of images, Implementing batch color correction and grading techniques in photo editing software

#### **Unit 5: Workflow Optimization and Output**

Batch Processing and Workflow Optimization, Understanding batch processing and its importance in photo editing, Overview of workflow optimization techniques, Introduction to scripting and automation in photo editing software, Implementing batch processing and workflow optimization techniques in photo editing software; Printing and Color Management: Understanding the importance of color management in print output, Overview of different types of printing processes, Introduction to color profiles for different printing processes, Implementing color management for print output in photo editing software; Web Output and Optimization: Overview of different web image formats, Techniques for optimizing web images for speed and quality, Introduction to responsive images and web design, Implementing web output and optimization techniques in photo editing software; Presentation and Display: Understanding the importance of presentation and display, Overview of different display technologies, Introduction to color calibration for display, Implementing presentation and display techniques in photo editing software

#### **Detailed Practical Exercises**

*Exercise 1: Cropping and Composition*, Take a set of photos and crop them to improve the composition, Experiment with different aspect ratios and the rule of thirds, Use photo editing software to adjust brightness, contrast, and color balance, and Save the final images for print and web output

*Exercise 2: Exposure and Color Correction*, Take a set of photos with different exposure settings, Use photo editing software to correct exposure and adjust brightness and contrast, Apply colour correction

techniques to correct any colour casts or imbalances, and Save the final images for print and web output

*Exercise 3: Sharpening and Noise Reduction*, Take a set of photos with different levels of sharpness and noise, Use photo editing software to apply sharpening and noise reduction techniques, Experiment with different sharpening and noise reduction settings to achieve the desired results, and Save the final images for print and web output

*Exercise 4: Black and White Conversion*, Take a set of photos and convert them to black and white, Experiment with different black and white conversion techniques, Use photo editing software to adjust contrast, brightness, and tone, and Save the final images for print and web output

*Exercise 5: Raw Processing and Color Management*, Take a set of RAW images and process them using RAW processing software, Apply color management techniques to ensure accurate colors and a consistent color profile, Use photo editing software to adjust brightness, contrast, and color balance, Save the final images for print and web output.

*Exercise 6: Advanced Color Correction Techniques*, Take a set of photos with challenging colour casts or imbalances, Use selective colour correction and split toning techniques to correct the colours, Experiment with different colour grading techniques to create a consistent look and feel, Save the final images for print and web output

*Exercise 7: Retouching and Restoration*, Take a set of photos with imperfections or blemishes, Use photo editing software to retouch and restore the images, Experiment with different retouching and restoration techniques, and Save the final images for print and web output

*Exercise 8: Compositing and Masking*, Take a set of photos and create a composite image, Use masking techniques to blend the images seamlessly, Experiment with different layer blending modes and options, and Save the final images for print and web output

*Exercise 9: Advanced Layers and Blend Modes*, Take a set of photos and create a multi-layered image, Experiment with different layer blending modes and options, Use layer masks and adjustment layers to fine-tune the image, and Save the final images for print and web output

*Exercise 10: HDR and Panorama*, Take a set of photos and create an HDR image or panorama, Use photo editing software to stitch the images together, Experiment with different tone mapping and exposure fusion techniques, and Save the final images for print and web output

*Exercise 11: Color Correction and Grading*, Take a set of photos with different colour casts or imbalances, Use photo editing software to correct the colours and apply a consistent colour grade, Experiment with different colour grading techniques and styles to achieve the desired results, Save the final images for print and web output

*Exercise 12: Color Management and Calibration*, Calibrate your monitor using a colourimeter or other calibration tool, Use photo editing software to adjust the colour profile of a set of photos, and Experiment with different colour spaces and profiles to achieve accurate colours and a consistent colour profile, Save the final images for print and web output

*Exercise 13: Skin Tone Correction and Grading*, Take a set of portraits and correct any skin tone imperfections, Use photo editing software to apply a skin tone correction and grading, and Experiment with different skin tone correction and grading techniques and styles to achieve the desired results, Save the final images for print and web output

*Exercise 14: Batch Color Correction and Grading*, Take a set of photos and apply a batch color correction and grading, Use photo editing software to automate the process using presets or templates,

and Experiment with different batch processing and automation techniques to achieve the desired results, Save the final images for print and web output

*Exercise 15: Color Grading for Different Display Technologies, Take a set of photos and apply a color grade for different display technologies, Use photo editing software to adjust the color profile for each display technology and experiment with different color grading techniques and styles for each display technology, Test the final images on different displays and evaluate the color accuracy and quality*

*Exercise 16: Print Output, Select a set of photos and prepare them for print output, Apply colour management techniques to ensure accurate colours and a consistent colour profile, Use photo editing software to adjust brightness, contrast, and colour balance for print output, Print the final images and evaluate the print quality*

*Exercise 17: Web Output and Optimization, Select a set of photos and prepare them for web output, Optimize the images for speed and quality, Experiment with different web image formats and sizes, and Test the final images on different devices and web browsers*

*Exercise 18: Presentation and Display, Select a set of photos and prepare them for a digital presentation or display, Apply colour management techniques to ensure accurate colours and a consistent colour profile, Experiment with different display technologies and devices, and Test the final images on different displays and evaluate the colour accuracy and quality*

*Exercise 19: Exercise 1: Restoring a Damaged Photograph, Find an old photograph that has been damaged or degraded over time., Scan the photograph at a high resolution to create a digital copy., Use photo editing software to restore the photograph, pay close attention to areas that have been damaged or degraded, such as scratches, dust, or faded colors, and Enhance the overall quality of the image.,*

*Exercise 20: Use advanced restoration techniques such as cloning, healing, and patching to restore areas that have been damaged or removed., Experiment with different restoration techniques and compare the results to determine the most effective method for each area of the photograph., Save the final restored image as a high-quality digital file and create a print for preservation.*

### **Course Outcomes:**

1. Demonstrate a comprehensive understanding of digital photography principles and the importance of photo editing, and apply this knowledge to produce high-quality digital images.
2. Utilize a range of photo editing software and tools to manipulate digital images, and demonstrate proficiency in basic and advanced photo editing techniques, including colour correction, retouching, and composition.
3. Apply critical thinking and problem-solving skills to analyze and address common issues in digital images, such as colour imbalances, exposure problems, and lens distortion.
4. Apply colour management principles to achieve consistent and accurate colour profiles across different output formats, including print and web.
5. Develop a strong creative vision for digital image editing, and demonstrate the ability to create unique and compelling images using a range of creative techniques, such as selective colour grading and split toning.

### **Mapping:**

PSO	CO 1	CO 2	CO 3	CO 4	CO 5
PSO 1	2	3	3	2	1
PSO 2	3	3	3	2	2
PSO 3	3	3	3	3	3
PSO 4	3	3	2	3	2
PSO 5	1	1	1	1	3

### Key Textbooks

1. Kuhlman, G. (2019). GIMP for Beginners: First 12 Skills. Independently Published.
2. Abbott, J. (2021). The Digital Darkroom: The Definitive Guide to Photo Editing. Octopus Publishing Group.
3. Whitt, P. (2020). Practical Glimpse: Learn to Edit and Create Digital Photos and Art with This Powerful Open Source Image Editor. Apress.

### References

1. Celebi, E., Lecca, M., & Smolka, B. (2015). Color Image and Video Enhancement. Springer.
2. Nichols, R. (2020). Mastering Adobe Photoshop Elements 2020: Supercharge your image editing using the latest features and techniques in Photoshop Elements, 2nd Edition. Packt Publishing Ltd.
3. Sharma, A. (2018). Understanding Color Management. John Wiley & Sons.
4. Whalley, R. (2015). Photoshop Layers: Professional Strength Image Editing. Lenscraft Photography.
5. Crathers, M. (2021). Photo Editing Basics: Powerful Photoshop Techniques Of The Professional Image Editor: Step By Step Photoshop Tutorials For Beginners. Independently Published.

### Web Resources

1. Journal of Photography & Video. <https://www.journalofphotography.com/>
2. Popular Photography. <https://www.popphoto.com/>
3. Digital Photography Review. <https://www.dpreview.com/>
4. Professional Photographer Magazine. <https://ppmag.com/>
5. British Journal of Photography. <https://www.bjp-online.com/>

<b>PUBLIC SPEAKING (SEC) (Practical). 2 CREDITS, 2 HOURS</b>
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**Course Description:**

This course equips the learner with indispensable life skills, empowering them to excel as a communicator, leader, and team player in various contexts. Through immersive and innovative methods, the learner will learn public speaking proficiency. The learner will professionally explore the essential elements of impactful communication, surrounding verbal and nonverbal cues. Through practices like active listening and interpersonal interactions, the learner will sharpen his/her ability to connect with others authentically. The predominant goal is to enhance learners' capacity to engage confidently, compassionately, and empathetically with diverse audiences, fostering clarity of thought and effective expression.

**Course Objectives**

1. To develop the public speaking proficiency.
2. To excel as a communicator, leader, and team player in different contexts.
3. To enhance impactful communication abilities.
4. To sharpen the ability to connect with the community authentically.
5. To enhance the capacity to engage confidently.

**Detailed Syllabus:**

**Unit 1:** Effective communication: processes and principles; barriers to communication; building trust, and teamwork; self-confidence and leadership skills; identifying an individual's strengths and interests.

**Unit 2:** Verbal and nonverbal communication skills: effective communication; building individual style of presentation. Verbal and nonverbal skills such as body language, voice modulation etc.

**Unit 3:** Critical thinking, planning, and analyzing skills for effective ideation, planning and visualization; preparing concepts for effective public presentations.

**Unit 4:** Knowing the audience; role of the personality, interpersonal skills and language proficiency; demonstrating confidence, enthusiasm, clarity and understanding.

**Unit 5:** Skills for oral presentations; extempore speaking; group discussions.

**Course Outcomes:**

1. Learners will develop capacities to understand the processes and principles of effective communication; overcoming communication barriers; taking initiative, building trust, teamwork, self-confidence, and leadership skills.
2. Learners can know the art and skill of effective communication, and build individual styles of assertive communication; verbal communication skills; and nonverbal communication skills.

3. Learners will be able to practice deep listening, critical thinking and analyzing skills ideating, planning and preparing concepts.
4. Learners will be able to develop skills for public speaking, knowing and engaging their audience; demonstrating confidence, enthusiasm, clarity and understanding.
5. Learners will be able to develop and practice skills for oral presentations; extempore speaking; group discussions; seminars and question-and-answer sessions.

### **Mapping Course Objectives (CO) and Program Specific Objectives (PSO)**

<b>PSOs/Cos</b>	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	2	3
PSO 2	3	3	3	3	3
PSO 3	3	3	3	3	3
PSO 4	3	3	3	3	2
PSO 5	2	3	2	3	3

### **Key Textbooks**

1. Dale Carnegie (2016).An Evergreen Self-Help Book: The Art of Public Speaking-
2. Effective Communication and Public Speaking: S. K. Mandal, Jaico, 2007.
3. Essentials of Effective Communication: Vasantha R. Patri & Neelakant Patri, Greenspan, 2002.

### **References**

1. Dorothy Lynn & Jessica Selasky, Jaico (2008). Mastering Public Speaking Exercise Your Body Parts and Build Your Speaking Skills.

### **Web Resources**

1. Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds (duration: 1:01:02"): [https://www.youtube.com/watch?v=ZNOQDp8v\\_wc](https://www.youtube.com/watch?v=ZNOQDp8v_wc)
2. How to Improve Communication Skills Fast with Dan O'Connor (duration: 15:16"): <https://www.youtube.com/watch?v=OYIKMI0A4NI>