THIRUVALLUVAR UNIVERSITY

BACHELOR OF SCIENCE

DEGREE COURSE

B.Sc. VISUAL COMMUNICATION

UNDER CBCS

(with effect from 2008-2009)

The Course of Study and the Scheme of Examinations

Year/ Semester	Part	Subject	Paper	Title of the Paper	Ins hrs/ Week	Credit	Exam hrs	Max. Mark		
								IA	Uni. Exam.	Total
I Year I Semester	I	Language	Paper I		6	3	3	25	75	100
	II	English	Paper I		6	3	3	25	75	100
	III	Core	Paper I	Media and Society	4	4	3	25	75	100
	III	Core	Paper II	Fundamentals of Computers	5	4	3	25	75	100
	III	Core Practical	-	Computer Graphics	2	-	-	-	-	-
	III	Allied	Paper I	Photography theory	5	5	3	25	75	100
	IV			Environmental Studies	2	2	3	25	75	100
I Year II Semester	I	Language	Paper II		6	3	3	25	75	100
	II	English	Paper II		6	3	3	25	75	100
	III	Core	Paper III	Introduction to Visual Communication	6	5	3	25	75	100
	III	Core	Practical I	Computer Graphics	5	4	3	40	60	100
	III	Allied	Paper II	Photography practical	5	5	3	40	60	100
	IV			**Value Education**	2	2			50	50
II Year III Semester	I	Language	Paper III		6	3	3	25	75	100
	II	English	Paper III		6	3	3	25	75	100
	III	Core	Paper IV	TV and Radio Production	6	5	3	25	75	100
	III	Core	Practical	TV and Radio Production	2	-	-	-	-	-
	III	Allied	Paper III	Advertising	5	5	3	25	75	100

Year/ Semester	Part	Subject	Paper	Title of the Paper	Ins hrs/ Week	Credit	Exam hrs	IA	Uni. Exam.	Total
	IV	Skill Based Subject I	Paper I	Communication Skills	3	3	3	25	75	100
		Non-Major Elective I	Paper I	Practical II 2D Animation Flash	2	2	3	25	75	100
II Year IV Semester	I	Language	Paper IV		6	3	3	25	75	100
	II	English	Paper IV		6	3	3	25	75	100
	III	Core	Paper V	Multimedia Animation and Authoring Principles	5	5	3	25	75	100
	III	Core Practical	Practical II	TV and Radio Production practical	3	3	3	40	60	100
	III	Allied	Paper IV	Script Writing	5	5	3	25	75	100
	IV	Skill Based Subject II	Paper II	Personality Development	3	3	3	25	75	100
		Non-Major Elective II	Paper II	Web Designing and Production Technology	2	2	3	25	75	100
III Year V Semester	III	Core	Paper VI	Film Studies	6	5	3	25	75	100
	III	Core	Paper VII	Writing for Media	6	5	3	25	75	100
	III	Core	Paper VIII	Multimedia Applications in the Media Industry	6	5	3	25	75	100
	III	Core	Practical	3D Animation	3	-	-	-	-	-
	III	Elective I	Paper I	Web Designing (Practical)	6	5	3	25	75	100
	IV	Skill Based Subject III	Paper III	Soft Skills Development	3	3	3	25	75	100
III Year VI Semester	III	Core	Paper IX	Project Work	6	5	3	-	100	100
	III	Core	Paper X	Media Laws and Ethics	5	5	3	25	75	100
	III	Core	Practical III	3D animation (Practical)	5	5	3	40	60	100
	III	Elective II	Paper II	Media Technology	5	5	3	25	75	100
	III	Elective III	Paper III	3D Modeling and Animation	6	5	3	25	75	100
	IV	Skill Based Subject IV	Paper IV	Body Language and Non-Verbal Communication	3	3	3	25	75	100
	V	Extension Activities				1				50
				Total	180	140				3600

THIRUVALLUVAR UNIVERSITY

B.Sc. VISUAL COMMUNICATION

SYLLABUS

UNDER CBCS

(with effect from 2008-2009)

I SEMESTER

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 privitisation - media audiences - media and social change

UNIT-III

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

UNIT-IV

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

UNIT-V

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

Reference

1. Mass Communication in India, Keval J Kumar, Jaico, 1999.
2. Communication Models by Mc Quail, Dennis and Steven Windhal, New York; Longman, 1981
3. The Mass Media, Ed. By Arvind Kumar, New Delhi, Anmol pub. 1999
4. Culture, Society and Media by Michael Curevitch et al., (Ed) Routledge, 1998
5. Persuation in practice by Kathleen readon, Sage, 1991
6. Media gratification Research by Rosengren et al., New Delhi; Sage 1985
7. Mass Media and Political thought, by Sidney Kraus and Richard M. Perloff (Eds.) Sage, 1985

PAPER II

FUNDAMENTALS OF COMPUTERS

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

Reference

1. Fundamentals of Computers by Singh & Singh
2. The Ultimate Multimedia Handbook by J. Keyes McGraw Hill, New York
3. PC Softwares made simple by Ravikant Taxali, BPB Publications
4. Computer graphics- Donald Hearn and prentice hall of India- 1990

ALLIED I

PAPER I

PHOTOGRAPHY

(Theory only)

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

Reference

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

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

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

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

ENVIRONMENTAL STUDIES

(For all UG Degree Courses)

UNIT-I: INTRODUCTION TO ENVIRONMENTAL SCIENCES: NATURAL RESOURCES :

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.

UNIT-II: ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION:

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem.

Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - Insitu & Exsitu.

UNIT-III: ENVIRONMENTAL POLLUTION AND MANAGEMENT

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Land slides. Role of individuals in prevention of pollution - pollution case studies.

UNIT-IV: SOCIAL ISSUES - HUMAN POPULATION

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental production Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

UNIT-V: FIELD WORK

Visit to a local area / local polluted site / local simple ecosystem - Report submission

REFERENCES

1. KUMARASAMY, K., A.ALAGAPPA MOSES AND M.VASANTHY, 2004. ENVIRONMENTAL STUDIES, BHARATHIDSAN UNIVERSITY PUB, 1, TRICHY

2. RAJAMANNAR, 2004, ENVIRONEMNTAL STUDIES, EVR COLLEGE PUB, TRICHY

3. KALAVATHY,S. (ED.) 2004, ENVIRONMENTAL STUDIES, BISHOP HEBER COLLEGE PUB., TRICHY

II SEMESTER

PAPER III

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

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

CORE PRACTICAL I
COMPUTER GRAPHICS

MS-Word, MS-Excel, MS PowerPoint

1. Creation of a document with indents and tabs using MS-word
2. Creation of a mail merge document
3. Creation of resume using templates in Ms word
4. Creation of Labels and envelopes using Ms-word
5. Creation of worksheet using Ms-Excel
6. Creation of Graph and chart using Ms-Excel
7. Creation of Calender using templates in Ms word
8. Creation of Non-Interactive Powerpoint presentation
9. Creation of Interactive Powerpoint presentation
10. Adding voice narration to Powerpoint presentation

CorelDraw

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

PhotoShop

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

ALLIED I
PAPER II

PHOTOGRAPHY
(Practical only)

1. Outdoor - Single / Group - people
2. Composition - Normal, Wide, Tele
3. Nature - Landscape - wide, Close up
4. Animals - Stale, Action
5. Still life
6. Architecture-interior-exterior
7. Action photography - Pan, freeze frame
8. Waterfalls-using slow and Fast shutter speed
9. Indoor photography - portrait - single, group
10. Lighting - top light, key light, back light, side light, low light, fill light, diffused light, spot light

VALUE EDUCATION
(For all UG Degree Courses)

UNIT-I

Value Education - Definition - relevance to present day - Concept of Human Values - self introspection - Self esteem.

UNIT-II

Family values - Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

UNIT-III

Ethical values - Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - psychology of children and youth - Leadership qualities - Personality development.

UNIT-IV

Social values - Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal mechanisms.

UNIT-V

Effect of international affairs on values of life/ Issue of Globalization - Modern warfare - Terrorism. Environmental issues - mutual respect of different cultures, religions and their beliefs.

Reference Books

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore (1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002.
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.
4. Daniel and Selvamony - Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990)
5. S. Ignacimuthu - Values for Life - Better Yourself Books, Mumbai, 1991.
6. M.M.M.Mascaronhas Centre for Research Education Science and Training for Family Life Promotion - Family Life Education, Bangalore, 1993.

WEBSITES AND e-LEARNING SOURCES:

www.rkmissiondhe/.org/education.html/

www.clallam:;org/lifestyle/education.html/

www.sun.com/../edu/progrmws/star.html/

www.infoscouts.com

www.secretofsuccess.com

www.1millionpapers.com

http://militarIyfinance.umuc.edu/education/edu-network.html/

III SEMESTER
PAPER IV
TV AND RADIO PRODUCTION

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT V

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

Reference

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

ALLIED

PAPER III

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

1. Basic Advertising by Donald W. Jugenheimer (Paperback - Mar 1991)Advertising Procedure
2. Advertising For Dummies (For Dummies (Business & Personal Finance)) by Gary Dahl (Paperback - Jan 3, 2007)Foundations of Advertising
3. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (LEA's Communication Series) by Helen Katz
4. Advertising Media Planning by Jack Z. Sissors and Roger Baron (Hardcover - Jun 15, 2002)

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

1. Developing Communication Skills - Krishna Mohan, Meera Banerji, Macmillan India Limited - Chennai.
2. The Essence of Effective Communication - Ron Ludlow, Fergus Panton, Prentice-Hall of India Private Limited New Delhi
3. Write to Communicate - Geetha Nagaraj, Foundation Books-Print Perfect, Mayapuri, New Delhi
4. Communication Skills for Undergraduates - Dr T.M. Farhathullah - RBA Publication, Chennai

NON-MAJOR ELECTIVE I
PAPER I
2D ANIMATION PRACTICAL
FLASH

1. Draw Cartoon faces
2. Draw Backgrounds
3. Animate 2d Shapes using key frame technique
4. Animate a cartoon character using Motion tweening
5. Transform an object from one shape to another using Shape tweening
6. Create an animated greeting card
7. Create 2D Titling
8. Create a 1 min animated story
9. Create Interactive presentation using Action script
10. Create a webpage using Action Script.

IV SEMESTER

PAPER V

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

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

2. Multimedia at Work, Tata Mc Graw Hill

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

4. 3-D Human Modeling and Animation, Second Edition by Peter Ratner ,April 18, 2003)

ALLIED

PAPER IV

SCRIPT WRITING

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

References

1. Writing the Script by Wells Root ,Jan 15, 1980

2. Secrets of Film Writing by Tom Lazarus Jun 2, 2001

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

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

5. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard

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 onservation.

UNIT-III

Personality theories: Freud, Eysesck, Erickson and Catell-Motivation theories, Masslow, Mcllend 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:

1. Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.
2. Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House
3. Dudley, G.A. (2004). Double your learning power. Delhi: Konark Press. Thomas publishing Group Ltd.
4. Hurlock, E.B. (2006). Personality Development, New Delhi: Tata McGraw Hill.

NON-MAJOR ELECTIVE II

PAPER II

WEB DESIGNING AND PRODUCTION TECHNOLOGY

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

References:

1. HTML & XHTML: The Definitive Guide (6th Edition) by Chuck Musciano and Bill Kennedy (Paperback- Oct 17, 2006) - Illustrated
2. Web Design: The Line, The Express Line to Learning (The Line: The Express Lint to Learning) by Sue Jenkins (Paperback-Feb 27, 2007)

3. Head First HTML with CSS & ZHTML (Head First) by Elisabeth Freeman and Eric Freeman (Paperback – Dec 1, 2005) – Illustrated
4. JavaScript: A Beginner's Guide, Second Edition by John Pollock (Paperback – Dec 18, 2003)

V SEMESTER

PAPER VI

FILM STUDIES

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

References

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

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

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

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

5. Cultural Heritage of India, A.L. Basham.

PAPER VII

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

1. Writing for Broadcast journalist, Thompson, rick. London: Routledge,2005.
2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company,1992.
3. Writing for Television, Kelsey, Gerald. Unisrar,2004..
4. Writing the News:Print Journalism in the electronic age. New York : Hasting House Publishers,1977,Fox,Walter.
5. Doing if in style - Leslie Sellers.

PAPER VIII

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

1. The Ultimate Multimedia Handbook, Tata Mc Graw Hill

2. Multimedia at Work, Tata Mc Graw Hill

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

4. Video Basics by Herbert Zettl, Jul 3, 2006

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

ELECTIVE I
PAPER I
WEB DESIGNING
PRACTICAL

1. HTML-HREF.LINK. HREF

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

3. Link Images, sounds video, Background

4. Advanced elements:Tables,forms,frames.

5. Authoring web pages using editors-DHTML

6. Tags in Java script

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

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

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

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

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:

1. Lewis, Norman, 1991. Word Power Made Easy. Pocket Books.
2. Hewings, Martin. 1999. Advanced English Grammer. A Self-Study Reference and Practice Book for South Asian Students. Cambridge University Press. New Delhi
3. 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
4. Sasikumar.V and P.V. Dhamija. 1993. Spokem 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

1. Laws of the Press in India - Durga Doss Basu -1987
2. Press and the Law - DK Umrekar
3. Laws of the Press - Dawson
4. Constitutional law of India (updated every year) - J. N. Pandey
5. Reports on Consumer Rights, Human Rights and draft report of the IT ACT.

CORE PRACTICAL III

3D ANIMATION

3D MAX

1. Model 3D objects using primitives
2. Using Editable poly model an aero plane
3. Using Lathe Model a Flower Vase
4. Using Extrude Create Text
5. Animate an object using key frame
6. Create Fire effects using gizmo
7. Create 3D Titling
8. Using Path animation create galaxy
9. a) Model a Building
    b) Using camera show the interior and exterior structure of the building

10. Animate a 3D Cartoon Character using Bones

ELECTIVE II
PAPER II
MEDIA TECHNOLOGY

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

References

1. Video production Handbook, Gerald
2. Introduction to Media production, Gorham Kindem, Robert B. Musburger
3. Video Basics by Herbert Zettl (Paperback - Jul 3, 2006)

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

1. 3D Human Modeling and Animation, First Edition **by Peter Ratner** (Paperback – May 11, 1998)

2. 3D Modeling and Animation Fundamentals Peter Ratner

3. Maya Character animation, jaejin Choi, Dec 16, 2002

4. 3D Modeling and Animation: : Synthesis and Analysis Techniques for the Human Body by Nikos Sarris and Michael G. Strintzis (Hardcover - Mar 22, 2005)

SKILL BASED SUBJECT IV
PAPER IV
BODY LANGUAGE AND NON-VERBAL COMMUNICATION

UNIT-I

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

UNIT-II

Nonverbal communication five rules

Repetition-Contradiction-Substitution-complementing-Accenting

UNIT-III

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

UNIT-IV

It is not what you say, it is how you say it

Intensity-Timing and pace - Sounds that convey understanding

UNIT-V

Nonverbal communication and body language: What to avoid

You're not subtle-You bluff-You rush to accuse based on body language alone

Improving your nonverbal communication skills workshop classes-Video camera-Digital camera-Audio recorder-As you watch or listen to the recordings.

References

1. Monologue To dialogue Charles T Brown, Paul W Keller

   Prentice-Hall, INC, Englewood Cliff, New Jersey

2. Developing Communication Skills - Krishna Mohan, Meera Banerji, Macmillan India Limited-New Delhi
3. Human Communication Third Edition-Michael Burgeon, Frank G Hansaker, Edwin J Dawson - Sage publication Thousand Oaks London, New Delhi
4. Understanding Human Communication eighth edition-Ronald B Adler, George Rodman, New York, Oxford University Press.

✵✵✵✵✵