

**S.D.N.B VAISHNAV COLLEGE FOR  
WOMEN  
(AUTONOMOUS)  
CHROMEPET, CHENNAI -44.**

**DEPARTMENT  
OF  
VISUAL COMMUNICATION**

## CHOICE BASED CREDIT SYSTEM

Study Components	No. of Papers	Credit Per Paper	Total Credit
<b>Part I</b> (Tamil/Hindi/Sanskrit)	4	3	12
<b>Part II</b> (English)	4	3	12
<b>Part III :</b>			
Core Major :	18	3, 4	58
Core Elective:	3	5	15
Internship :	-	2	2
Allied Practical	4	5	20
<i>Sub Total for Part III</i>			95
<b>Part IV :</b>			
1. Basic Tamil/Advanced Tamil/Non-Major (I and II Semester)	2	2	4
2. Soft Skills	4	3	12
3. EVS (IV Semester)	1	2	2
4. Value Education (V Semester)	1	2	2
<i>Sub Total for Part IV</i>			20
<b>Part V :</b>			
1. Sports	—	—	1 to 5
2. N.C.C.	—	—	
3. N.S.S.	—	—	
4. Rotract	—	—	
5. E.D.P.	—	—	
6. Fine Arts	—	—	
<i>Subtotal for Part V</i>			5
<b>Total</b>			<b>144</b>



EMESTER	SUBJECTS	CREDITS	MARKS
<b>SEM - I</b>	CORE MAJOR – I: Introduction to Communication	3	75
	CORE MAJOR PRACTICAL I: Drawing –I	4	100
	CORE ALLIED PRACTICAL I: Graphic Design – I	5	100
<b>SEM – II</b>	CORE MAJOR – II : Understanding the Media	3	75
	CORE MAJOR – III: Elements of Film	3	75
	CORE: ALLIED PRACTICAL - II: –I Drawing & Graphic Design –II	5	100
	CORE MAJOR PRACTICAL II – Miniature &Story Board	4	100
<b>SEM – III</b>	CORE MAJOR – IV: Graphic Design and Reproduction	3	75
	CORE MAJOR – V: Basic Photography Theory	3	75
	CORE MAJOR PRACTICAL III –Photography(I)	2	50
	ALLIED PRACTICAL - III: Publication Design	5	100
	* Skill Based – Public Relations Will be effective for the students admitted from 2016	3	-

<b>SEM – IV</b>	CORE MAJOR – VI: Television & Radio Production Theory	3	75
	CORE MAJOR PRACTICAL – IV – Television production- I	2	50
	CORE MAJOR PRACTICAL V: Writing For Media	4	100
	ALLIED PRACTICAL - IV: Web Designing	5	100
<b>SEM – V</b>	CORE MAJOR – VII Film Theory	3	75
	CORE MAJOR PRACTICAL I: Film Appreciation	2	50
	CORE MAJOR – VIII : Advertising	3	75
	CORE MAJOR PRACTICAL VI: Commercial Photography(II)	2	50
	CORE MAJOR PRACTICAL VII: Radio production	4	100
	CORE ELECTIVE PRACTICALS –I 3D Animation Project	5	100

<b>SEM – VI</b>	CORE MAJOR – IX: Media Organization & Management	3	75
	CORE MAJOR – X: Media Culture & Society	3	75
	CORE MAJOR PRACTICAL – VIII Television production -II	4	100
	CORE ELECTIVE PRACTICAL - II: Media Campaign	5	100
	CORE ELECTIVE PROJECT - III: Computer Graphics/3D/Television Production/Radio Production/Miniature/Drawing(Any one)	5	100
	Internship	2	50

**DEPARTMENT OF VISUAL COMMUNICATION****SEMESTER VICE - SUBJECT BREAKUP**

For candidates admitted during the academic year 2017 onwards

S.No	Theory/ Practical / Project	Part	Sem	Core Major/ Elective/ Allied	Credits	Subject Name	Total Marks		
							Int	Ext	Total
1	Theory	I	I	-	3	Language	25	75	100
2	Theory	II	I	-	3	English	25	75	100
3	Theory	III	I	Core Major I	3	Introduction to communication	15	60	75
4	Practical	III	I	Core Major Practical I	4	Drawing - I	40	60	100
5	Practical	III	I	Core Allied Practical-I	5	Graphic Design - I	40	60	100
6	-	IV	I	NME	2	Basic Tamil/ Maths for Competitive Exams	40	60	100
7	-	IV	I	Soft Skills	3	-	40	60	100
8	Theory	I	II	-	3	Language	25	75	100
9	Theory	II	II	-	3	English	25	75	100
10	Theory	III	II	Core Major II	3	Understanding the Media	15	60	75
11	Theory	III	II	Core Major III	3	Elements of Film	15	60	75
12	Practical	III	II	Core Major Practical - II	4	Miniature & Story Board	40	60	75

13	Practical	III	II	Core Allied Practical - II	5	Drawing & Computer Graphics	40	60	100
14	-	IV	II	NME	2	Basic Tamil/ Maths for Competitive Exams	40	60	100
15	-	IV	II	Soft Skills	3	-	40	60	100
16	Theory	I	III	Part I	3	Language	25	75	100
17	Theory	II	III	Part II	3	English	25	75	100
18	Theory	III	III	Core Major IV	3	Graphic Design & Reproduction	15	60	75
19	Theory	III	III	Core Major V	3	Basic Photography Theory	15	60	75
20	Theory	III	III	Core Major Practical III	2	Photography(I)	20	30	50
21	Practical	III	III	Allied Practical - III	5	Publication Design	40	60	100
22	Skill based paper	IV	III	Skill Based Elective	3	Public Relation	40	60	100
23	Theory	I	IV	-	3	Language	25	75	100
24	Theory	II	IV	-	3	English	25	75	100
25	Theory	III	IV	Core Major VI	3	Television Production & Radio Production	15	60	75
26	Theory	III	IV	Core Major Practical IV	2	Television Production - I	20	30	50
27	Practical	III	IV	Core Major Practical V	2	Photography –I	20	30	50
28	Practical	III	IV	Allied Practical - IV	5	Web Design	40	60	100



29		IV	IV	EVS	2		25	75	100
30	Theory	III	V	Core Major VII	3	Film Theory	15	60	75
31	Project	III	V	Core Project Practical – IV	2	Film appreciation	20	30	50
32	Theory	III	V	Core Major VIII	3	Advertising	15	60	75
33	Practical	III	V	Core Major Practical VI	2	Commercial Photography	20	30	50
34	Practical	-	V	Core Major Practical VII	4	Radio Production	40	60	100
35	Project	III	V	Core Elective Practical's - I	5	3 D Animation Project	40	60	100
36		IV	V	Value Education-Yoga	2	-	40	60	100
37	Theory	III	VI	Core Major IX	3	Media Management & organization	15	60	75
38	Theory	III	VI	Core Major X	3	Media Culture & Society	15	60	75
39	Practical	III	VI	Core Major Practical VIII	4	Television Production -II	40	60	100
40	Practical	III	VI	Core Elective - II	5	Media Campaign	40	60	100
41	Practical	III	VI	Core Elective Project - III	5	Computer Graphics/3D/Television Production/Radio Production/Miniature/Drawin g Computer Graphics	20	80	100
42	Practical	III	VII	Internship	2	-	20	30	50
43		IV	VI	Computin g skills	3	-	40	60	100

**(Note: Allied paper Total 20 credits and 400 marks, Major and elective Total 75 Credits and 1800 marks)**

<b>TITLE</b>	<b>CREDITS</b>	<b>MARKS</b>
LANGUAGE	12	400
ENGLISH	12	400
MAJOR/ELECTIVE	75	1800
ALLIED	20	400
SOFT SKILLS/NME/VALUE EDUCATION	20	800
EXTENSION ACTIVITY	1	
<b>TOTAL</b>	<b>140</b>	<b>3800</b>

<b>TITLE</b>	<b>COUNT</b>
TOTAL THEORY PAPER (MAJOR)	10
TOTAL PRACTICAL PAPER (MAJOR)	8
CORE ELECTIVES	3
ALLIED PRACTICALS	4

# INTRODUCTION TO COMMUNICATION

## CORE MAJOR I

### Semester I /Credits 3

#### Unit -1

Communication, Meaning and definition , Functions of communication, seven c's of communication , Types of communication, Various forms of communication , Barriers of Communication,

#### Unit – 2

Communication Process – Elements of communication process- Communication Act :Sender, Message, Channel, Receiver, Effects and Feedback, Levels of Communication ( Technical Semantic & Pragmatic), Models of communication – Aristotle, Shannon and Weaver, Berlo , Lasswell , Osgood and Wilbur and Schramm .

#### Unit – 3

Introduction to Visual Communication, Introduction to Audio Communication, Introduction to Audio Visual Communication

#### Unit – 4

Introduction to Mass Communication, Characteristics and definition of Mass media, Mass Media Audience , Media and its Effects – Hypodermic Needle or Bullet theory , Cultivation Theory , Two step flow Theory.

#### Unit – 5

Genres of Mass Media - Classification of Media, Various types of Media, Traditional, classical, folk and Modern Media. Functions of Mass Media - Print, Electronic and new media.

#### Reference:-

- Principles of Communication Vijay Somasundaram – Authors Process
- Mass Communication Theory and practice- K.B.DATTA –Akansha Publishing Hoose- New Delhi -110059
- Communication Models- Uma Narula – Atlantic Publishers & Distributors(A) Ltd.
- Introduction nto Mass communication- Media Literacy & Culture- Stanley J.Baran; McGraw-Hill.
- Keval J. Kumar, (2009) Mass Communication in India, Jaico Publishing House.

# **DRAWING – I**

## **CORE MAJOR PRACTICAL I**

### **Semester I/Credits 4**

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned Lecturer. It should contain a content page of exercises completed by individual students.

1. Perspective
  3. Lighting and Shading
  4. Still Life
  6. Character Movement
  7. Pen Drawing
- **PERSPECTIVE(MEDIUM: PENCIL HB, 2B)**
    - One point perspective- Room view
    - One point perspective- Landscape
    - Two point perspective-Building view
    - Two point perspective-Building view 2
    - Three point perspective-Bird Eye View
    - 1.6 Three point perspective- Ant Eye View
  - **LIGHTING AND SHADING**
    - Pencil Shading
    - Poster Color Painting(cut color)
    - Outdoor Landscape & Perspective
  - **STILL LIFE**
    - Water Color
    - Pencil Shading

- **CHARACTER MOVEMENT**
  - Face Movement
  - Character Walk
  - Bird Flying Movement
  
- **PEN DRAWING**
  - Dot Work
  - Pen Shading

# GRAPHIC DESIGN I

## CORE ALLIED PRACTICAL I

### Semester I/Credits 5

The Graphic design record should contain handwork done by students on basic elements of design. Record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned Lecturer. It should contain a content page of exercises completed by individual students.

- Lines
  - Curves
  - Tints and Shades
  - Fonts and Typography
  - Patterns
  - Op art
- 
- **LINES**
    - Thin Lines
    - Thick Lines
    - Variable Thickness
- 
- **CURVES**
    - Curve
    - Traditional Curve
    - Floral Curve
    - Patterned Curves
- 
- **TINTS AND SHADES**
    - Color wheel (Hue & mixing)
    - Color palette (Tint, Tone & Shades)

- **FONTS AND TYPOGRAPHY**

- Alphabets – San Serif Fonts
- Alphabets – Serif Fonts
- Numbers – San Serif Fonts
- Numbers – Serif Fonts
- Tamil Font
- Typographic Design
- Typographic Art

- **PATTERNS**

- Pop Art Pattern
- Wallpaper Pattern
- Rug Pattern
- Traditional Pattern

- **OP ART**

- Basic Op Art
- Typography Fonts
- Embossed Illusion

## Understanding the Communication Media

### CORE MAJOR II

#### Semester II /Credits 3

**Unit: 1** Ingredients of news, News: meaning, definition, nature of the news process: from the event to the reader, Hard news & Soft news, basic components of a news story attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline, Organizing a News Story, 5W's and 1H, Inverted pyramid.

#### **Unit: 2**

Criteria for news worthiness, principles of news selection , use of archives, sources of news, use of internet, Breaking News, News Update, Exclusive News. Journalism: types of Yellow journalism, Penny press jazz journalism, Gonzo journalism And alternative journalism

#### **Unit: 3**

Evolution and Growth of Media ( Radio & Television ) Key Elements of Radio Journalism, Announcements , News Bulletins and documentaries, Writing ques , News Reading.

#### **Unit: 4**

Television News Sources, Elements of News Gathering process , News production cycle, News as Entertainment, News formulae- Crime / Politics, and Sex, 24HRS News Format, Language of Tv News.

#### **Unit: 5**

Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression, Article 19(1)2 reasonable restrictions to freedom of the press, Defamation (IPC (499) 500) civil and criminal defamation-libel, slander, Contempt of Court, Official Secrets Act 1923, Indecent Representation of Women .Right to Information Act ,Laws for Broadcasting sector: Prasar Bharti Act 1990, Broadcasting Bill: Committee – Chandha committee, Joshi Committee

#### **Reference:-**

Shrivastava, K.M; News Reporting and Editing; (1987); Sterling Publication  
Blundell, William; The Art and craft of feature writing; (1988); Penguin  
Fowler, Roger; Language in the News; (1991); Routledge



News Writing and reporting for today's media, Bruce D. Itule and Douglas A. Anderson, McGraw Hill Publication.

An Introduction to journalism, Carole Flemming and Emma Hemmingway, Vistaar Publications

The Newspaper's Handbook, Richard Keeble, Routledge.

## ELEMENTS OF FILM

### CORE MAJOR III

#### Semester II/Credits 3

##### Unit 1:

Film making, Planning, Pre- Production - Concept/ Story Development, Story Board, Scripting / Screenplay, Budgeting, Casting, Locations, Financing. Production - Shooting, Direction, & Cinematography. Post- Production – Processing, Editing, Sound Recording, Dubbing, Special Effects, Graphics & Final Mixing.

##### Unit 2:

**Mise-en-scene-Realism**, the power of mise-en-scene, aspects of mise-en-scene, space and time, narrative functions of mise-en-scene. **Cinematography** - the photographic image, framing, duration of the image, montage and long take. **Editing**- dimensions of film editing, continuity editing, alternative to continuity editing. **Sound**- the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

##### Unit 3:

Approaches to studying film, Narrative and Non Narrative films, Structure of a narrative film, Cinematic codes, The concept of form in films, principles of film, narrative form, non-narrative films, dividing a feature film into parts and Genres (language, style, grammar, syntax), Types of Documentary.

##### Unit 4:

Production Crew, Film Marketing & Promotion, Distribution (Producer & distributor relationship, Distributor and Theatre owner Relationship, Territory, Area rights, Digital Distribution)& Exhibition (Types of exhibition technologies, Types of theatres, Types of audience, Theatre revenue, Revenue sharing between Theatres and Producers), Various revenue sources of films, Analyzing film.

##### Unit 5.

Introduction to film genres The Major genres: Narrative, avant-garde, documentary Other genres: Thriller, melodrama, musical, horror, western, fantasy animation film noir expressionist historical, mythological .

**Reference:**

- Roberge, Gaston: The subject of Cinema
- Roberge, Gaston (1977): Films for ecology of Mind
- Halliwell; The Filmgoers Companion 6<sup>th</sup> Edition

## **DRAWING & GRAPHIC DESIGN -II**

### **CORE ALLIED PRACTICAL II**

#### **Semester II/Credits 5**

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned Lecturer.

- Portrait (pencil sketch) – (Portrait Anatomy )
- Oil Painting / Acrylic Painting
- Bouquet Making

Students should accomplish all the exercises with the use of appropriate medium. One sample work from each exercise must be submitted for external evaluation. A work book should be submitted with the details of all the exercises. For Hand Painting Photographs has to be enclosed.

Students should produce a record for external examination. The record should contain the following exercises:

- Logo
- Visiting Card
- Letter Head
- Envelope
- Spokes Character
- Dangler
- Brochure
- Poster Design
- Greeting Card

Students must use only Poster colour as medium of painting. Logo, Visiting card, letter head, Envelope, Spokes Character and Dangler should be done for any1 of the following five sectors:

- Commercial
- Service Industry
- Educational Institution
- FMCG (Fast Moving Consumer Goods)
- PSA (Public Service Announcement)

# **MINIATURE & STORY BOARD**

## **CORE MAJOR PROJECT II**

**Semester II / Credits 4**

### **MINIATURE**

Architectural Drawing

Interior Model

Exterior Model

### **STORY BOARD**

Illustration

Frame

Shots

Sequence

Story Board Making

## **GRAPHIC DESIGN REPRODUCTION**

### **CORE MAJOR –IV SEM III / CREDITS 3**

#### **UNIT I:**

A brief history of graphic design: Elements of design-- Line ,Shape - Direction - Size - Texture - Color - Value -; Principles of design: Balance - Rhythm - Proportion - Dominance - Unity, balance, rhythm, proportion, movement , Depth - Repetition - Motion; Concepts of Layout : Hierarchy - . Language of design: white space, fonts, pictures, page layout and design.

#### **UNIT II:**

Design process: conceptualization, stages involved; types of design; creativity in design; traditional and modern designs - technology in designing.

#### **UNIT III:**

Text and Images: typography- styles and features, application and techniques in design; Colour in design: colour theory, colour combinations, colours and meanings, psychology of colours, Logo design, illustration techniques, design and composition. Centre of visual Impact - Organization - Contrast Unexpectedness - Rules Consistency

#### **UNIT IV :**

Introduction to graphic design softwares - Features and application of Coral Draw, Photoshop, Illustrator, Quark Xpress, PageMaker. Review of graphic designs ( cases).

#### **UNIT V:**

Graphic design application in brochure, newsletter, directmail, magazines, posters, newspapers, billboards, catalogue, letter head, corporate merchandising , packaging, product.

(Practical exercises in creating designs using computer softwares to be done regularly.)

#### **REFERENCE BOOKS:**

1. Michael Adams, David D.Faux, Llyod J. Rieber Delmar, Printing Technology, Thomson, 2001
2. Narendra Nath Sarkar, Art and Print Production, Oxford University Press, 2008

# **BASIC PHOTOGRAPHY THEORY**

## **CORE MAJOR V**

### **Semester III/Credits 3**

#### **Unit -1**

Origin of Photography, Principles of Photography, Basic camera operations, Exposure controls (shutter settings, F-stop, ISO), Depth of field, Study of different focal lengths, Different shot sizes, Angle of View, Perspective, Different kinds of lenses and their usage, Defects of images formed by lens

#### **Unit – 2**

Lighting set up, Under and over exposure, Natural lighting, Artificial lighting, Characteristics of light, Colour Temperature, Light meters & its Types, Direction of light, Multiple lights, Fill and Bounce flash, Studio lighting, Controlling shadows.

#### **Unit – 3**

Special Effects Techniques, Composition Techniques, Types of Photography, Reflectors and their purpose, White balance,

#### **Unit – 4**

Different Types of Still Cameras: single lens reflex (SLR) and Digital single lens reflex (DSLR) and its functions, instant camera, Different model cameras with brands and new technologies

#### **Unit – 5**

Self-timer, Camera accessories (tripod stand, panning tilt head, lens hood, cable release etc.), Different types of Filters, Digital image editing software, Manipulation of images,

#### **Reference :-**

- Digital Photography Masterclass by Tom Ang.
- A Professional's basic photography by Nirmal Pasricha.
- Digital Photography made easy by Ivan Hissey, Roger Pring, Jerry Glenwright.

## **WRITING FOR MEDIA**

### **CORE MAJOR PRACTICAL -III**

#### **Semester III /Credits 4**

- Writing for Publicity materials: Hoardings, posters, handouts
- Advertising copy writing: For print , Radio & Television.
- Writing a news story and giving a suitable head lines.
- Writing a radio script for a documentary.
- Script & visual sync for a Television News.
- Writing for New Media



## **PUBLICATION DESIGN**

### **ALLIED PRACTICAL - III**

#### **Semester III / Credits 5**

Students should work on the following software's

- Adobe Photoshop , Adobe Illustrator, Adobe Indesign, CorelDraw
  - Logo
  - Visiting card
  - Envelope
  - Letter head
  - Id card
  - Broucher
  - Poster
  - Package
  - Dangler
  - Magazine cover
  - Lab Journal
  - Static website page ( Min 5 pages)

For external evaluation

- Students should produce a lab journal a individual Project.
- The work should be submitted separately as a record and in CD/DVD with your Source File & in JPEG or PNG Format.

# **TELEVISION PRODUCTION & RADIO PRODUCTION THEORY**

## **CORE MAJOR VI**

### **Semester IV/Credits 3**

#### **Unit 1**

Television and Television Programming, Types of telecasting, Production standards (PAL, NTSC etc.) Television Crew. Television Broadcasting, Live streaming, News techniques, Podcasting.

#### **Unit 2**

Camera operation, types of camera, video formats (VHS to DIGITAL), camera movements (Framings & Shots), camera Techniques, Lens and Filters, lighting procedure, lighting equipment and techniques. Contemporary trends.

#### **Unit 3**

Editing procedure, assembling shots, symbolic editing, and editing errors. The language of editing and shooting – Sound in editing – post synchronization. Video editing - non-linear and linear editing, types of editing modes, graphics and titling. Computer Editing - time code roll editing, Television Graphics and titling and special effects. Recording live programmes.

#### **Unit 4**

Sound aesthetics, principles of design, sound equipment, and types of mic, dubbing, and music and mixing, AM-FM, Satellite Radio – dubbing, Re- Recording, Radio – News Production.

#### **Unit 5**

Production process- planning and management, concept, budgeting, casting, direction, post-production.

#### **References**

- Millerson, G.H (1993) Effective TV Production. Focal Press
- Holland, P(1998). The Television Handbook. Routledge

## **TELEVISION PRODUCTION-I**

### **CORE MAJOR PRACTICAL IV**

#### **Semester IV/ Credits 2**

Students should submit a record in the form of Master script for the following:

- PSA (1min)
- COMMERCIAL ADVERTISEMENT (30 sec – 1min)
- NEWS REEL (5 mins)

For final Practical examination students should shoot or record the script which they submitted for a record. They have to submit it in the form of DVDs or USB. Examiner will test students on their ability by evaluating a complete script, Storyboard and final output along with the viva questions.

# PHOTOGRAPHY – I

## CORE MAJOR PRACTICAL V

### Semester IV / CREDITS 2

Photography record should contain exercises include all the necessary details like Aperture, Shutter Speed, Focal length and camera model. Final practical examination will test students' knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered submitted three photographs on each.

#### Exercises

- Landscape
- Portrait – Indoor & Outdoor
- Photo feature
- Photo language
- Silhouette
- Freezing movement
- Panorama
- Colours
- Black & white
- Depth of Field
- Special effects
- Product Photography
- Food Photography
- Wild life photography

# **WEB DESIGN**

## **ALLIED PRACTICAL IV**

### **Semester IV/Credits 5**

#### **Software**

- Adobe flash
- Dreamweaver
- HTML
- Illustrator

#### **Exercise**

- E-invitation card
- Web banner
- News capsule
- Advertisement
- Dynamic Web Pages
- Comic book cover and story

The entire website with minimum of 5 links (pages) to be done. 2D Advertisement minimum 30 sec. Comic story Max 10 Pages. Soft copy of the works in the form of CD/DVD should be submitted for external evaluation and separate record should be submitted.

## **PUBLIC RELATIONS**

### **SKILL BASED**

### **SEM III/ CREDITS 3**

#### **UNIT I**

##### **INTRODUCTION TO PUBLIC RELATIONS**

Public Relations – Definition, Elements of PR – Functions of PR – Growth of PR In India, - Public relations - propaganda and public opinion - PR as a Management.

#### **UNIT II**

##### **PUBLIC RELATIONS TOOLS**

Stages of PR – Planning, Implementation research, evaluation, PR practitioners and media relations – Handling the press PressConference - Press release exhibition and other PR tools ,Event Management and Crises Management.

#### **UNIT III**

##### **PR CAMPAIGN PLANNING**

Institutions – Planning for PR campaigns – types of publicity –production – house Journals – Motion pictures, kits, Trade fairs, open house etc.

#### **TEXT / REFERENCES BOOKS:**

1. J.L Kumar, Mass Media, Anmol Publications Pvt ltd., New Delhi. 2006
2. Alison theaker, The Public Relations, 2nd Edition, Routledge, USA, 2004
3. Jane Johnston, Clara Zawawi, Public Relations: Theory and Practice ,Allen & Unwin, 2009

## **FILM THEORY**

### **CORE MAJOR VIII**

#### **Semester V/Credits 3**

##### **Unit 1:**

Early cinema (1893-1927), German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Korean Cinema , Independent Cinema.

##### **Unit 2:**

Early cinema in India, Arrival of sound (Talkie Movies) , Development of studio system, origin and development of regional cinema, growth of film institutions, The Golden Era of Indian Cinema, Popular cinema, Parallel Cinema, Indian Cinema at global stage, Contemporary trends of Indian Cinema. Mega star and mega movies,

##### **Unit 3:**

Early stage of Tamil Cinema and it's Development, Musical era, growth of studios, cinema and politics, modern Tamil cinema, contemporary trends in Tamil cinema. Trend setter Movies of Tamil Cinema, The Legends of Film Making - Directors, Actors, Writers, Cinematographers, Editors, Musicians, Classical and Landmark films around the world.

##### **Unit 4:**

Theories of Film Making (Auteur theory, Formalist film theory, Feminist film theory, Marxist film theory, Psychoanalytical film theory, Structuralist film theory), Film Genre, Animation and Special effects in cinema, Digital Cinema, Current Trends of Film Making.

##### **Unit 5:**

Government institutions for Films (Film Division, CBFC,NFDC, Directorate of Film Festivals, National Film Archive of India, Children's Film Society, Film and Television Institute of India in

Pune and Chennai, Satyajit Ray Film and Television Institute), Cinematograph Act, Film censorships, Film festivals (National and International), Film awards (National and International).

Film Trade: Hollywood and Indian Film Business, Censorship of Films, Cinematograph Act, National and International Film Awards and National and International Film Festivals.

**Reference:**

- Thoraval, Yves (2000) The Cinema of India (1896 – 2000)
- Baskar, Theodor: Eye of the serpent
- Film Theory and Criticism, Leo Browdy - Oxford University Press,
- How to Read a Film: Movies, Media, and Beyond James Monaco - Oxford University press  
1977



## **FILM APPRECIATION**

### **CORE MAJOR PRACTICAL- VI**

#### **Semester V/Credits 2**

The Students should submit a record containing a complete analysis of two movies on their own Choice (One from World Cinema and one Indian Cinema)

They should analyse the pertaining to these Criteria

- Introduction & Plot of the Movie
- Review of Literature
- Scene Breakdown and analysis
- Film Aesthetics
- Conclusion

## **ADVERTISING**

### **CORE MAJOR - VIII**

#### **Semester V/ Credits 3**

#### **UNIT I**

Advertising: Definition - Roles of advertising, societal communication marketing and economic, Functions of advertising, Different types of advertising (Advertising in Media – Based on Target Audience, Geographic Audience, Media and purpose, corporate and promotional ad, Web Ads.

#### **UNIT II**

Advertising Agency, Structure and Size, Types of agencies , Independent in house Full service and specialized , Structure of Ad, Advertisement Design, Visualization , Headlines , Body Copy, Visuals and Copy Appeal, Copy writing Techniques, Fundamentals of arts layout and design Slogans and logos, trademarks, Writing style, Scripting, Story board

#### **UNIT III**

Advertisement and Marketing Process ( Marketing Mix) , SWOT analysis, Advertisements Campaign, Planning Process, Market Analysis , Promotional Mix, Ad Budgeting , Media mix and Media Schedule, Advertising Campaign, Effectiveness of Advertisement.

#### **UNIT IV**

Environment Component, Advertisers, Ad agencies, Media, Professional organization in advertising industry , Revenue of Advertising Agencies, Role of Advertisements in Consumer Behavior. New Trends in Advertising, Case studies releavent to the role of advertising in terms of Marketing, Sales, New Media

#### **UNIT V**

Advertisement and Law Legal Aspects & Ethical Issues , Code of Advertising practice - Advertisement standards council of India, Advertisement Act of 1954, Indecent Representation

(Prohibition) Act, 1986, The Drugs and Magic Remedies (Objectionable) Advertisement Act of 1954, Issues of Consumer Protection, The Commercial Code of AIR & Doordarshan, Case studies related to advertisement violating the ethical issues,

**References:**

- Advertising Principles and Practice – Seventh Edition, Wells Moriarty Burnett.
- Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers
- Stansfield, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
- Advertising Handbook: A Reference Annual on Press TV , Radio and Outdoor
- Advertising. Different Years ATLANTIS Publications
- Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill
- Jewler, E (1998):Creative Strategy in Advertising. Thomson Learning

# COMMERCIAL PHOTOGRAPHY

## CORE MAJOR PRACTICAL VI

### Semester V/ CREDITS 2

Students should choose any two products for the following topic:

1. Visual of the product alone (photograph against plain backdrop)
2. Visual of the product in a setting.
3. Visual with models.
4. Visual in use.
5. Visual of a benefit from using the product.
6. Contrast between before and after using the product.
7. Comparison between two brands.
8. Symbolism.
9. Special effects
10. Mood setting visual.
11. Full page Print Ad
12. Rational Appeal Ad
13. Emotional Appeal Ad
14. Moral Appeal Ad
15. Creative Ad

Create a photography magazine with minimum of 25 pages or more.

## **RADIO PRODUCTION**

### **SEMESTER V/ CREDIT 4**

#### **Objective**

To Enable Students to  
Learn the Practical form of radio production  
Apply theoretical knowledge  
Exercise theory and technique in real time

The students are exposed to do

- PSA (Public Service Advertisement)

(DURATION: 1 Min)

- Radio Documentary

(DURATION: 15 MIN)

- Radio Interview

DURATION: 15 – 20 Min)

- News Bulletin

(DURATION: 7 -10Min)

Students should record, edit, and mix the content and should submit the final output in MP3 format in a CD.

## **3D ANIMATION**

### **CORE ELECTIVE – I**

**Semester V/Credits 5**

### **SOFTWARE :-**

Autodesk 3Ds max

### **EXERCISE**

- Exterior design
- Interior walk through
- Logo animation
- Product Animation

Commercial advertisement , Product Models Students should submit the soft copy of all the excercises in the form of CD/DVD for external Evaluation

## **MEDIA ORGANIZATION & MANAGEMENT**

### **CORE MAJOR IX**

#### **Semester VI /Credits 3**

##### **Unit I**

Concept of Management – Function & Principle of good management- Levels of management – Organization Behavior – Group Behavior – Media Organization & Design – Media as Business and social Institution – Media Entrepreneurship – Greiner’s Development Model of a company.

##### **Unit II**

Nature & Structure of different organization- AIR /DD/ private/production/ -News paper Organization Ownership patterns in India – vision & mission of Media organization – Function Of various department – Media managers – Roles Skills functions –Responsibilities - Decision making

##### **Unit III**

Media Industry as Manufactures (content ) – Programming strategy – Audience Rating – Analyzing Programming and audience Rating – Analyzing programming and audience trends ,marketing Programs and selling space & Time - Project Management in Media -Production Project Cycle (PPC), Project Planning, Production Strategies, Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting (tools etc.)

##### **Unit IV**

Financial management & budgeting sales – sales marketing and market analysis, source of revenue- Circulation & advertisement – market position of performance evolution (TAM,TRS & HITS)

##### **Unit V**

Different kinds of contracts & legal arrangement , common ethical issues faced by media management – copyright – Intellectual property Rights .Case studies related to IPR

##### **References:**

- James Redmond and Robert Trager, “Media Organization Management”, Biztantra (2004)

- Alan B. Albarran, “Management of Electronic Media”, Thomson Wadsworth (2003)
- Perebinossoff, Philippe, “Programming for T.V., Radio, and the Internet strategy, development, and evaluation”,



# **MEDIA CULTURE AND SOCIETY**

## **CORE MAJOR X**

### **Semester VI/Credits 3**

#### **Unit I**

. Effects of mass media on individual, society and culture – basic issues. Women and Media,. Indecent representation of women in Media, Sterio typing,,Effect of media among adolacence Media in Tamil society and its effects.. Media and politics, Media and growth of language.

#### **Unit II**

Media Audience analysis (mass, segmentation, product, social uses). Audience making. Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.

#### **Unit III**

Importance of Understanding the society, understanding the human Psychology, Psychoanalysis, Media and realism (class, gender, race, age, minorities, children, etc.), Media as text, Approaches to media analysis - Marxist, Semiotics.

#### **Unit IV**

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative, etc. Media myths -- Cultural Studies approach to media, Ideology and culture, audience as readers, audience positioning, establishing critical autonomy

#### **Unit V**

Media and Popular culture — commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture

#### **References:**

- Silverstone, Rogers (1999). Why Study Media? Sage Publications
- Potter, James W (1998). Media Literacy. Sage Publications

## **TELEVISION PRODUCTION - II**

### **CORE MAJOR PRACTICAL VIII**

#### **Semester VI /Credits 4**

Students should submit a record in the form of Master script for the following:

- Short Film (Dur: 5 Mins)
- Documentary/Educational Film (Dur: 5 Mins)

For final Practical examination each students should shoot any of the above mentioned script as individual project and have to submit in the form of DVDs or USB. Examiner will test students on their ability by evaluating a complete script, Storyboard and final output along with the viva questions.

# **MEDIA CAMPAIGN**

## **CORE ELECTIVE -II**

### **Semester VI/Credits 5**

The aim of this paper is to do a campaign with an objective of creating an social awareness in the community. The students have to select a social topic after a clear research based on its need and awareness.

### **STRATEGY PLANNING**

- Selecting a social theme with a clear objective
- Giving a title with slogan.
- The campaign should be carried in three phases:
  - Pre Planning
  - Outreach Activity
  - Measuring the effectiveness
  - The students should use the publicity tools to propoganda their campaign.
  - They have to select the venue to do the outreach activity.
  - After the outreach, the students should collect the feedback and changes held in effective to the campaign.

### **OUTPUT**

They have to document the entire campaign with photographs with writings and with an AV

### **REQUIREMENTS FROM THE STUDENTS:**

- The students will submit record (Strategy Planning) and actual work in a separate file.
- Students can give the links of the referred websites (References)
- Students are not permitted to copy or replicate the downloaded works from online.

# **COMPUTER GRAPHICS**

## **CORE ELECTIVE PRACTICALS - III**

**Semester VI/Credits 5**

### **COMPUTER GRAPHIC :**

Students should submit a record for the following

- Commercial & NGO
- Corporate Identities
- Dynamic Website

## **INTERNSHIP**

### **CORE PRACTICAL**

#### **Semester VI/Credits 2**

Students must undergo internship of about 120 hours in fields relevant to the subjects studied in the last three semesters. (Preferably in Television Channels, Radio Stations, Modeling Studios, Production Houses, Animation Studios, Ad Agencies, etc.) Students will be evaluated on the basis of the following Criteria:

- Attendance
- Input (Student's contribution to the Organization)
- Involvement of the student
- Subject knowledge
- Overall Performance

Daily report has to be acknowledged by their supervisors has to be submitted. And a final presentation has to be done about their experience and knowledge gained during their Internship and that will also be taken for evaluation.