

KALASALINGAM UNIVERSITY
(KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION)
(Under Section 3 of the UGC Act 1956)
Anand Nagar, Krishnankoil-626126
Srivilliputtur(via); Virudhunagar(Dt.), Tamil Nadu, INDIA
(www.kalasalingam.ac.in)



B.Sc (Visual Communication)
(Bachelor of Science)
CURRICULUM, SYLLABUS - 2015

DEPARTMENT OF VISUAL COMMUNICATION
B.SC (VISUAL COMMUNICATION) PROGRAMME

(to be launched from July 2015)

KALASALINGAM UNIVERSITY
(Kalasalingam Academy of Research and Education)
Anand Nagar, Krishnankoil.

B.Sc. VISUAL COMMUNICATION SYLLABUS

I Semester

Course Code	Course Name	L	T	P	Credits
BAE 111	Tamil - Paper I	5	0	0	3
BAE 112	English - Paper I	5	0	0	3
VSC 1001	Introduction to Visual Communication	5	0	0	5
VSC 1002	Basic Photography	4	0	0	4
VSC 1081	Visual Literacy Practical	0	0	6	6
	NCC/NSS/SPORTS	0	0	0	1
Total Credits		19	0	6	22

II Semester

Course Code	Course Name	L	T	P	Credits
BAE 121	Tamil -- Paper II	5	0	0	3
BAE 122	English -- Paper II	5	0	0	3
VSC 1003	Graphic Design Basics- Practical	0	0	5	5
VSC 1004	Film Appreciation	4	0	0	4
VSC 1082	Drawing – Practical	0	0	5	5
VSC 1083	Photography Practical	0	0	5	5
	Communication English laboratory	0	0	2	1
Total Credits		12	0	17	26

III Semester

Course Code	Course Name	L	T	P	Credits
BAE 212	English -- Paper III	5	0	0	3
VSC 2001	Script writing and Visualization	4	0	0	4
VSC 2002	Videography	2	0	3	5
VSC 2003	Digital Editing	2	0	3	5
VSC 2081	Audiography	2	0	3	5
	Soft skill	2	0	0	1
Total Credits		15	0	9	23

IV Semester

Course Code	Course Name	L	T	P	Credits
BAE 222	English -- Paper IV	5	0	0	3
VSC 2004	TV Production theory	4	0	0	4
VSC 2005	History and Development of Cinema	4	0	0	4
VSC 2006	Elective - 2D Animations	0	0	5	5
VSC 2082	Professional Photography practical	0	0	5	5
VSC 2083	Media Internship (During Summer Vacation)	0	0	300	8
Total Credits		15	0	308	29

V Semester

Course Code	Course Name	L	T	P	Credits
VSC 3001	Elective- Media Ethics	4	0	0	4
VSC 3002	Advertising	4	0	0	4
VSC 3081	3D Animation and Modeling	2	0	6	8
VSC 3082	Advertising - Practical	0	0	5	5
	Entrepreneurship	2	0	0	1
Total Credits		10	0	11	21

VI Semester

Course Code	Course Name	L	T	P	Credits
VSC 3003	Elective - Film studies	5	0	0	5
VSC 3004	Media Culture and Society	5	0	0	5
VSC 3005	Media Organization and Management	4	0	0	4
VSC 3083	Film and T.V Production Practical	0	0	8	8
Total Credits		14	0	8	22

Total credits: 140

List of Electives:

Course Code	Course Name	L	T	P	Credits
VSC 2006	2D Animation	2	0	4	6
VSC 3001	Media Ethics	4	0	0	4
VSC 3003	Film studies	4	0	0	4

FIRST YEAR

SEMESTER-I

BAE111	TAMIL – I	L	T	P	C
		4	0	0	3

இக்காலக்கவிதையும் சிறுகதையும்
பகுதி-2 முதலாம் ஆண்டு-முதல் பருவம்

கூறு-1 மரபுக்கவிதைகள்-நாட்டுப்புறப்பாடல்கள்

- 1.பாரதியார்- வெள்ளைத் தாமரை
- 2.பாரதிதாசன்- நீங்களே சொல்லுங்கள்
- 3.கவிமணி தேசிக விநாயகம் பிள்ளை-புத்தரின் அமுத மொழிகள்(ஆசிய ஜோதி)
- 4.நாமக்கல் கவிஞர்-அவனும் அவளும் விரும்பிய நாடு
- 5.பட்டுக்கோட்டை கல்யாணசுந்தரம்-உறங்கையிலே பானைகளை...
- 6.கண்ணதாசன்- நட்பு
- 7.பெருஞ்சித்திரனார்- கனிச்சாறு
- 8.முடியரசன்- கல்விப்பயன்
- 9.நாட்டுப்புறப்பாடல்(தாலாட்டு) வானமாமலை நாட்டுப்புறப் பாடல் தொகுப்பு
10. நாட்டுப்புறப்பாடல்(ஒப்பாரி)) வானமாமலை நாட்டுப்புறப் பாடல் தொகுப்பு

கூறு-2 புதுக்கவிதைகள் மற்றும் ஐக்கூக் கவிதைகள்

- 11.ந.பிச்சைமுர்த்தி -பூக்காரி
- 12.கவிஞர் மீரா-அவசரக்காரன்
- 13.மு.மேத்தா-கவி பாடும் கிராமம்
- 14.சிற்பி-தண்டனை

- 15.அப்துல்ரகுமான்-இரண்டாம் வருகை
 - 16.சிதம்பரநாதன்-நிலம
 - 17.ஈரோடு தமிழன்பன்-சிராய்கள்
 - 18.வைரமுத்து- வானம் சின்னது தான்
 - 19.கந்தர்வன்-கிழிசல்கள்
 - 20.இரா.மீனாட்சி-ஆடிக்காற்றே
 - 21.யூ.புகழேந்தி-கரும்பலகையில் எழுதாதவை
 - 22.புன்னகை சேது-மாற்றங்கள்
 - 23.எஸ்.பாபு-கண்ணீருடன்
 - 24.சண்முகம் சரவணன்-துறவியின் இசைக்குறிப்பு
 - 25.ஐக்கூக் கவிதைகள்
- கூறு-3 சிறுகதைகள்
- 1.புதுமைப்பித்தன்-ஒரு நாள் கழிந்தது
 - 2.கு.அழகிரிசாமி-ராஜா வந்திருக்கிறார்
 - 3.தி.ஜானகிராமன்-சத்தியமா
 - 4.அறிஞர் அண்ணா-செவ்வாழை
 - 5.சோலை சுந்தரப்பெருமாள்-இருப்பு
 - 6.மேலாண்மை பொன்னுச்சாமி-பூ
 - 7.வெ.இறையன்பு-ஸ்தபதி
 - 8.ஆண்டாள் பிரியதர்சினி-மாத்திரை
 - 9.குன்றக்குடி கி.சிங்கார வடிவேல்-திருமணத்தில் ஒரு திருப்பம்
 - 10.வைக்கம் முகமது பஷீர்-மாமரம் (மொழிபெயர்ப்பு)
- கூறு-4 இலக்கணம்
- முதல்,சார்பு எழுத்துக்கள். மொழிமுதல்,இறுதி எழுத்துக்கள்
- வல்லினம் மிகும்,மிகா இடங்கள்,படிமம்-குறியீடு
- கூறு-5 இலக்கிய வரலாறும் பயன்பாட்டுத் தமிழும்

அ)1.புதுக்கவிதை தோற்றமும் வளர்ச்சியும்

2.இருபதாம் நூற்றாண்டு மரபுக்கவிதை

3.சிறுகதையின் தோற்றமும் வளர்ச்சியும்

ஆ) மரபுப் பிழை நீக்கல்-பிற மொழிச் சொற்களை நீக்கல் -ஓரெழுத்து ஒரு மொழி- ஒலி வேறுபாடு அறிதல்

பாட நூல்கள்

1.கவிதைத் தொகுப்பு

பல்கலைக்கழக வெளியீடு

2.சிறுகதைத் தொகுப்பு

பல்கலைக்கழக வெளியீடு

பார்வை நூல்கள்

1.புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு

தமிழண்ணல்

மீனாட்சி புத்தக நிலையம்

மதுரை

2.நன்னூல் எளிய உரை

முனைவர் சு.அழகேசன்

சுதன் பதிப்பகம்

தூத்துக்குடி

BAE112	ENGLISH -I	L	T	P	C	PR OS
		4	0	0	3	

E

- R.K.Narayan -- The Engine's Trouble
V.S.Srinivasa Sastri -- Mahatma Gandhi
John Frazer -- Mother Terasa
R.N.Roy -- Martin Luther King

POETRY

- Wordsworth -- "Daffodils"
Byron -- "She Walks in Beauty"
Robert Frost -- "After Apple-picking"

FICTION: SHORT STORIES

- O. Henry -- "Gift of the Magi"
Chekhov -- "The Bet"
Rabindranath Tagore -- "The Postmaster"

GRAMMAR AND SPOKEN ENGLISH

- Noun
- Pronouns
- Possessive forms
- Articles & Nouns
- Demonstratives
- Some, any, no etc.

(Response in one or two sentences)

Greeting a person; Introducing oneself; Inviting somebody to attend a function; Expressing inability to attend; Requesting; Seeking permission: Refusing permission; Asking for advice; Remembering something; Expressing sympathy; Reminding others; Congratulating; Complaining; Apologizing; Making suggestions; Warning; Asking for information/direction; Expressing annoyance; Encouraging others; Expressing possibility/impossibility; Starting a conversation with a stranger; Ending a conversation; Asking for someone's opinion; Expressing happiness; Expressing something unpleasant; Expressing gratitude.

COMPOSITION AND VOCABULARY

Composition

- (1) Reading comprehension: 8 questions testing skills of locating direct information,
associative comprehension, overall understanding, drawing inferences, evaluative
comprehension and aspects of grammar and vocabulary.
- (2) Arranging jumbled sentences in a chronological order or a coherent paragraph.
- (3) Letter Writing (Personal letters).

Vocabulary

One Word Substitutes:

alimony, amateur, amnesty, anaesthesia, anarchist, anatomy, anonymous, archive, atheist, autobiography, cannibal, carcinogen, cardiologist, carnivorous, centenarian, contemporary, connoisseur, cosmopolitan, crew, detective, (21 – 40) emigrant, epitaph, extempore, fauna, feminist, fleet, flora, forgery, gymnasium, gynaecologist, herbivorous, hypocrisy, incorrigible, kleptomania, lexicographer, manuscript, mercenary, misanthrope, mortuary, novice, (41 – 60) obituary, omniscient, ophthalmologist, optimist, omnipotent, orphan, panacea, parasite, pedestrian, pessimist, philanthropy philatelist, polygamy, posthumous, post-mortem, secular, somnambulist, theology, unanimous, utopia.

Text books

Jegadisan, S. **Portraits in Prose**. Orient Black Swan, Chennai: 2009.

Sadanand Kamalesh. & Punitha, Susheela. **Spoken English: A Foundation Course**. Part 2 Orient Black Swan, New Delhi, 2015

VSC 1001	INTRODUCTION TO VISUAL COMMUNICATION	L	T	P	C
		5	0	0	5

OBJECTIVE:

To introductory course aims at helping students to trace the history and evolution of visual communication.

UNIT- I:

Communication- definition & concept; Need for communication; scope & functions of communication; characteristics of communication; understanding communication; communication process; elements of communication; types of communication; SMCR model of communication; barriers of communication.

UNIT- II:

Visual Communication- definition & concept; historical development of Visual Communication; nature & functions of Visual Communication; characteristics of Visual Communication; types of visual communication- graphic design, art, photography & multimedia; advantages & disadvantages of visual communication; visual communication techniques-eye contact, hand gesture, body language, elements of visual communication.

UNIT-III:

Perception- definition & concept; Types of Perception- Visual Perception & Graphical Perception; Visual Perception- definition & concept- Illusions- Basics of Illusion; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation Illusions; Graphical Perception- definition & concept; Basic elementary graphical perception; Gregory's theory- Sensory information, Short term memory & Long term memory; Gibson's Theory of Direct Perception- Optical flow; Gestalt theory- definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground.

UNIT- IV:

Semiotics- definition & concept; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Saussurean model of Sign; Code- definition; Types of Code- Social codes, Textual codes & Interpretive codes; Branches of Semiotics- Semantics, Syntactics & Pragmatics; Denotation, Connotation & Myth; Criticisms of Semiotic; Strengths of Semiotic.

UNIT- V:

Ideation- definition & concept; Creativity- definition & concept- Characteristics & Process- Creativity Tools- Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Lateral Thinking & Vertical Thinking; Creativity & Visual Communication; Level & reach of Visual Communication; Process of developing ideas to different medium.

Text Books:

1. Seema Hasan, Mass Communication- Principles & Concepts, CBS Publishers, New Delhi, 2010
2. Lester. E, Visual Communications: Images with messages, Thomson Learning, London, 1998

Suggested Reading:

1. Denis McQuail, Mass Communication Theory- An introduction, Sage Publications, London, 2010 (Unit I & II)
2. Keval J. Kumar, Mass Communication in India, Jaico Books, Mumbai, 2009 (Unit III & IV)
3. Edward De Bono, Lateral Thinking: Creativity Step by Step, Harper & Row Publishers, New York, 1970 (Unit V)

VSC 2002	BASIC PHOTOGRAPHY	L	T	P	C
		4	0	0	4

OBJECTIVE: This course aims at imparting to students the fundamental knowledge on still photography to help them understand the use of this medium for visual communication.

UNIT- I:

Photography- Definition & concept; Nature & Functions of Photography; Historical development of Photography; Camera: Introduction to camera- Human Eye & Camera- Concept of Visual Perception; Basics of Camera: Different types of Camera- Box, TLR, SLR & Digital; Parts & Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

UNIT- II:

Lens- Definition & Concept; Nature & Characteristics of Lens; Types of Lens- Wide angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types of Focus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length- Short, Long & Variable Focal Length; Exposure- Depth of Field- Aperture Priority & Shutter Priority; Filter- Definition & concept; Characteristics of Filters; Types of Filters- UV, Polarizing Filter, Grey Grad Color Balancing Filter, Neutral Density Filter & Soft Focus Filter.

UNIT- III:

Film- Definition & Concept; Function & Characteristics of Film; Cross Section of Film; Types of Film- ; Film Speed- Definition; Functions of Film Speed; Types of Film Speed- Fast Speed & Slow Speed; Film Speed Numbers- ASA, ISO & DIN; Digital Storage- Digital Storage process; Types of Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD & etc.; Film Developing Process- Developing, Fixing, Washing & Drying; Film Printing Process; Digital Printing Process.

UNIT- IV:

Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light; Types of Lighting Equipments- Pro-lit, Soft Box & etc; Different accessories of Lighting- Umbrella, & etc; Flash- Functions of Flash; Light Meter- Definition & concept; Functions of Light Meter.

UNIT- V:

Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.; Scope of Photography; Types of Photography- Photo-Journalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Text Books:

1. James Curran, The Photography Handbook, Routledge, USA, 2013
2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010

Suggested Readings:

1. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009 (Unit I & II)
2. Ian Jeffrey, The Photography Book, Focal Press, UK, 2000 (Unit V)
3. Michael Langford: Basic Photography, Focal Press, UK, 2000 (Unit III & IV)

VSC 1081	VISUAL LITERACY PRACTICAL	L	T	P	C
		0	0	6	6

List of Practicals:

- | | | |
|-------------------|---|--|
| 1. Portrait | - | Fullscale – figure drawing – Flower close up. |
| 2. Landscape | - | Trees Sceneries, waterfalls, Mountains. |
| 3. Cityscape | - | Buildings, House, Railway Station, Bus Stand. |
| 4. Seascape | - | Seashore temple, Beach Shots |
| 5. Human Anatomay | - | Skeleton, Muscles, bones, hand, finger, head, body shape, leg. |

Text Books:

1. De fiore. G. Draw it! Paint it! Drawing course Eagle. New Delhi: Mass publication Ltd, 1983.
2. Gasser, H. How to Draw and Paint. New York: Dell, 1968.
3. Guptill, A.L., Freehand Drawing – self taught. New York: Waston Guptill Publications ,1984.

Reference Book:

1. Deavane .J. Drawing and painting. London: The portrait, Tiger Books International, 1988.
2. The complete guide to drawing and painting, quantum publishing Ltd,2006.

SEMESTER-II

BAE121	TAMIL - II	L	T	P	C
		4	0	0	3

பக்தி இலக்கியமும் சிற்றிலக்கியமும்

பகுதி-2 முதல் ஆண்டு (இரண்டாம் பருவம்)

கூறு-1,பக்தி இலக்கியம்

- 1.திருஞானசம்பந்தர்- தேவாரம் (5 பாடல்கள்)
- 2.திருநாவுக்கரசர் தேவாரம் (5 பாடல்கள்)
- 3.மாணிக்கவாசகர் -திருவாசகம் (4 பாடல்கள்)
- 4.திருமூலர்- திருமந்திரம் (4 பாடல்கள்)
- 5.பெரியாழ்வார் திருமொழி (6பாடல்கள்)
- 6.ஆண்டாள் -திருப்பாவை (6 பாடல்கள்)
- 7.நம்மாழ்வார் -திருவாய்மொழி (5 பாடல்கள்)
- 8.இராமலிங்கவள்ளலார்- திருவருட்பா (2 பாடல்கள்)
- 9.அபிராமி பட்டர் -அபிராமி அந்தாதி (2 பாடல்கள்)
- 10.சிவ வாக்கியர் (5 பாடல்கள்)
- 11.பட்டினத்தார் (5 பாடல்கள்)
- 12.பத்திரகிரியார் (5கண்ணிகள்)

கூறு-2,சிற்றிலக்கியம்

- 1.மீனாட்சி அம்மை பிள்ளைத்தமிழ்
- 2.தமிழ்விடு தூது
- 3.முக்கூடற்பள்ளு
- 4.நந்திக்கலம்பகம்
- 5.கலிங்கத்துப்பரணி
- 6.திருக்குற்றாலக்குறவஞ்சி

கூறு-3

புதினம்

தேடல்

கூறு-4

இலக்கணம்

சொல் வகைகள்(பெயர்,வினை,இடை,உரி)

கூறு-5 இலக்கிய வரலாறு

1.பக்தி இலக்கிய வரலாறு

(சைவம்,வைணவம்,சமணம்,பௌத்தம்)

2.சிற்றிலக்கிய வரலாறு

3.புதினத்தின் தொற்றமும் வளர்ச்சியும்

பாட நூல்கள்

1.பக்தி மற்றும் சிற்றிலக்கியத்தொகுப்பு

பல்கலைக்கழக வெளியீடு

2.தேடல்

பொன்னீலன்

நியூ செஞ்சூரி புக ஹவுஸ்

சென்னை

பார்வை நூல்கள்

1.புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு

தமிழண்ணல்

மீனாட்சி புத்தக நிலையம்

மதுரை

2.நன்னூல் எளிய உரை

முனைவர் சு.அழகேசன்

சுதன் பதிப்பகம்

தூத்துக்குடி

BAE122	ENGLISH - II	L	T	P	C
		4	0	0	3

PROSE

D.H.Lawrence -- The Rocking Horse Winner

Anton Chekov -- The Bet

Somerset Maugham -- Princess September

POETRY

William Wordsworth -- "Lucy"

W.B.Yeats -- "The Wild Swans"

D.H.Lawrence -- "The Best of School"

T.S.Eliot -- "To the Indians who Died in Africa"

Philip Larkin -- "That Whitsun"

FICTION – SHORT STORIES

William Somerset Maugham -- The Verger

R.K.Narayan -- An Astrologer's Day

Bhabani Bhattacharya -- Glory at Twilight

GRAMMAR AND SPOKEN ENGLISH

Grammar:

1. Tenses
2. Active and Passive

Spoken English (Responses in one or two sentences)

Making assertions; Describing persons and objects; Taking a vow; Commenting on situations; Exclamations; Giving yourself time to think; Asking for someone's opinion; Asking about preferences; Asking whether someone knows; Saying you know; Checking if someone has understood; Asking if someone agrees; Asking someone to repeat; Leaving someone for a short time; Asking if someone is able to do something; Saying you are unable to do something; Changing the subject; Avoiding giving an opinion; Ordering food at a

restaurant; Talking about weather and season; Asking about daily activities;

VSC 1003	GRAPHICS DESIGN BASICS	L	T	P	C
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Making polite requests using, “*Would (Will) you Please?*”, etc.; Discussing Television Programme.

COMPOSITION & VOCABULARY

- (1) Letter Writing (Official) and Preparation of *curriculum vitae*.
- (2) Developing hints into a story/general essay; Simple topics to be chosen for essay.
- (3) Note making.

Vocabulary

Homophones:

beer – bier; berth – birth; deer – dear; desert – dessert; diseased – deceased; feat – feet; heard – herd; cast – caste; check – cheque; draught – draft; hangar – hanger; hear – here; knight – night; loan – lone; mane – main; Meet – meat; meter – metre; pair – pear; peal – peel; personal – personnel; piece – peace -- peas; pray – prey; root – route; sent -- scent – cent; cite -- site – sight; sow – sew; stationary – stationery; steal – steel; story – storey; wait – weight.

Text Books

Board of Editors. **Journey through Words**. Orient Longman, Hyderabad: 2007.

Mukherjee, Meenakshi. **Let’s Go Home and Other Stories**. Orient Black Swan, Chennai: 2009

		0	0	5	5
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Software:

Adobe Photoshop : Adobe Illustrator : Coral Draw : In-Design

Class Exercise:

(Students has to practices all Ten exercises with recommended Software)

(Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline-
Total- 50 Marks)

1. Exploring Photoshop
2. Photo Effects
3. Drawing & Transforming objects
4. Managing Shapes
5. Working with Color
6. Creating & Manipulating Path
7. Manipulating Objects
8. Changing Object Attributes
9. Working With Text
10. Arranging Objects

Record Work:

1. Design a 'logo' for an
 - a. Advertising agency (minimum 2 excises)
 - b. Commercial organization (minimum 2 excises)
 - c. Non- profit organization (minimum 2 excises)
 - d. Government agency (minimum 2 excises)
 - e. Service industry (minimum 2 excises)
2. Design 'Front Cover' for a Magazine (minimum 3 excises)
3. Design 'CD Cover' for a Video Album (minimum 3 excises)
4. Design 'Poster' for a College Cultural (minimum 3 excises)

(The Students have to submit all three exercises as Record Work in Digital & Record form for Practical exam, which will be evaluated by the External Examiner)

Text Books:

1. J. Keyes, The Ultimate Multimedia Handbook, Mc Graw Hill, New York, 2000

2. Jennifer Alspach & Linda Richards, Teach Yourself Photoshop, IDG Books,

VSC 1004		L	T	P	C
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New Delhi, 2000

Suggested Readings:

1. John Villamil & Louis Moloina, Multimedia: An Introduction, Prentice Hall, New Delhi, 1998
2. Tay Vaughan, Multimedia- Making it work, Mc Graw Hill, New York, 1998

		4	0	0	4
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Unit –I :

Introduction - Genres of films – Film History - language, style, grammar, syntax. Film perception: levels of understanding – Film as a medium: Development of cinema as a medium of art and communication.

Unit II:

Understanding basic elements of Film: Aesthetics, Acting, Costume, Music Cinematography, Mise-en scene, Sound, Editing, Visual Effects and roles of artists. Film and Meaning.

Unit-III:

Classic Film theory and semiotics – Sociology of films - film language - film and psycho – analysis. Post Modernism and structuralism and deconstruction. Post Colonial theory. Impressionism, expressionism, and surrealism - Subjectivity, causality and time and various schools of thoughts.

Unit-IV:

Concepts of films – identities and issues - narrative form - non-narrative form- Film style: French New Wave, Soviet Montage Cinema, Asian Cinema.

Unit- V:

Indian Classic Cinema. Indian Luminaries of Film and their films. Trend setters. Tamil Cinema and trends - Impact in politics, culture and economy. Film and post modernism - Film and cultural identity: Criticism and Film Review Writing.

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

VSC 1082	DRAWING - PRACTICAL	L	T	P	C
		0	0	5	5

Objective: To enable the students to:

- i) Know the basic form of drawing
- ii) Use various drawing media
- iii) Draw human anatomy

UNIT I

Methods of shading

UNIT II

Form and structure

Basic geometrical shapes

Patterns and structure in day to day life.

UNIT III

Perspectives

Composition

Light and shade

Birds, Animals

UNIT IV

Human forms

Living and environmental space

Life and movement

Illustrations

UNIT V

Lettering

Logo styles

Symbols

Visual representation of ideas.

Reference:

Honour.H and Fleming.J. A World History Art. Uk: Laurence King Edition, 2005.

VSC 1083	PHOTOGRAPHY - PRACTICAL	L	T	P	C
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		0	0	5	5
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Class Exercise:

(Students has to practices all EIGHT exercises)

(Each exercise carries 5 marks)

(Eight exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline-
Total- 50 Marks)

1. Landscape (Scenic, People & Monuments) (minimum 3 excises)
2. Portraits (minimum 3 excises)
3. Environnemental Exposure (minimum 3 excises)
4. Silhouette (minimum 3 excises)
5. Freezing movement (minimum 3 excises)
6. Montage (minimum 3 excises)
7. Industrial photography (minimum 3 excises)
8. Special effects (minimum 3 excises)

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

Text Books:

1. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010
2. E. Bruce Goldstein, Encyclopedia of Perception, SAGE Publications, New Delhi, 2010

Suggested Readings:

1. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009
2. Michael Langford: Advanced Photography, Focal Press, UK, 2008
3. Michael Langford: Basic Photography, Focal Press, UK, 2000

BAE 212	ENGLISH - III	L	T	P	C
		4	0	0	3

Unit – 1 Short Stories

Mulk Raj Anand	--The Terrorist
Shama Futehally	-- Photographs
Arun Joshi	-- The Homecoming

Unit – II Poetry

Emily Dickinson	– “Some Keep the Sabbath Going to Church”
Willam Blake	– “Poison Tree”
Wole Soyinka	– “Telephonic Conversation”
Tagore	– “Gitanjali Songs No: 35, 36

Unit – III Drama (One-Act Plays)

Erisa Kironde	- The Trick
M.Sajitha	-- Matsyaganddhi

Unit – IV Grammar and Spoken English**Grammar**

- Modals
- Introductory ‘it’,
- Introductory ‘there’
- Questions
- Reported Speech
- Infinitive forms

Spoken English Conversation in situations – dialogues

- a) A father and his son talk about higher education.
- b) A house owner and a tenant.
- c) A Customer at a medical shop.
- d) Two friends about the latest film.
- e) A Salesman and a prospective buyer of a car

Unit – V : Composition and Vocabulary**Composition**

1. Précis Writing
2. Email
3. Advertisement
4. Notices, Agenda, Minutes;
5. Writing descriptive and narrative passages

Vocabulary

Phrases:

in accordance with; on account of; to account for; to aim at; apart from; to approve of; on behalf of; to carry on; in front of; in order to; to call off; to call upon; to consist of; contrary to; to depend on; to drop in; due to; in the face of; to get used to; be good at; in keeping with; in the light of; to look down on; to look up to; to look into; to refer to; in the long run; to look forward to; to make an attempt to make fun of; to opt out of; to persist in; to put an end to; with regard to; as a result of; to result in; to root out; to run into; to see through; in spite of; to take for granted; to turn against; in view of; to wipe out; be worthy of;

References

1. K.Sujatha. **On the Stage One-act Plays**. Orient Black Swan, Chennai: 2011.
2. Mukherjee, Meenakshi. **Let's Go Home and Other Stories**. Orient Black Swan, Chennai: 2009

VSC 2001	SCRIPT WRITING	L	T	P	C
		4	0	0	4

UNIT- I:

Introduction of visualization- Framing & Composition, Principles of Script Writing & Creative writing; Script Formats; Idea generation & Source for idea; Elements of Script; Characteristics of Script- Creativity & Marketing.

UNIT- II:

Writing for Television- Characteristics of TV Script; Types of TV Shows- News stories, Chat show, Talk show & Reality Show; TV Script Treatment- Concept, Target Audience, Style of Production, Creative Approach, Running Order, Set Design & Budget.

UNIT- III:

Writing for Advertising- Understanding Product and Brand equity, Basic research, Demographic appeals, Idea generation; Types of Advertising- Commercials, PSA & Corporate films; Advertising Script Format- Concept, USP, Target Audience, Creative Copy & Storyboard.

UNIT- IV:

Writing for Documentary- Docudrama, Educational Television, Mockumentary, Ethnographic Films, Basic Research, Characteristics of Documentary, Documentary Structure, Realism, Documentary synopsis; Documentary Script Format- Concept & Research; Elements of Documentary Script- Visual, Sound & Story Elements; Writing Visually, Narration/ Commentary, .

UNIT- V:

Writing for Feature Film & Short film- Generating Idea; Themes- Concept- Slug line; Planning of Story, Three Act Structure- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions- dramatic premise established; Act-II- Development, Complications & Conflict; Act- III- Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

Text Books:

1. William Smethurst, How to Write for Television, How To Books, UK, 2009
2. Syd Field, Screenplay: The Foundations of Screenwriting, Dell Publishing, USA, 2005

Suggested Readings:

1. Clifford Thurlow, The Complete Guide from Script to Screen, Oxford University Press, UK, 2008 (Unit III)
2. Ellen Sandler: The TV Writer's Workbook: A Creative Approach To Television Scripts, 2007 (Unit I & II)
3. Charlie Moritz , Scriptwriting for the Screen, Routledge, USA, 2001 (Unit IV & V)

VSC 2002	VIDEOGRAPHY	L	T	P	C
		2	0	3	5

Unit I: Genesis of Video Technology-Video equipments-Video Cameras-formats, part and functions-Camera handling-basics of shots-types of shots-camera movements and angles.

Unit II: Nature of light-lighting procedure (outdoor and studio) lighting equipment and techniques-various types of lights (baby, junior, senior lighting, color temperature-various kinds of light effects (back, front, full, semi)

Unit III: Visualization-narration, composition, visual effects (optical, mechanical effects), character generators, usage of various filters (day, night, color, correcting filter, and diffusion filter)

Unit IV: Television production-basic TV programming-production techniques – script writing-formats-production process –pre-production management.

Unit V: 5”C”s of Cinematography-camera Angles, cutting, continuity, close ups, compositions.

6th C cheating technology.

Record Work:

1. Cinematography show reel using basic camera shots, Angles and Movements.

2. Create a dialogue scene with two persons following 180 degree rule.

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Text Books:

The Five C's of Cinematography by Mascelli.

VSC 2003	DIGITAL EDITING	L	T	P	C
		2	0	3	5

Unit I: Evolution of Editing-fundamentals- functions -equipments-styles-combine, condense, correct, build etc.

Unit II: Linear and Non-Linear Editing-preparation-process of Editing-Continuity-relational-match cut, jump cut, away, master shots and inserts – Aesthetics-principles of continuity editing mental maps vectors, on-off screen positions and complexity-supplying the meaning.

Unit III: Analogue to digital conversion of audio and video-trimming clips-adding motion effects-colour correction, applying transitions-dissolve, wip pace, rhythm, fast-slow, filmic time and space-tilting batch digitizing and mastering to tape-working with final cut pro.

Unit IV: Create special effects using multi-layered video composition and video paint application-Digital paint and image retouching, design screen menu-layouts and navigational tools.

Unit V: Mixing of Sound and Visuals-incorporating and integrating Graphics, Animation and Special Effects-working with FCP.

Record Work: 1. Edited show reel. 2. Edited Dialogue scene.

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

VSC 2081	AUDIOGRAPHY	L	T	P	C
		2	0	3	5

Class Exercise:

(Students has to practices all Ten exercises)

(Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone
7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer, Audio Effects & Basic EQ
9. Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software
10. Audio Equipments & Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

Record Work:

1. Music Production (Jingle/ Promo/ Song (Album): 1 min (Max)
2. PSA: 30 sec
3. Radio Features: 60 sec
4. Ad for Radio (commercial): 10 to 20 sec
5. Live recording

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Text Books:

1. Mike Senior, Mixing Secrets for the Small Studio, Focal Press, UK, 2011
2. Tomlinson Holman, Sound for Film and Television, Focal Press, UK, 2010

Suggested Readings:

1. Ric Viers, The Sound Effects Bible, Michael Wiese Productions, USA, 2008
2. David Sonnenschein, The Expressive Power of Music, Voice and Sound Effects in Cinema, Michael Wiese Productions, USA, 2001

SEMESTER-IV

BAE222	ENGLISH -IV	L	T	P	C
		4	0	0	3

Unit I: Poetry

- | | |
|-------------------------|---------------------------|
| 1. William Shakespeare | “All the World’s a Stage” |
| 2. Percy Bysshe Shelley | “Ode to the West Wind” |
| 3. Lord Alfred Tennyson | “Ulysses” |

Unit II: Poetry

- | | |
|-------------------------|------------------------------|
| 1. William Butler Yeats | “A Prayer for My Daughter” |
| 2. W.H.Auden | “The Unknown Citizen” |
| 3. Kamala Das | “Punishment in Kindergarten” |

Unit III: Short Stories

- | | |
|------------------|------------------------------|
| 1. Saki | The Open Window |
| 2. Chinua Achebe | Marriage is a Private Affair |
| 3. R.K.Laxman | The Gold Frame |

Unit IV: One-act Plays

- | | |
|-------------------|------------------|
| 1. Anton Chekhov | The Swan Song |
| 2. Eugene O’Neill | Before Breakfast |

Unit V: Composition

1. Letter-Writing (Formal & Informal)
2. Interviews
3. Group Discussion
4. General Essays
5. Word Power

References

1. Sasikumar, V. **Fantasy: A Collection of Short Stories.** Orient Black Swan, Mumbai: 2011
2. Sujatha, K. **On the Stage One-act Plays.** Orient Black Swan, Chennai, 2011

VSC 2004	TELEVISION PRODUCTION	L	T	P	C
		4	0	0	4

UNIT- I:

Production process- Scripting, Scene Breakdown, Location Hunting, Planning, Casting & Budgeting; Production Team- Talents, Technicians, Production & Administrative Members; Production- Shooting Script & location; Post Production- Editing, Dubbing, Music & Titling; Distribution & Exhibition.

UNIT- II:

Camera- Parts of Video Camera- Focus, Iris, Shutter Speed & White Balance; Operation of Video Camera- Single CCD and Three CCD Cameras; Types of Video Camera- VHS, U Matic, Beta, Digi-Beta, DV Pro & HD Camera; Video Formats- NTSC, PAL & SECAM; Types of Lens- Wide Angle, Normal, Tele & Zoom; Aspect Ratio & Framing- Standard Shot Size- Long, Mid, Close-up shots; Camera Movements- Pan, Tilt, Trolley, Crane & Dolly, Colour Temperature.

UNIT- III:

Lighting- Nature & Characteristics; Functions of Lighting; The Light Source- Hard light & Soft Light; Lighting Technique- Lighting Flat Surface, Three Point Lighting & Lighting People; Lighting Equipments- Tungsten, Quartz, Gas discharge lights & Fluorescent Tubes; Lighting Accessories- Barn Door, Gel Paper, Diffuser, Cutter, Net, Reflector; Basic lighting approach- subject, camera, surrounding & Atmosphere; Lighting for different situations- interviews, indoor & outdoor; Lighting Safety Measures; Lighting check list.

UNIT- IV:

Editing- Editing principles- Timing & Space: Editing procedure; Types of Editing- Splice Editing, Linear Editing & Non Linear Editing; Splice Editing- Editing Table, Moviolo & Editing Equipment; Linear Editing- Assemble, Insert & Editing Equipments; Non Linear Editing- Video Capturing, Editing Process, Rendering & Editing Equipments; Linear Vs Non-Linear Editing; Adding Graphics, Titling, Special Effects; Compositing Techniques-Traditional & Digital Compositing, Keying, Rotoscopy & Colour Correction.

UNIT- V:

Sound- Nature & Aesthetics; Basics of Sound Waves; Characteristics of Sound Waves; Sound Process- Optical Process & Magnetic Process; Dolby Sound-Surround Sound, Dolby Stereo, Digital Theatre System (DTS), Dolby Digital & Cube; Types of Sound- Speech, Voice-over & Sound Effects; Microphones- Carbon Microphones, Dynamic Microphones, Ribbon Microphones, Condensor Microphones, Cardioid Microphone, Cordless Mic & Lapel Mic; Sound Mixer; Dubbing, Audio & Music Mixing.

Text Books:

1. Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK, 2012
2. Gerald Millerson, Television Production, Focal Press, UK, 2009

Suggested Readings:

1. Jim Owens, Television Production, Focal Press, UK, 2012 (Unit I)
2. Andrew Utterback, Studio Television Production and Directing, Focal Press, UK, 2007 (Unit IV & V)
3. Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS, 2006 (Unit II & III)

VSC 2005	HISTORY AND DEVELOPMENT OF CINEMA	L	T	P	C
		4	0	0	4

UNIT- I:

Motion Picture- Magic Lantern & Persistence of Vision; History of Cinema- Pioneers of Cinema- Eadweard Muybridge, Etienne- Jules Marey & George Eastman; The Birth of Cinema- Thomas Alva Edison, W. K. L. Dickson, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema- Edwin S. Porter, Nickelodeon, The Motion Picture Patent Company (MPPC), David Wark Griffith & Charlie Chaplin.

UNIT- II:

Classical Hollywood Cinema- Origin of Hollywood, Golden age of Hollywood, Hollywood and the Motion Picture Industry & Modern Hollywood; Development of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

UNIT- III:

World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang- The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Lev Kuleshov, Vsevelod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Latin Cinema; Third world Cinema.

UNIT- IV:

Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System- P.C. Barua & V. Shantaram; Dynasty of Actors and Director- Mehboob, Raj Kapoor & Guru Dutt; Golden Fifties of Indian Cinema; New Indian Cinema- Satyajit Ray & Mrinal Sen; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society; Mega Stars and Mega Movies; Indian Women Filmmakers; Emergence of Indian Regional Cinemas.

UNIT- V:

Tamil cinema- Cinema came to Madras; Pioneers of Tamil Cinema; Movies talked Tamil- Kalidas & Original Tamil Talkies; Development of Tamil Talkies; Talkie Studio- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Vahini Studio, L.V. Prasad; Writer's era- C.N. Annadurai & Kalaignar Karunanidhi; Film Maker and Star Maker- M. K. Thyagaraja Bagavathar, MGR, Sivaji Ganesan, C.V. Sridhar & K. Balachandar; Super Stars and Mega Movies- Kamal Hassan, Rajinikanth, Bharathiraja & Ilayaraja; Film Institute Students; New Dimension of Tamil Cinema- Marketing & Distribution.

Text Books:

1. Jarek Kupsc, History of Cinema for Beginners, Orient Blackswar, 2011
2. Geoffrey Nowell-Smith, The Oxford History of World Cinema, Oxford University Press, UK, 1999

Suggested Readings:

1. Sowmya Dechamma C.C, Cinemas of South India, Oxford University Press, UK, 2010 (Unit V)
2. Aristides Gazetas, An Introduction to World Cinema, McFarland, New York, 2008 (Unit I & III)
3. Steve Neale, Contemporary Hollywood Cinema, Routledge, USA, 1998 (Unit II)

VSC 2006	2D ANIMATION	L	T	P	C
		0	0	5	5

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

Software:

Adobe Flash : Dreamweaver

Class Exercise:

(Students has to practices all Ten exercises with recommended Software)

(Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline-
Total- 50 Marks)

1. Exploring the Flash
2. Exploring the Drawing and Painting Tools
3. Manipulating Objects
4. Creating an Animation
5. Basics of ActionScript
6. Creating a New Document in Dreamweaver
7. Understanding Objects
8. Creating a Table
9. Understanding Links
10. Understanding Text Formatting Options

Record Work:

1. Student has to create Web Pages with link pages for any Product or Organizations. **No objects/ elements should be downloaded from the Internet.** If static images are to be included, then the student is expected to create her/his own images using appropriate software.
2. Minimum FIVE complete web sites for different categories of products or organizations must be created for the record.

(The Students have to submit all two exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)

Text Books:

1. Adobe Creative Team, Adobe Flash Professional CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012
2. Adobe Creative Team, Adobe Dreamweaver CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012

Suggested Readings:

1. Paul Wells, Basics Animation 03: Drawing for Animation, AVA Publishing, Switzerland, 2009
2. Tony White, How to Make Animated Films, Focal Press, USA, 2009

VCS 2083	PROFESSIONAL PHOTOGRAPHY PRACTICLE	L	T	P	C
		0	0	5	5

Class Exercise:

(Students has to practices all Ten exercises with recommended Software)

(Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline-
Total- 50 Marks)

1. Portrait Photography (minimum 5 excises)
2. Photo- Journalism (minimum 5 excises)
3. Wild Life Photography (minimum 5 excises)
4. Fashion Photography (minimum 5 excises)
5. Advertising Photography (minimum 5 excises)

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

Text Books:

1. Roger Watson, Capturing the Light, Macmillan Publishers, UK, 2013
2. Don Giannatti, Professional Photography, Amherst Media, USA, 2013

Suggested Readings:

1. Martin Evening, Adobe Photoshop CS6 for Photographers, Focal Press, UK, 2012
2. Chris Weston, Nature Photography, Focal Press, UK, 2008

SEMESTER-V

VSC 3001	MEDIA ETHICS	L	T	P	C
		4	0	0	4

OBJECTIVES:

To enable the students to

- I. Understand media and their techniques
- II. Realize the different media determinants and
- III. Study media and audience relations

UNIT – I

Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Press and the public opinion.

UNIT – II

Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporates – Ad. Revenue – Editorial policy – implications of foreign press in India.

UNIT- III

News selection – News values – Journalists as gatekeepers – sources of news – maintaining confidentiality – investigative journalism – sting operations – fair practice and professionalism – cases of unfair journalism.

UNIT – IV

Media and the Judiciary, Legislature and the Executive – Media Laws – violations and restrictions – media censorship – recent cases.

UNIT-V

Role and powers of Press Council – Responsibilities of the Advertising Standards Council-

Prasar Bharati : Responsibilities and powers and limitations – Broadcasting Council-

Broadcasting codes – Film Censor Board: role and functions – other media regulatory

bodies of the government

Reference:

Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet

Publications, 1988.

Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.

VSC 3002	ADVERTISING	L	T	P	C
		4	0	0	4

Objectives: To enable the students to

- i) Learn the basics of Advertising
- ii) Acquire the art of Advertising
- iii) Bridge the gap between media and society

UNIT-I Advertising and its role in the market place, advertising industry in India – advertising

as a process of communication - Social effects of advertising.

.UNIT II : Types of advertising : consumer, corporate, industrial, retail, cooperative and Public

service advertising.- tone and content; reading the advertisement - review with current ad campaigns.

UNIT III : Advertising agency: Structure and functions; Leading agencies in India-

Diversification and competition – full service agencies – multinational clients – challenges and opportunities.

UNIT IV: Advertising campaign:objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.

UNIT-V: Professional ethics in advertising- cases of ethical violations - Advertising Standards Council – Social and cultural issues – Global regulations and Future trend.

REFERENCES:

1. Kleppner, Otto. Fundamentals of Advertising. Prentice Hall: New Jersey, 1980.
2. Gupta, Sen. Brand Positioning. New Delhi: Tata McGraw Hill, 1990.
3. Hart, Norman. The practice of advertising. London :Heinemann Pub, 1990.
4. Mooij,Mariekae de. Advertising Worldwide (2nd edn.). UK: Prentice Hall, 1994.
- 5.Mohan, M. Advertising management concepts and cases. New Delhi:Tata McGraw Hill, 1989.

Objective:

VSC 3081	3D ANIMATION AND MODELLING	L	T	P	C
		2	0	6	8

The course aims at imparting skills to students on basic 3D Animations

Software:

3D Studio Max ,Maya

Class Exercise:

(Students has to practices all ten exercises with recommended Software)

(Each exercise carries 4 marks)

(10 exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
2. Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
3. Material Editor- Applying on Objects & Giving Effects
4. Modifier- Bend, Smooth, Special Feature; UV Map & Effects
5. Modeling- Logo, Architecture & Titling
6. Special Effect- Bomb & Particles
7. Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles
8. Lighting- Photometric & Standard Lighting
9. Camera- Target & Free
10. Animation- Rendering in Photocopy & Rendering Setup

Record Work:

1. Title Animation
2. Architecture
3. Product Animation

(The Students have to submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)

Text Book:

1. Dariush Derakhshani, Autodesk 3ds Max 2013 Essentials, John Wiley & Sons, USA, 2012
2. Jeffrey Harper, Mastering Autodesk 3ds Max 2013, John Wiley & Sons, USA, 2012

Suggested Readings:

1. Eric Allen, Body Language: Advanced 3D Character Rigging, Weley Publishing, UK, 2008
2. Kelly L. Murdock, 3D Studio MAX R3 Bible, IDG Books, USA, 2000

VSC 3082	ADVERTISING- PRACTICAL	L	T	P	C
		0	0	5	5

Class Exercise:

(Students has to practices all FIVE exercises)

(Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline-
Total- 50 Marks)

1. **Logo Design** : 2½ Weeks

Minimum 6 class works : Record works - 3 nos.

1. **Letter Head** : 2½ Weeks

Minimum 6 class works : Record works - 3 nos.

1. **Visiting Cards** : 2½ Weeks

Minimum 6 class works : Record works - 3 nos.

1. **Calendar Design** : 2½ Weeks

Minimum 6 class works : Record works - 3 nos.

1. **Poster Design** : 2½ Weeks

Minimum 6 class works : Record works - 3 nos.

**(Each exercise should have minimum 3 numbers of works with rough
Thumbnail sketch followed by fair works)**

**(The Students have to submit all exercises as Record Work for Practical
exam, which will be evaluated by the External Examiner)**

Text Books:

1. Alex W. White, The Elements of Graphic Design, Allworth Press, New York, 2011
2. Timotby Samaka, Design Elements- a Graphic Style Manual, Rock Port, USA, 2010

Suggested Readings:

1. Quentin Newark, What is Graphic Design? RotoVision SA, Switzerland, 2007
2. Gunther Kress, The Grammar of Visual Design, Routledge, USA, 1996

SEMSESTER-VI

VSC 3003	FILM STUDIES	L	T	P	C
		5	0	0	5

UNIT- I

Film studies- definition & Concept; Why film studies- Culture & Art; Film as a medium; Characteristic of Film Studies; Levels of understanding Film; Film theory & Semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation.

UNIT- II

Mise-en-scene- Definition & Concept; 4 P's of Mise-en-scene- Point of View, Posture, Props & Position; Elements of Mise-en-scene- Setting, Costume, Character's Movement & Lighting; Power of Mise-en-scene; Aspects of Mise-en-scene- Time & Space; Narrative functions of Mise-en-scene; Cinematographer properties- Photographic image, duration of the image & Framing- Onscreen/ Off-screen Space & Shot Distance.

UNIT- III:

Montage- Definition & Concept; Origin of Montage; Development of Soviet Montage; Types of Montage- Analytical, Idea Associative & Metric Montage; Montage Vs Parallel Editing; Visible Vs. Invisible Technique; Editing- dimensions of film editing, continuity editing, alternative to continuity editing.

UNIT- IV:

Narrative Cinema- Definition & Concept; Story, Three Act Structure & Plot; Non Narrative Cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- Documentary, Abstract, Music Videos & Live Cinema (Performance); Non Narrative Cinema & Discontinuity Editing; Film Form- Definition & Concept; Elements of Film Form- Form and Expectation, Form & Convention, Form & Emotion, Form & Meaning and Form & Evaluation; Principles of Film Form; Ambiguity, Style & Ideology.

UNIT- V

Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres; Other major film categories- The Auteur System, Woody Allen & Comedy, Arthur Freed & Musical, Alfred Hitchcock & Suspense and Thrillers, John Ford & Westerns; Emerging Trends of Digital Film & Short Films; Film Festivals- International & National Festivals; Film Awards- International & National Film Festivals; Contemporary Film Status.

Text Books:

1. Jill Nelmes, Introduction to Film Studies, Routledge, USA, 2012
2. John Hill, The Oxford Guide to Film Studies, Oxford University Press, UK, 2011

Suggested Readings:

1. Warren Buckland, Film Studies: Teach Yourself, McGraw-Hill, USA, 2010 (Unit I, II & III)
2. Sarah Casey Benyahia, As Film Studies, Routledge, USA, 2008 (Unit V)
3. Richard Dyer, Film Studies: Critical Approaches, Oxford University Press, UK, 2000 (Unit IV)

VSC 3004	MEDIA CULTURE AND SOCIETY	L	T	P	C
		5	0	0	5

UNIT- I

Mass Media- Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.

UNIT- II

Media Audiences- Interpretation & Resistance; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Public & Public Opinion; Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women; Violence in Media; Audience Making- Active Vs Passive audience; Theories of audience-Uses and Gratification Theory- Uses & Effects Theory.

UNIT- III:

Media & Popular Culture- Commodities, Culture and Sub-Culture; Popular texts: Popular Discrimination; Politics & Popular Culture; Popular Culture Vs People's Culture; Acquisition & transformation of popular culture; Celebrity Culture- Film Industry; Personality & Brand Management; Hero-worship & etc.; Film, Television & Visual Culture; Advertising & Commercial Culture; Literacy & Media Literacy; Importance of Media Literacy; Youth, Television & Socialization.

UNIT- IV

Psychoanalysis- definition & concept; psychoanalytic techniques; Psychoanalytic process; Feminism- definition & concept; historical & Characteristics of Feminism; Modernism- definition & concept; Modern & Modernity; Historical & Characteristics of Modernism; Modernism Vs Postmodernism; Marxism- definition & concept; history of Marx's theory; Criticisms of Marx's Theory; Marx's Understanding of Globalization.

UNIT- V

Audience Analysis- Ratings in Advertising, Ratings in Programming & Ratings Services; Audience Rating- Rating Points- GRPs & TRPs; Reach Vs GRP; Types of Audience Rating- Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and CPP; Ratings Data Collection Methods; Audience & Marketing Trends; Selling Space & Time.

Text Books:

1. Ravi Sundaram, Media Studies: No Limits, Oxford University Press, UK, 2012
2. A Dictionary of Media and Communication, Oxford University Press, UK, 2011

Suggested Readings:

1. Asa Berger, Media Analysis Technique, Sage Publications, India, 1998 (Unit IV & V)
2. Lawrence Grossberg, Media-Making: Mass Media in a popular culture, Sage Publications, 1998 (Unit III)
3. Richard Collins, Media, Culture & Society- A Critical Reader, Sage Publications Ltd, 1986 (Unit I & II)

VSC 3005	MEDIA ORGANISATION AND MANAGEMENT	L	T	P	C
		4	0	0	4

OBJECTIVES:

This course aims at enabling the students understand development and also effectively use media tools to communicate alternative pathways to development. To enable the students to understand the evolution, nature and facets of communication.

UNIT I

Principles of Management – management theories, personnel management, role and functions of personnel manager.

UNIT II

Managing media organization – planning, coordination motivation, control, decision making and departmentalization

UNIT III

Project Management in Media – Production project cycle (PPC), Management themes in production process, project planning, production strategies, PPC in Practice – Initiation (Ideas, evaluation and assessment), risk and impact assessment), risk and impact assessment, pre-production, production team, project specification, production process and media marketing.

UNIT IV

Behavior in media organization and organization behavior. Nature and structure of different media organization – DD, private satellite channels, production houses, employment opportunities in India media industry, group behavior, innovation and creativity culture of organization.

UNIT V

Sales promotions – purpose, tools and techniques, programming strategies, audience rating, programming and audience trends. Marketing programs and selling space and time. Messages and vehicles, sponsored events and campaigns. Block et al., *Managing in the Media*, Focal Press, Burlington

Reference:

Andal,N. Communication Theories and Models. Bombay: Himalaya, 1998.

Bhattacharjee, Shymali. Media and Mass Communicaiton. New Delhi: Kanishka Publishers, 2005.

VSC 2083	TELEVISION PRODUCTION – Practical	L	T	P	C
		0	0	8	8

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Class exercises

(Students has to practices all Ten exercises)

(Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline-
Total- 50 Marks)

1. Practicing with Camera parts
2. Practicing with Tripod
3. Working with Lens
4. Framing
5. Composition
6. Standard Shot & Camera Angle
7. Camera Movements
8. Multi Camera Setup
9. Understanding Lighting Equipments
10. Practicing Lighting Techniques

Record Work:

1. Short Film (Maximum 5 mins)
2. Video Album (Maximum 3 mins)
3. Corporate Film (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Text Books:

1. Jim Owens, Television Production, Focal Press, UK, 2012
2. Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK, 2012

Suggested Read:

1. Gerald Millerson, Television Production, Focal Press, UK, 2009
2. Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS, 2006

