SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution & Accredited by NAAC with "A" Grade)
(An Autonomous Institution)
(As per UGC Regulations 2018)

Madagadipet, Puducherry - 605 107

31.08.2020

Department of Visual Communication

Minutes of Board of Studies

The first Board of Studies meeting of Department of Visual Communication was held on 31st August 2020 at 10.30 A.M in the seminar hall, Sri Manakula Vinayagar Engineering College with Head of the Department in the Chair.

The following members were present for the BoS meeting

Sl.No	Name of the Member	Designation
Head of the Department –Chairman		
1	**Mr.BHARATH YUVARAJ R**, Assistant Professor	Chairman
Expert Nominated by the Vice-Chancellor		
2	**Dr.TAMILARASI** HOD Department of Visual Communication St Joseph College of arts &Science Trichy.	University Nominee
Subject Experts		
3	**Mr.VELAYUTHAM K** HOD Department of Visual Communication Mohamed Sathak College of Arts & Science Chennai.	Subject Expert
4	**Mr.NAGARAJAN** HOD Prof.Dhanapalan College of Arts & Science Chennai.	Subject Expert
Industry Expert		
5	**Mr.Suriya** Camera Man News 7 Tamil Chennai	Industry Expert

1.1 To discuss and approve the vision and mission of the Department

1.2 To discuss and recommend the B.Sc Visual Communication Degree Regulations 2020 (R-2020),

1.3 To discuss and approve about the curriculum Structure under the regulations 2020

1.4 To discuss and approve the syllabi of I and II Semesters of B.Sc Visual Communication

1.5 To discuss the uniqueness of the curriculum.

1.6 To discuss and approve Evaluation Systems

1.7 To discuss about the Innovative Blended Teaching / Practices Methodology adopted to handle the emerging technological concept courses and dynamic teaching learning environment

1.8 To discuss approve Panel of Examiners

1.9 Any other item with the permission of chair

Mr.Bharath Yuvaraj R Chairman, BoS opened the meeting, the Director cum Principal welcomed and introduced the external members, to the internal and co-opted members and thanked them for accepting to become the member of the Board of Studies. The meeting thereafter deliberated on agenda items that had been approved by the Chairman.

Item:1.1	The Department vision and mission was approved and BoS members recommended the same to academic council
Item:1.2	The Autonomous Regulations R2020 was discussed and the members recommended the same to the Academic Council
Item:1.3	The BoS Members approved the curriculum for I to VI semesters with minor corrections and recommended the same to Academic Council • Courses Communication and Social change may be specified as Discipline Specific Elective courses • Semiotics and Visual Analysis may be considered as Discipline Specific Elective courses The suggested points were considered and the respective change was updated in the curriculum.
Item:1.4	The syllabi for I and II semesters was briefed and recommended the same to the Academic council with the following suggestions • In Introduction to Visual Communication of semester 1 – topics related to drawing may be removed and newer concepts like communication psychology may be added in the Unit 1. • In the course Photography of semester II - Include topics such as Genres in Photography, Different types of photography, Importance of Best Indian Photographers, Travel Photography, Landscape Photography • In Course Film Studies of Semester 2 – Include contemporary South Indian Films, specifically Malayalam and Tamil films.
Item:1.5	Uniqueness of the Curriculum (R-2020) has been discussed. The organization of courses and the inclusion of certification courses as employability enhancement course was appreciated by the members
Item:1.6	Discussed on the Evaluation System in regulations 2020 and recommended the same to academic council
Item:1.7	Discussed about the Innovative Teaching / Practices Methodology adopted to handle the emerging / Advanced Technological concept courses and found satisfactory
Item:1.8	The BoS members approved the panel of examiners

The meeting was concluded at 12.15 PM with vote of thanks by Mr.Bharath Yuvaraj R Assistant Professor, Dept of Visual Communication.

SEMESTER – I

SI No	Course Code	Course Title	Category	L	T	P	Credits	CAM	ESM	Total
Theory										
1	A20TAT101	Language – I	MIL	3	0	0	3	25	75	100
2	A20GET101	General English – I	ENG	3	0	0	3	25	75	100
3	A20VCT101	Introduction to Visual Communication	DSC	4	0	0	4	25	75	100
4	A20VCT102	Fundamentals of Computer , Multimedia and Internet	DSC	3	1	0	4	25	75	100
5	A20VCD101	Design Principles	IDC	4	0	0	4	25	75	100
Practical										
6	A20VCL103	Drawing	DSC	0	0	4	2	50	50	100
7	A20VCL104	Graphic Design	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A20ENS101	Communication Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20VCC101	Certification course 1***	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
10	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
I Semester Total Credits/Marks							**26**	**525**	**475**	**1000**

SEMESTER – II

SI No	Course Code	Course Title	Category	L	T	P	Credits	CAM	ESM	Total
Theory										
1	A20TAT202	Language – II	MIL	3	0	0	3	25	75	100
2	A20GET202	General English – II	ENG	3	0	0	3	25	75	100
3	A20VCT205	Photography	DSC	3	1	0	4	25	75	100
4	A20VCT206	Film studies	DSC	3	1	0	4	25	75	100
5	A20VCD202	Communication and Media	IDC	3	1	0	4	25	75	100
Practical										
6	A20VCL207	Visual Arts practical	DSC	0	0	4	2	50	50	100
7	A20VCL208	Photography practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A20ENS202	Soft Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20VCC202	Certification course 2***	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
10	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
11	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							**27**	625	475	**1100**

மொழித்தாள்

தமிழ்– I

(B.A., B.Sc., B.Com., B.B.A., & B.C.A., பாடப்பிரிவுகளுக்குமான பொதுத்தாள்)

	L	T	P	C	Hrs
A20TAT101	**3**	**0**	**0**	**3**	**45**

பாடத்திட்டத்தின் நோக்கம்

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண் பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள்,அடையாளங்கள் ஆகிய வற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

- மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.

- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மானவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.

- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

CO1 - இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.

CO2 - நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.

CO3 - தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.

CO4 - தாய்மொழியின் சிறப்பை அறிதல்.

CO5 - இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1 (9 Hrs)

இக்காலக் கவிதைகள்–1

1. பாரதியார்	–	கண்ணன் என் சேவகன்
2. பாரதிதாசன்	–	தமிழ்ப்பேறு
3. அப்துல் ரகுமான்	–	அவதாரம்
4. மீரா	–	கனவுகள் + கற்பனைகள் = காகிதங்கள்
5. து.நரசிம்மன்	–	மன்னித்துவிடு மகனே

அலகு-2 (9 Hrs)

இக்காலக் கவிதைகள்–2

1.ராஜா சந்திரசேகர்	–	கைவிடப்பட்ட குழந்தை
2. அனார்	–	மேலும் சில இரத்தக் குறிப்புகள்
3. சுகிர்தராணி	–	அம்மா
4. நா.முத்துக்குமார்	–	தூர்

அலகு-3 (9 Hrs)

சிற்றிலக்கியங்கள்

1. கலிங்கத்துப் பரணி	–	பொருதடக்கை வாள் எங்கே... (பாடல்–485)
2. அழகர்கிள்ளைவிடு தூது	–	இதமாய் மனிதருடனே...(பாடல்–45)
3. நந்திக் கலம்பகம்	–	அம்பொன்று வில்லொடிதல்...(பாடல்–77)
4. முக்கூடற் பள்ளு	–	பாயும் மருதங் செழிக்கவே...(பாடல்–47)
5. குற்றாலக் குறவஞ்சி	–	ஓடக் காண்பதுமே...(பாடல்–9)

காப்பியங்கள்

மணிமேகலை–உலகறவி புக்க காதை– 'மாசுஇல் வால்ஒளி! – இந்நாள் போலும் இளங்கொடி கெடுத்தனை'.
(28–அடிகள்)

அலகு–4 (9 Hrs)

தமிழ் இலக்கிய வரலாறு

1. சிற்றிலக்கியம்– தோற்றமும் வளர்ச்சியும்

2. புதுக்கவிதை– தோற்றமும் வளர்ச்சியும்

3. சிறுகதை –தோற்றமும் வளர்ச்சியும்

4. புதினம் –தோற்றமும் வளர்ச்சியும்

5. உரைநடை – தோற்றமும் வளர்ச்சியும்

அலகு 5 (9 Hrs)

மொழிப்பயிற்சி

1. கலைச்சொல்லாக்கம்

2. அகரவரிசைப்படுத்துதல்

3. மரபுத்தொடர்/பழமொழி

4. கலை விமர்சனம்

5. நேர்காணல்

உரைநடைப் பகுதி

1. உ.வே.சாமிநாதையர் – சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு.

2. தஞ்சாவூர் – கூஜாவின் கோபம்.

3. இரா. பச்சியப்பன் – மாடல்ல மற்றையவை.

பார்வை நூல்கள்

1. கைலாசபதி, க., தமிழ் நாவல் இலக்கியம், குமரன் பதிப்பகம், வடபழனி, 1968.

2. சுந்தரராஜன், பே.கோ. சிவபாதசுந்தரம். சோ., தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், க்ரியா, சென்னை, 1989.

3. பரந்தாமனார், அ.கி., நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998.

4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.எச். பதிப்பகம், சென்னை, 2011.

5. வல்லிக்கண்ணன், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

உரைநடை நூல்கள்

1. சக்திவேல், சு., தமிழ் மொழி வரலாறு, மாணிக்கவாசகர் பதிப்பகம், சிதம்பரம், 1988.

2. சிற்பி பாலசுப்ரமணியம் மற்றும் நீலபத்மநாபன், புதிய தமிழ் இலக்கிய வரலாறு, தொகுதி–1, 2, 3, சாகித்திய அகாமி, புதுடெல்லி,2013.

3. பாரதியார், பாரதியார் கவிதைகள், குமரன் பதிப்பகம், சென்னை, 2011.

இணையத்தளங்கள்

1. http://www.tamilkodal.com
2. http://www.languagelab.com
3. http://www.tamilweb.com

Department of Visual Communication

A20GET101	**GENERAL ENGLISH I**	L T P C Hrs
		3 0 0 3 45

(Common to B.A., B.Sc., and BCA)

Course Objectives

- To recognize the rhythms, metrics and other musical aspects of poetry
- To read a variety of texts critically and proficiently
- To enable the students to enjoy the flair of literature through the work of great writer
- To make the students to know the functions of basic grammar and frame sentences without grammatical error.
- To enable them understanding the intrinsic nuances of writing in English language

Course Outcomes

After the completion of this course, the students will be able to

CO1 - Comprehend and discuss the various facets of selected poems
CO2 - Analyze and interpret texts written in English
CO3 - Read drama with graduate-level interpretive and analytical proficiency
CO4 - Improve the fluency and formation of grammatically correct sentence
CO5 - Enhance the writing skills for specific purposes

UNIT I POETRY (9 Hrs)

1. John Milton: On His Blindness
2. William Wordsworth: Daffodils
3. Percy Bysshe Shelly: Ozymandias
4. Emily Dickinson: Because I could not stop for Death
5. Sarojini Naidu: The Queen's Rival

UNIT II PROSE (9 Hrs)

1. Francis Bacon: Of Love
2. Charles Lamb: A Dissertation upon Roast Pig

UNIT III DRAMA (9 Hrs)

1. Oscar Wilde: Lady Windermere's Fan

UNIT IV GRAMMAR (9 Hrs)

1. Parts of Speech
2. Tenses
3. Subject-Verb Agreement

UNIT V COMPOSITION (9 Hrs)

1. Essay Writing
2. Email

Text Books

1. James Barrett, "Brookside Musings: A Selection of Poems and Short Stories: Board of Editors", Orient Longman Limited, 2009
2. Wilde Oscar, "Lady Windermere's Fan. Published in The Importance of Being Earnest and Other Plays"London: Penguin, 1940.
3. Wren & Martin, "High School English Grammar & Composition". Blackie ELT Books. 2017

Reference Books

1. Lalitha Natarajan and SasikalaNatesan, "English for Excellence: Poetry",Anuradha Publications. 2015
2. Charles Lamb, "Selected Prose", Penguin Classics. United Kingdom. 2013
3. Usha Mahadevan, "Sunbeams: Empower with English", Emerald Publishers. Chennai. 2016

Web References

1. https://www.englishcharity.com/of-love-by-francis-bacon-explanation/
2. https://www.poetry-archive.com/n/the_queens_rival.html
3. https://www.gradesaver.com/lady-windermeres-fan/study-guide/summary-act-i

A20VCT101   INTRODUCTION TO VISUAL COMMUNICATION

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To understand the basics of Visual Communication
- To apply the techniques in Visual Media
- To solve practical problems in the real life situations
- To provide an understanding about the concept of "Communication" and to study the key elements in a communication process. Through various communication theories
- Students will be able to understand how technology influences communication and the major characteristics of media.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the various types of communication and the various factors that affect the communication system.
CO2 - Gain knowledge about various communication models.
CO3 - Differentiate the Verbal and Non-verbal Communication.
CO4 - Know Media effect theories and it gives a complete knowledge about the influence of Media on society.
CO5 - Perceive Press theories which give a depth understanding about the functions of Press.

UNIT I COMMUNICATION   (12 Hrs)

Communication: Definition, types of Communication, need for and the Importance of Human and Visual Communication, nature of communication, Communication as expression, skill and process, Understanding Communication: SMCR Model

UNIT II COMMUNICATION AS A PROCESS   (12 Hrs)

Communication as a process: Message, Meaning, Connotation, Denotation, Culture/Codes etc. flow of Communication, barriers to Communication, Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation.

UNIT III PERCEPTION   (12 Hrs)

Perception- definition & concept; Types of Perception- Visual Perception & Graphical. Perception; Visual Perception- definition & concept; Illusions- definition & basics; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation. Illusions; Gestalt theory- definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground.

UNIT IV DESIGN PROCESS   (12 Hrs)

Principles of Visual and other Sensory Perceptions. Colour psychology and theory (some aspects) Definition, Optical/ Visual Illusions, etc. Various stages of design process-problem identification search for solution, refinement, analysis, decision making, implementation.

UNIT V CREATIVITY AND INNOVATION   (12 Hrs)

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

Text Books

1. John Fiske & Henry Jenkins," Introduction to Communication studies", Routledge, Oxon , 3rd edition,2011
2. Seema Hasan, "Mass Communication- Principles & Concepts", CBS Publishers, New Delhi, 2nd edition, 2010.
3. Keval J. Kumar , "Mass Communication in India", Jaico Publishing House, 5th edition, 2020.

Reference Books

1. Lester, E "Visual Communications: Images with Messages". Thomson Learning 8th edition 2000
2. Schildgen, T "Pocket Guide to color with digital applications". Thomson Learning 2nd edition 1998.
3. Philip Hayward, Arts Council of England, "Picture this: Media Representation of Visual Arts and artists" University of Luton Press, 2nd edition,1998

Web References

1. https://www.cleverism.com/skills-and-tools/visual-communication/
2. https://businessjargons.com/visual-communication.html
3. https://visme.co/blog/visual-communication/

A20VCT102   FUNDAMENTALS OF COMPUTER, MULTIMEDIA   L T P C Hrs
                            AND INTERNET   3 1 0 4 60

Course Objectives
- To learn about the fundamental and applications of computers.
- To study about the CPU, VDU, Input, Output and storage devices.
- To study about the office tools and spread sheets.
- To understand the input, output devices of computer
- To understand the concept of Internet.

Course Outcomes
After completion of the course, the students will be able to
CO1 - Understand the hardware and software of the computer.
CO2 - Memorising the concept and components of CPU, VDU, Input, Output and storage devices
CO3 - Categorising the different office tools.
CO4 - Understand the basic concepts of DTP software's.
CO5 - Summarising the concepts of Internet and search engines.

UNIT I INTRODUCTION TO COMPUTER   (12 Hrs)
Introduction to Computer- Information and Communication Technology: Meaning importance
and Concept- Introduction to computer: History & Classification of computer - Computer: Characteristics &
application

UNIT II COMPONENTS OF COMPUTER SYSTEM   (12 Hrs)
Components of Computer System -Central Processing Unit (CPU) -VDU (Visual Display
Unit) Keyboard and Mouse - Other input/output Devices - Computer Memory -Storage
device.

UNIT III MS OFFICE   (12 Hrs)
MS Office, Use of Printer & Scanner- Microsoft Office: Word, Power Point, excel - Using
printers & scanners

UNIT IV DTP SOFTWARE   (12 Hrs)
DTP Software- Features and their basic application: (a) Corel draw, (b) PageMaker, and
(c) Photoshop

UNIT V CHARACTERISTICS OF INTERNET   (12 Hrs)
Characteristics of Internet, Brief Idea about ISP and browsers, Websites & its types,
Email: Need & Importance, Web tools: Blogs, Social Media & Search Engine.

Text Books
1. Peter Shirley, Michael Ashikhmin & Steve Marschner ,"Fundamentals of Computer Graphics" - CRC Press, US, 3rd edition, 2015.
2. Ramesh Bangia, "Computer Fundamentals and Information Technology", Firewall Media, New Delhi, 2nd edition 2008.
3. Erika Kendra "Adobe Photoshop CS3: The Professional Portfolio", Against The Clock, London, 2nd edition 2008

Reference Books

1. Ze-Nian Li, Mark S. Drew,Jiangchuan Liu, "Fundamentals of Multimedia" Springer Nature; 2nd ed. 2014
2. Anita Goel, "Computer Fundamentals", Pearson, 2nd edition, 2010.
3. Jeff Johnson, "Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules", Morgan Kaufmann Publishers, USA, 2010.

Web References

1. http://saintangelos.com/studentdesk/Download/Introduction_to_visual_communication.pdf
2. https://issuu.com/ademing/docs/typographybook
3. https://users.dimi.uniud.it/~antonio.dangelo/MMS/materials/Fundamentals_of_Multimedia.pdf

A20VCD101 **DESIGN PRINCIPLES** L T P C Hrs

4 0 0 4 60

Course Objectives
- To understand the basics of colour wheel.
- To apply the techniques in Graphic Design.
- To understand the Perspective drawing
- To understand the characteristics of light and shadow.
- To learn about the colour psychology.

Course Outcomes
After completion of the course, the students will be able to
CO1 - Understand the colour wheel, primary, secondary, tertiary colours.
CO2 - Understand the design principles from line, shape, space, texture, etc.
CO3 - Categorising the organization like horizontals, verticals & diagonals drawings.
CO4 - Understand the drawing shapes, space and light.
CO5 - Summarising the concepts of Human response to colour psychology.

UNIT I COLOUR THEORY   **(12 Hrs)**
Colour Theory – Primary and Secondary Colours, Addictive and Subtractive Colours & CIE Colour System, Colour Wheel, Colour Mixing , Colour Harmonies & the interaction of Colour 12 step Colour wheel , Hue, Saturation, Value

UNIT II ELEMENTS OF DESIGN   **(12 Hrs)**
Elements of Design – line, shape, form, space, texture, color, value; Principle of Design – Balance, variety, rhythm , emphasis, proportion, contrast, unity, Visual Tension.

UNIT III COMPOSITION   **(12 Hrs)**
Composition –Forces of Visual Organization , Line, The Sinuous, Horizontals, Verticals & Diagonals,Open & Closed Frame Balanced and Unbalanced Frame, Positive and   Negative Space , Composition Triangles Abstract, Aesthetic, Golden Ratio, Rule of Third, Symmetry, Dynamic Symmetry, Perspective, Gestalt principles, Vanishing Point, Viewpoint, Dimension.

UNIT IV LIGHTS   **(12 Hrs)**
Lights – Nature of Light, characteristics of Light, Highlights, Midtowns, Shadows, Contrast, Gamma, Saturation , Histogram White Balance, Light Intensity , Light Source, Densitometry, Brightness perception, Determining Exposure, Lighting as Story Telling - Light and Shadow, High – Key lighting Low Key Lighting.

UNIT V HUMAN RESPONSES   **(12 Hrs)**
Human Responses to Colour- Psychophysical Response, Socio-Cultural Response, Individual Response, Symbolic Response, colour culture, colour semiotics.

Text Books
1. Alex W. White,"The Elements of Graphic Design", Allworth Press, New York, 1st Edition, 2011.
2. Connie Malamed," Visual Language for Designers", Rockport Publishers, USA, 1st Edition, 2011
3. Chris Weston, "Lighting" Ava Pub, 2nd edition, 2007.

Reference Books

1. Per Arnoldi, "Color is Communication: Selected Projects for Foster + Partners" Birkhauser. 1st edition, 2006.
2. Laurence King, "Colour: How to Use Colour in Art and Design" Publishing, 3rd edition, 2006.
3. Richard Hickman, "Critical Studies in Art and Design Education", Intellect Books, 1st edition, 2005

Web References

1. https://www.smashingmagazine.com/2020/10/principles-visual-communication/
2. https://libguides.mhs.vic.edu.au/viscommdesign/principlesofdesign
3. https://dl.acm.org/doi/10.1145/1924421.1924439

A20VCL103   **DRAWING**   **L T P C Hrs**
                                                               0 0 4 2 30

Course Objectives

- The students will gain a control of representational drawing skills.
- To understand and manipulate the proportional relationships from actual objects.
- To manipulating the formal elements and principles to achieve better design solutions.
- Importance and control of good craftsmanship and presentation skills in drawing.
- To understand how to draw landscapes and portrait.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Have a very good knowledge of basics of drawing and material handling and
        understanding.
CO2 - Understand the light and dark and transition of the total value.
CO3 - Understand the usage of positive and negative space in a design composition.
CO4 - Gaining the composing knowledge of landscape and cityscape drawing and painting.
CO5 - Understand the face feature and its measurements.

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. The following exercises are compulsory.

All exercises must be in pencil and in different medium - charcoal, watercolour, pastels, and oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}.
All exercises must be in pencil and in different medium -charcoal, watercolour, pastels, and oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}

- ❖ Line, Shape, Texture, Curves, Human Anatomy, Line Sketching, Pencil Sketching.
- ❖ Forms-humans, animals, birds,
- ❖ Live models
- ❖ Landscapes
- ❖ Monuments
- ❖ Environmental Exposure

Text Books

1. Wolf Rachel, "Basic Drawing Techniques", North Light Books, Sept. 15 1991.
2. Ernest.R.Norling,"Perspective made easy",DoverPublications,13th August 1999.
3. Nongdamba Leitanthem,"Learn Pencil Drawing and Shading",Notion Press,2017.

Reference Books

1. Philip W. Metzger "The Art of Perspective", North Light Books; illustrated edition, 2007.
2. Wayne Enstice and Melody Peters, "Drawing: Space, Form, and Expression," Pearson, 2nd edition, Aug. 7. 1995.
3. Novak and Henry C. Spencer, "Basic Technical Drawing," Student Text,Glencoe/McgrawHill; 6th Revised edition, March 1994.

Web References

1. https://artjournalist.com/how-to-start-an-art-journal/
2. https://www.artistsnetwork.com/art-mediums/drawing/pen-drawing-art-journal/
3. https://theartofeducation.edu/2018/04/27/50-visual-journal-prompts-to-promote-drawing-and-creative-thinking-skills/

A20VCL104	**GRAPHIC DESIGN**	L	T	P	C	Hrs
		0	0	4	2	30

Course Objectives

- Students will demonstrate proficiency in design principles, design process.
- To understand contemporary design practice.
- Students will develop an understanding of design process and problem solving methods.
- To explore the effect graphic design has upon the human environment from
- To understand social responsibility, sustainability and interdisciplinary perspectives.

Course Outcomes

After completion of the course, the students will be able to

CO1 - gain knowledge about graphic design - its history and evolution along with its technology, and concepts.

CO2 - have a very good knowledge about Principles of Graphic Design.

CO3 - understand the relationship of graphic design to other disciplines and to society.

CO4 - have a thorough knowledge of creating pattern design.

CO5 - have detailed understanding of Typography through principle for typography.

Record should contain at least THREE exercises each with written briefs, scribbles I and final artwork). Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering etc.) created by the students themselves (cutting and pasting from magazine or any other secondary sources will not be allowed).

Record

1. Logo design
2. Letterhead
3. Visiting Cards
4. Brochures
5. Print Advertisements-Black & White, Colour.
6. Typography Designs

Text Books

1. Ellen Lupton & Jennfer Cole Phillips, "Graphic Design: The New Basics" Princeton Architectural Press Revised and updated edition 2015
2. David Dabner & Sandra Stewar t& Eric Zempol, "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition 2014
3. Ji Yong Park, "Visual Communication in Digital Design" ,YoungJin, 1st edition, May 1, 2008

Reference Books

1. Peter Dawson & John Foster& Tony Seddon, "Graphic Design Rules: 365 Essential Design Dos and Don'ts", Frances Lincoln Publishers Ltd, Flexi bound edition, 2012.
2. Steven Heller, "Typography Sketchbooks", Thames & Hudson Ltd, 2012
3. Malamed Connie, "Visual Language for Designers: Principles for Creating Graphics that People Understand", Rockport Publishers, 1st edition, 2011

Web References

1. https://www.creativebloq.com/digital-art/illustrator-tutorials-1232697
2. https://www.pgsd.org/cms/lib07/PA01916597/Centricity/Domain/202/illustrator_for_beginners_tastytuts.pdf
3. http://ptgmedia.pearsoncmg.com/images/9780134663449/samplepages/9780134663449_CH04.pdf

COMMUNICATION SKILLS LAB   **L T P C Hrs**
                      (Common to all branches)   **0 0 4 2 30**

Course Objectives

- To improve the skill of rapid reading and comprehending efficiently
- To decode the correspondence between sound and spelling in English
- To train students to organize, revise and edit ideas to write clearly and commendably
- To enhance the sense of social responsibility and accountability of the students
- To expound the significance of time and stress management

Course Outcomes

After the completion of the course, the students will be able to

CO1 - Understand the pattern to communicate effectively

CO2 - Impart Speaking skills with self-confidence

CO3 - Use writing strategies to improve their drafting skills and comprehending of articles

CO4 - Demonstrate leadership qualities to Participate in Group Discussion and Interview efficiently

CO5 - Expertise in Managerial skills

UNIT I COMMUNICATION SKILLS -SPEAKING   (6 Hrs)

1. Aspects of speaking
2. Process and techniques of effective speech
3. Presentations
4. Topic to be given to students for short speech
5. Self-Introduction

UNIT II SELF-MANAGEMENT SKILLS   (6 Hrs)

1. Time Management
2. Stress management
3. Perseverance
4. Resilience
5. Mind mapping
6. Self- confidence

UNIT III COMMUNICATION SKILLS - READING   (6 Hrs)

1. Phonics
2. Vocabulary
3. Comprehension
4. Skimming and Scanning

UNIT IV SOCIAL SKILLS   (6 Hrs)

1. Negotiation and Persuasion
2. Leadership
3. Teamwork
4. Problem solving
5. Empathy
6. Decision making

UNIT V COMMUNICATION SKILLS - WRITING   (6 Hrs)

1. Descriptive
2. Narrative
3. Persuasive
4. Expository
5. Picture composition

Text Books

1. Syamala, V," Effective English Communication for you", Chennai: Emerald Publishers, 2002
2. Balasubramanian, T," A Textbook of English Phonetics for Indian Students", New Delhi: Trinity Press 1981s
3. Sardana, C.K.," The Challenge of Public Relations",New Delhi: Har- Anand Publications, 1995

Reference Books

1. Murphy, John J, "Pulling Together: 10 Rules for High-Performance Teamwork", Simple Truths, 2016
2. Sanjay Kumar, Pusph Lata. "Communication Skills". Oxford University Press. 2015
3. Barun K. Mitra, " Personality Development and Soft skills", Oxford University Press. 2016

Web References

1. https://blog.dce.harvard.edu/professional-development/10-tips-improving-your-public-speaking-skills
2. https://corporatefinanceinstitute.com/resources/careers/soft-skills/management-skills/
3. https://zety.com/blog/how-to-introduce-yourself

A20AET101 **ENVIRONMENTAL STUDIES** **L T P C Hrs**
(Common to B.A., B.SC., B.Com, BBA and B.C.A.) **2 0 0 2 30**

Course Objectives
- To gain knowledge on the importance of natural resources and energy
- To understand the structure and function of an ecosystem
- To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
- To understand the causes of types of pollution and disaster management
- To observe and discover the surrounding environment through field work

Course Outcomes
After completion of the course, the students will be able to
CO1 - Identify the importance of natural resources and energy
CO2 - Outline the important Language varieties
CO3 - Understand the basic definition of Linguistics
CO4 - Describe the classification of speech sounds
CO5 - Analyze and understand interactions between social and environmental processes

UNIT I INTRODUCTION TO NATURAL RESOURCES/ENERGY (6 Hrs)
1. Natural Resources – Definition – Scope and Importance – Need for Public Awareness
2. Renewable and Non-renewable Resources: Natural resources and associated problems.
3. Forest resources and over-exploitation
4. Water resources and over- utilization
5. Mineral resource extraction and its effects
6. Food resources - food problems
7. Modern agriculture - Energy resources and its future.

UNIT II ECOSYSTEMS (6 Hrs)
1. Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers
2. Ecological succession- food chains (any 2 Examples)- food webs(any 2 Examples)
3. Ecological pyramids.

UNIT III ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT (6 Hrs)
1. Definition-causes, effects and control measures of : Air, Water and Soil pollution
2. e- Waste management
3. Disaster management: Natural and manmade- food/earthquake/cyclone, tsunami and landslides.

UNIT IV SOCIAL ISSUES AND THE ENVIRONMENT SUSTAINABLE
DEVELOPMENT (6 Hrs)
1. Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation
2. Environment Protection Act (any 2) air, water, wildlife and forest.

UNIT V HUMAN POPULATION AND THE ENVIRONMENT **(6 Hrs)**

1. Population explosion—Family Welfare Programme
2. Environment and human health
3. Human rights
4. Value education - HIV/AIDS
5. Women and Child Welfare
6. Role of Information Technology in environment and human health.

Text Books

1. K. De, "Environmental chemistry" 9th Ed; New age international (P) Ltd, New Delhi, 2010.
2. K. Raghavan Nambiar, "Text Book of Environmental Studies" 2nd Ed, Scitech Publications (India) Pvt Ltd, India, 2010.
3. G. S. Sodhi, "Fundamental concepts of environmental chemistry", I Ed, Alpha Science International Ltd, India, 2000.

Reference Books

1. B.K. Sharma, "Environmental chemistry", Krishna Prakashan Media (P) Ltd, Meerut, 11th Ed, 2009.
2. S.S.Dara, and D.D. Mishra "A text book of environmental chemistry and pollution control", S. Chandand Company Ltd, New Delhi, 5th Edition, 2012.
3. Richard T. Wright, "Environmental Science: Toward a Sustainable Future", 10th edition, Prentice Hall, 2008

Web References

1. www.ifpri.org/topic/environment-and-natural-resources
2. https://www.iucn.org/content/biodiversity
3. http://www.world.org/weo/pollution

மொழித்தாள்

தமிழ்– II

(B.A., B.Sc., B.Com., B.B.A., & B.C.A., பாடப்பிரிவுகளுக்குமான பொதுத்தாள்)

	L	T	P	C	Hrs
A20TAT202	3	0	0	3	45

பாடத்திட்டத்தின் நோக்கம்

* இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

* தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள்,அடையாளங்கள் ஆகிய வற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

* மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.

* வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.

* சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

CO1 - இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.

CO2 - நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.

CO3 - தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.

CO4 - தாய்மொழியின் சிறப்பை அறிதல்.

CO5 - இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு–1 (9 Hrs)

1. எட்டுத்தொகை: 1.குறுந்தொகை (படல்–130) 2. நற்றிணை (பாடல்–27) 3. அகநானூறு (பாடல்–86).

2. பத்துப்பாட்டு: சிறுபாணாற்றுப்படை (அடிகள்–126–143).

3. பதினென் கீழ்க்கணக்கு: திருக்குறள்– வெகுளாமை (அதிகாரம்–31), காதல் சிறப்புரைத்தல் (அதிகாரம்–113).

அலகு–2 (9 Hrs)

1. எட்டுத்தொகை: 1. ஐங்குறுநூறு (பாடல்–203), 2. கலித்தொகை– பாலைத்திணை (பாடல்–9), 3. புறநானூறு (பாடல்–235).

2.பத்துப்பாட்டு– முல்லைப்பாட்டு (6–21).

3. பதினென் கீழ்க்கணக்கு :

    1. நாலடியார் – நல்லார் எனத்தான் (221) .

    2. திரிகடுகம்– கோலஞ்சி வாழும் குடியும் (33).

    3. இனியவை நாற்பது– குழவி தளர்நடை (14).

    4. கார் நாற்பது– நலமிகு கார்த்திகை (26).

    5. களவழி நாற்பது–கவளங்கொள் யானை (14).

அலகு–3 (9 Hrs)

சைவம்– பன்னிரு திருமுறைகள்

1. திருஞானசம்பந்தர்	–	வேயுறு தோளிபங்கன் (இரண்டாம் திருமுறை).
2. திருநாவுக்கரசர்	–	மனவெமனும் தோணி (நான்காம் திருமுறை).
3. சுந்தரர்	–	ஏழிசையாய் இசைப்பயனாய் (ஏழாம் திருமுறை).
4. மாணிக்கவாசகர்	–	ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை).
5. திருமூலர்	–	அன்பு சிவம் இரண்டு (திருமந்திரம்).

வைணவம் – நாலாயிரத் திவ்வியப் பிரபந்தம்

1. பேயாழ்வார்	–	திருக்கண்டேன் பொன்மேனி….
2. பெரியாழ்வார்	–	கருங்கண் தோகை மயிற் பீலி….
3. தொண்டரடிப்பொடிஆழ்வார்	–	பச்சைமாமலை போல்….
4. ஆண்டாள்	–	கருப்பூரம் நாறுமோ? கமலப்பூ….
5. திருமங்கையாழ்வார்	–	வாடினேன் வாடி வருந்தினேன்….

இஸ்லாமியம்

சீறாப்புராணம்– பாடல் நின்ற பினை மானுக்குப்…5 பாடல்கள் (பாடல் எண்கள் 61–65).

கிருத்துவம்

இரட்சண்ய யாத்ரீகம்– கடைதிறப்புப் படலம் –5 பாடல்கள் (பாடல் எண்கள்: 3,9,10,15,16).

அலகு – 4   **(9 Hrs)**

தமிழ் இலக்கிய வரலாறு

1. சங்க இலக்கியங்கள் 2. நீதி இலக்கியங்கள் 3. பக்தி இலக்கியங்கள் 4. காப்பியங்கள்.

அலகு–5   **(9 Hrs)**

சிறுகதைகள்

1. புதுமைப்பித்தன்	–	அகலிகை
2. நா. பிச்சமூர்த்தி	–	வேப்பமரம்
3. அகிலன்	–	ஒரு வேளைச்சோறு
4. ஜி.நாகராஜன்	–	பச்சக் குதிரை
5. கி.ராஜநாராயணன்	–	கதவு
6. சா.கந்தசாமி	–	தக்கையின் மீது நான்கு கண்கள்
7. ஆண்டாள் பிரியதர்ஷினி	–	மாத்திரை
8. வண்ணதாசன்	–	ஒரு உல்லாசப் பயணம்
9. சு. தமிழ்ச்செல்வன்	–	வெயிலோடு போய்
10. பாரதேதேவி	–	மாப்பிள்ளை விருந்து

பார்வை நூல்கள் :

1. அரசு, வீ., இருபதாம் நூற்றாண்டு சிறுகதைகள் நூறு, அடையாளம் பதிப்பகம், திருச்சி, 2013.
2. அருணாச்சலம், பா., பக்தி இலக்கியங்கள், பாரி நிலையம், சென்னை, 2010.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2000.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி.எச். பதிப்பகம், சென்னை, 2011.
5. பசுபதி, மா. வே., செம்மொழித் தமிழ் இலக்கண இலக்கியங்கள், தமிழ்ப் பல்கலைக்கழகம், 2010 .

உரைநடை நூல்கள் :

1. அன்பு, பா., மா.பொ.சி யின் ஒரு இலக்கிய நூல்கள் ஒரு மதிப்பீடு, உலக தமிழ் ஆராய்ச்சி நிறுவனம், சென்னை, 1983.
2. பிள்ளை, கே.கே., தமிழக வரலாறும் மக்களும் பண்பாடும், உலக தமிழ் ஆராய்ச்சி நிறுவனம், சென்னை, 2000.
3. ஜெயமோகன், நவீன இலக்கிய அறிமுகம், உயிர்மெய் பதிப்பகம், சென்னை, 1995.

இணையத்தளங்கள் :

1. http://www.tamilkodal.com
2. http://www.languagelab.com
3. http://www.tamilweb.com

A20GET202	**GENERAL ENGLISH- II**	**L**	**T**	**P**	**C**	**Hrs**
	(Common to B.A, B.Sc. and BCA)	**3**	**0**	**0**	**3**	**45**

Course Objectives

- To recognize poetry from a variety of cultures, languages and historic periods
- To develop the intensive study of language by critical reading
- To identify the various genres and analyze the works of writers in English
- To expand the basic understanding of targeted grammatical structures
- To understand the conventions of writing in English

Course Outcomes

After the completion of this course, the students will be able to

CO1-Understand and appreciate poetry as a literary art form
CO2-Comprehend and recognize relationship between ideas, events and facts
CO3-Learn to explore characters and their conflicts, dilemmas and extend their response to stories
CO4-Apply grammatical structures meaningfully and appropriately in oral and written form
CO5-Write effectively and coherently

UNIT I POETRY (9 Hrs)

1. Lord Byron: She Walks in Beauty
2. Robert Frost: Stopping by Woods on a Snowy Evening
3. Nissim Ezekiel: Night of the Scorpion
4. Rabindranath Tagore: Where the Mind is Without Fear

UNIT II PROSE (9 Hrs)

1. Ernest Hemingway : A Day's Wait
2. Anton Chekhov : The Lottery Ticket

UNIT III FICTION (9 Hrs)

1. Jane Austen : Pride and Prejudice

UNIT IV GRAMMAR (9 Hrs)

1. Voice – Conditionals - Coherence

UNIT V COMPOSITION (9 Hrs)

1. Letter Writing
2. Report Writing

Text Books

1. Sharma, O.C "The Approach to Life: A Selection of English Prose", Orient Longman Limited, 2009
2. DipankarPurkayastha, DipenduDas,JaydeepChakrabarty, "Brookside Musings: A Selection of Poems and Short Stories: Board of Editors", Orient, Longman Limited, 2009
3. Wisdom and Experience: An Anthology for Degree Classes. Board of Editors", Orient Longman Limited, 2007

Reference Books

1. Lalitha Natarajan and Sasikala Natesan," English for Excellence: Poetry", Anuradha Publications Literary Pursuits: Board of Editors, Orient Longman Limited, 2015
2. Ernest Hemingway."The Complete Short Stories of Earnest Hemingway". Scribner Publication. 2003
3. Rabindranath Tagore, Where the mind is without fear ", London: The India Society,1912.

Web References

1. https://www.litcharts.com/poetry/lord-byron/she-walks-in-beauty
2. https://americanliterature.com/author/anton-chekhov/short-story/the-lottery-ticket
3. https://www.cliffsnotes.com/literature/p/pride-and-prejudice/book-summary

Course Objectives

- To understand the process of making pictures more effectively by understanding the elements of camera and techniques.
- Students will have the orientation over taking different types of photographs with the understanding of internal elements, and external elements.
- They will learn about photo journalism as well.
- To understand the concepts of lighting.
- To understand Aesthetics of Photography.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the key role of photography for Communication and also about the characteristics of Light.

CO2 - Acquire the significant knowledge about the internal elements and various functions of different types of camera.

CO3 - Assess the external elements that support for taking better photographs.

CO4 - Get the basic understandings about the film, paper, developer, fixer and other chemicals.

CO5 - Acquire an in-depth knowledge about the exposure, depth-of-field and composition.

UNIT I PHOTOGRAPHY   (12 Hrs)

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   (12 Hrs)

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 LengthShort, 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   (12 Hrs)

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 , Secure Digital Card , MiniSD Card, MicroSD & etc.; Film Developing Process- Developing, Fixing, Washing & Drying; Film Printing Process; Digital Printing Process.

UNIT IV LIGHTING   (12 Hrs)

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   **(12 Hrs)**

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, Genres in Photography, Different types of photography, Importance of Best Indian Photographers, Travel Photography, Landscape Photography.

Text books

1. Richard Zakia, Leatie Stroebel, "The encyclopedia of photography", Focal Press –
London, 3rd edition, 1993.
2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, "The Manual of Photography",
Focal Press, 9th Edition, 2000.
3. Michael Langford,"Basic Photography", Focal Press, UK, 10th edition, 2000

Reference books

1. James Curran, "The Photography Handbook", Routledge, USA, 1st edition, 2013
2. Ben Long, "Complete Digital Photography", Course Technology PTR, USA, 1st edition, 2010
3. Linda Good, "Teaching and Learning with Digital Photography", Sage Publications, New Delhi, 1st edition, 2009

Web References

1. https://www.icelandaurora.com/phototutorials/psychology/photography-basics-photography-as communication/
2. https://www.lafhajstudios.com/haythem-lafhaj-blog/importance-of-communication-in-photography
3. https://thevisualcommunicationguy.com/information-design/photography/

Course Objectives
- To understand the concept of culture, Art and Film.
- Students will learn about film and its narrative structure.
- This course provides an overview of film history and exposes students to the various film movements in cinema and World Cinema.
- It covers the core concepts of production design and the various phases of production such as concept to script.
- To learn Contemporary Cinema and trends.

Course Outcomes
After completion of the course, the students will be able to
CO1 - Know about our Indian Film History and contemporary trends in filmmaking.
CO2 - Acquire the significant knowledge about the various film movements.
CO3 - Differentiate narrative and non-narrative form in films.
CO4 - Understand the production process in detail.
CO5 - Acquire an in-depth knowledge about the techniques involved in generating concepts, developing it as stories and writing effective screenplay.

UNIT I FILM STUDIES- DEFINITION & CONCEPT   **(12 Hrs)**
Film studies- definition & Concept; Culture & Art; Film as a medium; Development of cinema as a medium of art and communication: Film and cultural identity: –Levels of understanding Film; Film Semiotics; Film Language; Motion Picture- Magic Lantern & Persistence of Vision; History of Cinema- Pioneers of Cinema- The Motion Picture Patent Company (MPPC)

UNIT II CONCEPTS OF FILMS   **(12 Hrs)**
Concepts of films - narrative form - non-narrative form. Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres; Other major film categories: Concepts of films - narrative form - non-narrative form. Understanding basic elements of Film: Aesthetics, Acting, Costume, Music Cinematography, Mise-en scene, Sound, Editing, Visual Effects and roles of artists. Film and Meaning, Cinematic codes, Montage, Props, Cinematic Codes.

UNIT III WORLD CINEMA   **(12 Hrs)**
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, VsevelodPudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vitoria De Sica; Japanese Cinema- Akira Kurasova; Latin Cinema; Third world Cinema, Political Cinema.

UNIT IV INDIAN CINEMA   **(12 Hrs)**
Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada SahebPhalke;Talkie Indian Cinema; Studio System- P.C. Barua & V. Shantaram; New Indian CinemaSatyajit Ray & MrinalSen; Indian Women Filmmakers; Emergence of Indian Regional Cinemas,.Pioneers of Tamil Cinema- Kalidas & Original Tamil Talkies; Writer's era- Film Maker - C.V. Sridhar & J.Mahendran;South Indian cinema director Bharathiraja, Balachander, Balu Mahendra, Shankar & GopalaKrishnan – Kerala Cine Industry.

UNIT V (12 Hrs)

Contemporary Cinema and trends - Impact in politics: Emerging Trends of Digital Film & Short Films; Criticism and Film Review Writing. Qualities and responsibilities of film critic Film Awards- International & National Film Festivals; Contemporary Film Status. Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society.

Class Exercises
1. International award winning movies will be screened (once in a week/ 4 Movies)
2. National award winning movies will be screened (once in a week/ 4 Movies)
3. Student will be trained in reviewing and analyzing the movies
4. Students will be encouraged to participate and visit the film festivals.

Record Work: Should write review for all screened movies.

Text Books
1. Jim Piper, "The Film Appreciation Book: The Film Course You Always Wanted to Take", Allworth Press, 1st edition, 2014.
2. Monoco, James, "How to read a Film", Routledge, London,2nd edition, 2001.
3. Nelmes, Jill, "An Introduction To Film Studies", Routledge, London, 2nd edition,1996.

Reference Books
1. Sarah Casey Benyahia, "As Film Studies", Routledge, USA, 2nd edition, 2008
2. Richard Dyer, "Film Studies: Critical Approaches", Oxford University Press, UK, 1st edition, 2000
3. Jill Nelmes, "Introduction to Film Studies", Routledge, USA, 2nd edition, 2012

Web References
1. http://www.thefilmspace.org/critical-approaches-to-film/
2. http://web.pdx.edu/~singlem/coursesite/schaefermeyer.html
3. https://plotandtheme.com/2015/04/24/the-basics-of-film-aesthetics/#:~:text=Critically%2C%20it%20is%20the%20interaction,informed%20analysis%20of%20cinematic%20aesthetics.&text=This%20process%20entails%20first%20identifying,used%20to%20express%20that%20subject.

COMMUNICATION AND MEDIA   L   T   P   C   Hrs
                                                     3   1   0   4   60

Course Objectives
- To understand the new and old media.
- To understand how media became globalized.
- To learn the influence on politics, economy and societies in media.
- To understand Cyber journalism, cyber culture and cyber crime
- To learn new media technologies.

Course Outcomes
After completion of the course, the students will be able to
CO1 - Understand about new media and rise of internet.
CO2 - Acquired the growth of new media.
CO3 - Understand the digital media.
CO4 - Understand the Web sites, E-newspapers, internet tv, internet radio, cell phones
      and sms, blogs, social network sites.
CO5 - Understand the new media technologies.

UNIT I INTRODUCTION TO NEW MEDIA   **(12 Hrs)**
Introduction to New Media. What is new media? What is old media? Difference between new and old media.
Rise of Internet. Level- basic knowledge

UNIT II GLOBALIZATION AND COMMUNICATION   **(12 Hrs)**
Globalization and communication. How has globalization influenced the growth of new media? Level- basic
knowledge, Transatational Media Corporations.

UNIT III DIGITAL DIVIDE   **(12 Hrs)**
What is digital divide? New media contribution to this digital divide. New media influence
on politics, economy and societies. Level- Working knowledge.

UNIT IV CYBER CULTURE AND DIGITALISATION   **(12 Hrs)**
Cyber journalism, cyber culture and cyber crime. Web sites, E-newspapers, internet tv,
internet radio, cell phones and sms, blogs, social network sites. Level- basic knowledge.

UNIT V NEW MEDIA BASICS   **(12 Hrs)**
Wiki. New media terminologies. Level- basic knowledge.

Text Books
1. Bo Bergstrom, "Essentials of Visual Communication", Laurence King Publishing, London, 2nd edition, 2008.
2. Wood, Julia T, "Communication Mosaics: An Introduction to the Field of Communication", Wadsworth, 8th edition, 2001.
3. Potter, James W, "Media Literacy", Sage Publications, 10th edition, 1998.

Reference Books

1. Steve Hill & Paul Lashmar, "Online Journalism: The Essential Guide", SAGE Publications, London,1st edition, 2014.
2. James Lull, "Media, Communication, Culture: A Global Approach", Polity Press, UK, 2nd edition, 2013.
3. The Responsible Reporter,"Journalism in the Information Age" - Peter Lang, USA, 1st edition, 2008.

Web References

1. https://www.openbookpublishers.com/htmlreader/PDS/chap06.html
2. https://almerja.com/en/more.php?pid=525
3. https://impoff.com/importance-of-media/

A20VCL207   **VISUAL ARTS PRACTICAL**   L T P C Hrs
                                                         0 0 4 2 30

Course Objective:
- To understand pencil sketching.
- To understand geometrical shapes to draw
- To understand shape and texture.
- To learn Perspective drawings
- To understand Pattern design.

Course Outcome:
After completion of the course, the students will be able to
CO1 - Understand light & shadow practice in pencil drawing.
CO2 - Understand composition of light and shadow.
CO3 - Understand one point, two points, and three point perspectives.
CO4 - Acquired the knowledge of curves and circle.
CO5 - Understand pattern design.

Class Exercise (Students have to practices all TEN exercises)
1. Pencil Sketch, Light & Shadow Practice: 2 Weeks Minimum 4 class works
2. Geometrical Shapes with different forms: 2 Weeks Minimum 4 class works: Record
   works-3 nos.
3. Texture on Pattern: 2 Weeks Minimum 4 class works: Record works-3 nos.
4. Composition with Light and Shadow: 2 Weeks Minimum 4 class works: Record works3 nos.
5. Perspective Drawing: 2 Weeks Minimum 4 class works: Record works-3 nos. (Each
   exercise should have minimum 3 numbers of works with rough Thumbnail sketch
   followed by fair works)
6. Line Study in different Thickness: 2 Weeks Minimum 4 class works
7. Curves and Circles: 2 Weeks Minimum 4 class works: Record works- 2 nos.
8. Shapes: 2 Weeks Minimum 4 class works: Record works- 2 nos.
9. Pattern Designs: 2 Weeks Minimum 4 class works: Record works- 2 nos.
10. Distraction: 2 Weeks Minimum 4 class works: Record works-2 nos.
   (Each exercise should have minimum 3 numbers with use of Indian and other inks based works with rough
   Thumbnail sketch followed by fair works) (The Students have to submit all excises as Record Work for
   Practical exam, which will be evaluated by the External Examine)

Text Books
1. Wolf Rachel, "Basic Drawing Techniques", North Light Books, Sept. 15 1991.
2. Ernest.R.Norling,"Perspective made easy",DoverPublications,13th August 1999.
3. Nongdamba Leitanthem,"Learn Pencil Drawing and Shading",Notion Press,2017.

Reference Books

1. Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York.
2. Timotby Samaka (2010). Design Elements- a Graphic Style Manual, Second Edition, Rock Port, USA.
3. Quentin Newark (2007). What is Graphic Design? Fourth Edition, RotoVision SA, Switzerland.

Web References

1. https://artjournalist.com/how-to-start-an-art-journal/
2. https://www.artistsnetwork.com/art-mediums/drawing/pen-drawing-art-journal/
3. https://theartofeducation.edu/2018/04/27/50-visual-journal-prompts-to-promote-drawing-and-creative-thinking-skills

PHOTOGRAPHY PRACTICAL **L T P C Hrs**
0 0 4 2 30

Course Objectives

- To make students to experience the art of photography.
- To make students learn photography in a professional manner.
- Photography record should contain at least 3 Photographs under each exercise.
- Each exercise should include all the necessary details (colour, exposure time, lens type etc.)
- Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

Course Outcomes

After completion of the course, the students will be able to

CO1- Gain knowledge about handle the camera to shoot Landscape, Monumental Photography and Seascape photography.

CO2 - Gain knowledge about handle the camera to shoot photo Journalism, Photo Feature like any social issues

CO3- Gain knowledge about handle the camera to shoot Fashion Photography, Product photography, Industrial photography, Event Photography

CO4 - Gain knowledge about handle the camera to shoot Portray Humans and Monuments

CO5 - Gain knowledge about handle the camera to shoot Silhouette Photography, Special Effects, Freezing Movement Photography, Panorama

Class Exercise: (Students has to practices all exercises)

1. Landscape (Scenic, People & Monuments) (minimum 3 excises)
2. Portraits (minimum 3 excises)
3. Environmental 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)
9. Indoor Photography(minimum 3 excises)
10. Photo feature, Photo Language(minimum 3 excises)
11. Street Photography (minimum 3 excises).
12. Food Photography (minimum 3 excises).
13. Architecture Photography (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. Kobre Kenneth, "Photo Journalism: The Professionals' Approach", 6th edition, Focal Press, 2008
2. Ben Long, "Complete Digital Photography", Course Technology PTR, USA, 2nd edition, 2010
3. Bruce Goldstein E, "Encyclopedia of Perception", SAGE Publications, New Delhi, 1st edition, 2010

Reference books

1. Linda Good, "Teaching and Learning with Digital Photography", Sage Publications, New Delhi, 1st edition, 2009
2. Michael Langford, "Advanced Photography", Focal Press, UK, 2nd edition, 2008.
3. Michael Langford, "Basic Photography", Focal Press, UK, 3rd edition, 2000.

Web References

1. https://www.nationalgeographic.com/photography/photo-tips/digital-photography-tips/
2. https://www.dpreview.com/
3. https://www.exposureguide.com/top-10-digital-photography-tips/

(Common to B.A. English and B.Sc Visual Communication)

Course Objectives
- To train students in soft skills in order to enable them to be professionally competent
- To facilitate the students for oral communication with confidence
- To enrich the sense of social responsibility and accountability of the students
- To help the students to train them for writing different types of resumes in keeping with the demands of the corporate world
- To train the students to work with team environment

Course Outcomes
After the completion of the course, the students will be able to

CO1 - Enhance the soft skills and compete professionally

CO2 - Speak and present the ideas with confidence

CO3 - Establish Interpersonal and leadership qualities

CO4 - Draft different types of effective and impressive resume that highlight their potential and expectation

CO5 - Demonstrate the quality of a team player to execute and manage things in professional and personal life

UNIT I SOFT SKILLS AND PERSONALITY DEVELOPMENT   (6 Hrs)
1. Soft Skills: Meaning and Importance
2. Hard Skills versus Soft Skills
3. Power of Positive Attitude – Etiquette and Manners

UNIT II COMMUNICATION SKILLS   (6 Hrs)
1. Oral Communication: Forms, Types of Speeches and Public Speaking
2. Presentation: Elements of Effective Presentation and Use of Visual Aids in Presentation
3. Non-verbal Communication: Body Language and Proxemics

UNIT III INTERPERSONAL SKILLS   (6 Hrs)
1. Interpersonal Skills - Relationship Development and Maintenance and Transactional Analysis.
2. Negotiation- Types, Stages and Skills
3. Counseling Skills

UNIT IV EMPLOYABILITY SKILLS   (6 Hrs)
1. Goal Setting
2. Career Planning
3. Corporate Skills
4. Group Discussion
5. Interview Skills - Types of Interview
6. Job Application – Cover Letter
7. Resume Preparation

UNIT V PROFESSIONAL SKILLS **(6 Hrs)**

1. Decision Making Skills
2. Problem Solving
3. Team Building Skills
4. Team Spirit – Time Management

Text Books

1. Sharma Prashant, "Soft Skills Personality Development for Life Success", BPB Publications, June 2018
2. Robbins / Hunsaker, "Training in Interpersonal Skills", New Delhi, 2015
3. Vishnu P. Singh, C.Subhas, Kapil Dev."Employability Skills", Asian Publication, 2014

Reference Books

1. Ghosh, B.N," Managing Soft Skills for Personality Development", New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2012.
2. Neera Jain and ShomaMukherji.," Effective Business Communication" New Delhi:Tata McGraw Hill Education Pvt. Ltd., 2012.
3. Ashraf Rizwi.M," Effective Technical Communication", New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2010.

Web References

1. https://www.mindtools.com/pages/main/newMN_LDR.htm
2. https://www.skillsyouneed.com/ips/negotiation.html
3. https://www.investopedia.com/terms/i/interpersonal-skills.asp

A20AET202	**PUBLIC ADMINISTRATION**	L	T	P	C	Hrs
		2	0	0	2	30

(Compulsory Course designed as per the directions issued by Government of India, MHRD, Department of Higher Education (Central University Bureau) F.No.19-6.2014-Desk U Dated 19-05-2014)

Course Objectives

- To introduce the elements of public administration
- To help the students obtain a suitable conceptual perspective of public administration
- To introduce them the growth of institution devices to meet the need of changing times
- To instill and emphasize the need of ethical seriousness in contemporary Indian Public Administration

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the concepts and evolution of Public Administration.
CO2 - Be aware of what is happening in the Public Administration in the country
CO3 - Explain the Territory Administration in the State and the Centre
CO4 - Appreciate emerging issues in Indian Public Administration

UNIT I INTRODUCTION TO PUBLIC ADMINISTRATION (7 Hrs)

Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline – Woodrow Wilson, Henry Fayol , Max Weber and others - Evolution of Public Administration in India – Arthashastra – Colonial Administration upto 1947

UNIT II PUBLIC ADMINISTRATION IN INDIA (8 Hrs)

Enactment of Indian Constitution - Union Government – The Cabinet – Central Secretariat -– All India Services – Training of Civil Servants – UPSC – Niti Ayog – Statutory Bodies: The Central Vigilance Commission – CBI - National Human Rights Commission – National Women's Commission –CAG

UNIT III STATE AND UNION TERRITORY ADMINISTRATION (8 Hrs)

Differential Administrative systems in Union Territories compared to States Organization of Secretariat: - Position of Chief Secretary, Functions and Structure of Departments, Directorates – Ministry of Home Affairs supervision of Union Territory Administration – Position of Lt. Governor in UT – Government of Union Territories Act 1963 – Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island

UNIT IV EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION (7 Hrs)

Changing Role of District Collector – Civil Servants – Politicians relationship – Citizens Charter - Public Grievance Redressal mechanisms –– The RTI Act 2005 – Social Auditing and Decentralization – Public Private partnership.

Text Books

1. Avasthi and Maheswari, "Public Administration", Lakshmi Narain Agarwal, 1st Edition, 2016.
2. Ramesh K.Arora, "Indian Public Administration: Institutions and Issues", New Age International Publishers, 3rd Edition, 2012.
3. Rumki Basu, "Public Administration: Concept and Theories", Sterling, 1st Edition, 2013.

Reference Books

1. Siuli Sarkar, "Public Administration in India", Prentice Hall of India, 2nd Edition, 2018.
2. M. Laxmikanth, "Public Administration", McGraw Hill Education, 1st Edition, 2011.
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	NATIONAL SERVICE SCHEME	**L**	**T**	**P**	**C**	**Hrs**
A20EAL201		**0**	**0**	**2**	**1**	**30**

Course Objectives

- To introduce about various activities carried out by national service scheme
- To gain life skills through community service
- To gain awareness about various service activities performed in higher educational institutions.
- To give exposure about the use of technology to uplift the living standards of rural community.
- To induce the feeling of oneness through harmony of self and society

Course Outcomes

After completion of the course, the students will be able to

CO1 – recognize the importance of national service in community development.
CO2 – convert existing skills into socially relevant life skills.
CO3 – differentiate various schemes provided by the government for the social development
CO4 – identify the relevant technology to solve the problems of rural community.
CO5 – associate the importance harmony of nation with long term development

UNIT I INTRODUCTION TO NATIONAL SERVICE SCHEME   (6 Hrs)

History and objectives, NSS symbol, Regular activities, Special camping activities, Village adaptation programme, Days of National and International Importance, Hierarchy of NSS unit in college. Social survey method and Data Analysis. NSS awards and recognition. Importance of Awareness about Environment, Health, Safety, Gender issues, Government schemes for social development and inclusion policy etc.,

UNIT II LIFE SKILLS AND SERVICE LEARNING OF VOLUNTEER   (6 Hrs)

Communication and rapport building, problem solving, critical thinking, effective communication skills, decision making, creative thinking, interpersonal relationship skills, self- awareness building skills, empathy, coping with stress and coping with emotions. Understanding the concept and application of core skills in social work practice, Team work, Leadership, Event organizing, resource planning and management, time management, gender equality, understanding rural community and channelizing the power of youth.

UNIT III EXTENSION ACTIVITIES FOR HIGHER EDUCATIONAL INSTITUTIONS   (6 Hrs)

Objective and functions of Red Ribbon Club, Swatchh Bharath Abhiyan, Unnat Bharat Abhiyan, Jal Shakthi Abhiyan, Road Safety Club, Environmental club and Electoral literacy club.

UNIT IV USE OF TECHNOLOGY IN SOLVING ISSUES OF RURAL INDIA   (6 Hrs)

Understanding community issues, economic development through technological development. Selection of appropriate technology, Understanding issues in agriculture, fishing, artisans, domestic animals, health and environment.

UNIT V NATIONAL INTEGRATION AND COMMUNAL HARMONY   (6 Hrs)

The role of Youth organizations in national integration, NGOs, Diversity of Indian Nation, Importance of National integration communal harmony for the development of nation , Indian Constitution, Building Ethical human Relationships, Universal Human Values, Harmony of self and Harmony of nation.

Reference Books

1. Joseph, Siby K and Mahodaya Bharat (Ed.), "Essays on Conflict Resolution", Institute of Gandhian Studies, Wardha, 2007.
2. Barman Prateeti and Goswami Triveni (Ed.), "Document on Peace Education", Akansha Publishing House, New Delhi 2009.
3. Sharma Anand, "Gandhian Way, Academic Foundation", New Delhi Myers G.Davi, "Social Psychology". New Delhi: Tata Mc.Graw Hill, 2007
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5. Madhu, "Understanding Life Skills", background paper prepared for education for all: The leap to equality, Government of India report, New Delhi, 2003.
6. Sandhan, "Life Skills Education, Training Module, Society for education and development", Jaipur. Radakrishnan Nair and Sunitha Rajan (2012), "Life Skill Education: Evidences form the field", RGNIYD publication, Sriperumbudur, 2005.
7. Government of India, "National Service Scheme Manual (Revised)", Ministry of Youth Affairs and Sports, New Delhi.
8. M. B. Dishad, "National Service Scheme in India: A Case study of Karnataka", Trust Publications, 2001

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