SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE
(An Autonomous Institution)
(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)
Madagadipet, Puducherry - 605 107

09-04-2021

Department of Media Studies

B.Sc. Visual Communication

Minutes of 2nd Board of Studies Meeting

The Board of Studies second meeting of Department of B.Sc. Visual Communication was held on 9th April 2021 at 11:00 A.M in the Department of Media Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College.

The following members were present for the BoS meeting

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms
Head of the Department (Chairman)		
1	**Mr. S. SATISH KUMAR** Assistant Professor Department of Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman
Expert Nominated by the Vice-Chancellor		
2	**Dr. S.TAMILARASI** HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee
Subject Experts		
3	**Mr. VELAYUTHAM. K** HOD Department of Visual Communication Mohamed Sathak College of Arts and Science Chennai – 600100	Subject Expert
4	**Mr. P. NAGARAJAN** HOD Prof. Dhanapalan College of Arts and Science Chennai – 603103	Subject Expert

Internal Members		
5	**Mrs. R. Rajeswari** Assistant Professor Department of Media Studies Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
6	**Dr.P. Karuppasamy** Assistant Professor Department of Architechture Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
Co – Opted Members		
7	**Dr. M.A. Ishrath Jahan** Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member
Industry Expert		
8	**Mr. SURIYA** Camera Man News 7 Tamil Chennai - 600 034	Industry Expert

Agenda of the meeting

1. Confirmation of minutes of Ist BoS meeting and the Curriculum Structure of B.Sc. Visual Communication.
2. To discuss and approve the Vision and Mission of the Department.
3. To discuss and recommend the regulation 2020(R-2020)
4. To discuss and approve about the Curriculum Structure under the regulation 2020.
5. To discuss and approve the Syllabi of III and IV semester of B.Sc. Visual Communication Programme
6. To discuss the uniqueness of the Curriculum.
7. To discuss and approve Evaluation Systems.
8. To discuss about the Innovative Blended Teaching / Practices Methodology adopted to handle the emerging technology concept courses and dynamic teaching learning environment.
9. To discuss and approve the Panel of Examiners.
10. Any other item with the permission of chair.

Minutes of the Meeting

Mr. S. Satish Kumar, Chairman, BoS opened the meeting by welcoming and introducing the external members, to the internal members and the meeting thereafter deliberated on agenda items that had been approved by the Chairman.

Item 1   Chairman, BoS, appraised the minutes of Ist BoS, its implementation and no corrections were required and were approved by the BoS members.

Item 2   The Department vision and mission was approved and BoS members recommended the same to academic council.

Item 3   The Autonomous Regulation R2020 was discussed and the members recommended the same to academic council.

Item 4   The BoS Members approved the curriculum for I to VI semesters without any correction and recommended the same to academic council.

Item 5   The syllabi for III and IV semesters were briefed and BoS members appreciated that the syllabi is updated as per industrial requirements and recommended the same to academic council.

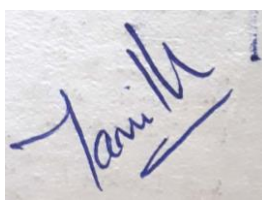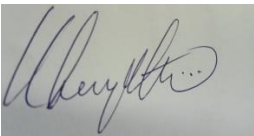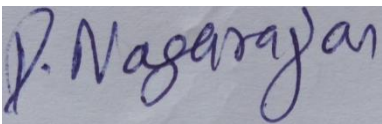Item 6   Uniqueness of the Curriculum (R-2020) has been discussed.
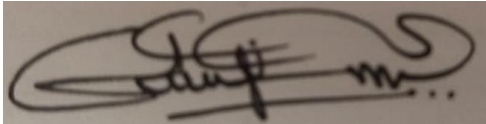
The organization of the courses and the inclusion of Certification Courses as employability enhancement course were highly appreciated by the members.
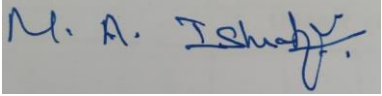
The list of Employability Enhancement Courses are added in the Annexure I.

Item 7   Discussed on the Evaluation System in regulation 2020 and recommended the same to academic council.

Item 8   Discussed about the innovative teaching / Practices Methodology adopted to handle the emerging/ courses and found satisfactory.

Item 9   The BoS members approved the panel of examiners.

Item 10   No specific items were discussed.

The meeting was concluded at 12.00 P.M with the vote of thanks by Mr. Satish Kumar S, Assistant Professor, Department of Visual Communication.

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms	Signature
Head of the Department (Chairman)			

1	**Mr. S. SATISH KUMAR** Assistant Professor Department of Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman	
Expert Nominated by the Vice-Chancellor			
2	**Dr. TAMILARASI** HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee	
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Internal Members			
5	**Mrs. R. Rajeswari** Assistant Professor Department of Media Studies Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
6	**Dr. P. Karuppasamy** Assistant Professor Department of Architechture Sri Manakula vinayagar Engineering college	Member	

	Puducherry – 605107		
Co – Opted Members			
7	**Dr. M.A. Ishrath Jahan** Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member	M. A. Ishaff.
Industry Expert			
8	**Mr. SURIYADEEPAN** Camera Man News 7 Tamil Chennai - 600 034	Industry Expert	
Note : Mr. Suriyadeepan From News 7 Tamil was not reachable through any mode since Bos till date.			

Annexure I

EMPLOYABILITY ENHANCEMENT COURSES

SI No	Course Code	Course Title
1	A20VCC101	Adobe Photoshop
2	A20VCC202	Adobe Illustrator
3	A20VCC303	2D Animation – Flash
4	A20VCC404	Web designing – Dream Weaver
5	A20VCC505	3D Animation – 3Ds Max
6	A20VCC606	Visual effects – After effects

Mr.Satish Kumar S
Assistant Professor/ B.Sc.Visual Communication
Chairman –BoS (B.Sc.Visual Communication)

Head of the Department	**Dean SAS**	**Dean Academics**
(R.Rajeswari)	(S. Muthulakshmi)	(Dr. S. Anbumalar)

Director cum Principal
(Dr.V.S.K.Venkatachalapathy)

SEMESTER – I									
SI No	**Course Code**	**Course Title**	**Category**	**Periods**			**Credits**	**Max. Marks**		
				L	**T**	**P**		**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

B.Sc. Visual Communication

I Semester Total Credits/Marks	**26**	**525**	**475**	**1000**

SEMESTER – II

SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		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**

SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
SEMESTER – III										
Theory										
1	A20VCT309	Advertising	DSC	3	1	0	4	25	75	100
2	A20VCT310	Visual Aesthetics	DSC	3	1	0	4	25	75	100
3	A20VCT311	Printing and Publishing	DSC	3	1	0	4	25	75	100
4	A20VCD303	Copy writing	IDC	3	1	0	4	25	75	100
5	A20XXO3XX	Open Elective – 1**	OE	2	0	0	2	25	75	100
6	A20VCE3XX	DSE I*	DSE	3	0	0	3	25	75	100
Practical										
7	A20VCL312	Computer Graphic Design	DSC	0	0	4	2	50	50	100
8	A20VCL313	Advertising Photography Practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20VCS309	Audio Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20VCC303	Certification course 3***	EEC	0	0	2	-	100	0	100
		III Semester Total Credits/Marks					**27**	450	550	**1000**

Discipline Specific Electives are to be selected from the list given in Annexure I

SEMESTER – IV										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT414	Writing for Media	DSC	3	1	0	4	25	75	100
2	A20VCT415	Screen writing	DSC	3	1	0	4	25	75	100
3	A20VCT416	Media Law & Ethics	DSC	3	1	0	4	25	75	100
4	A20VCD404	Television Production	IDC	3	1	0	4	25	75	100
5	A20XXO4XX	Open Elective – 2**	OE	2	0	0	2	25	75	100
6	A20VCE4XX	DSE II*	DSE	3	0	0	3	25	75	100
Practical										
7	A20VCL417	Cinematography	DSC	0	0	4	2	50	50	100
8	A20VCL418	Web Designing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20VCS412	Radio Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20EEO404	Certification course 4***	EEC	0	0	2	-	100	0	100
		IV Semester Total Credits/Marks					**27**	450	550	**1000**

Discipline Specific Electives are to be selected from the list given in Annexure I

Annexure - I

DISCIPLINE SPECIFIC ELECTIVE COURSES

Discipline Specific Elective – I (Offered in Semester III)		
SI No	**Course Code**	**Course Title**
1	A20VCE301	Art Direction
2	A20VCE302	Video Jockey
3	A20VCE303	Mass Media in India
Discipline Specific Elective – II (Offered in Semester IV)		
1	A20VCE404	Film criticism and analysis
2	A20VCE405	Jingle Production
3	A20VCE406	Indian Broadcasting
Discipline Specific Elective – III (Offered in Semester V)		
1	A20VCE507	Media Presentation Skills
2	A20VCE508	Media Aesthetics
3	A20VCE509	Folk Media
Discipline Specific Elective – IV (Offered in Semester VI)		
1	A20VCE610	Semiotics and Visual Analysis
2	A20VCE611	Ethnography
3	A20VCE612	Advertising and Public relations

Annexure – II

B.Sc. Visual Communication

OPEN ELECTIVE COURSES

(COMPLETE LIST OF OPEN ELECTIVES OFFERED BY ALL THE DEPARTMENTS)

Open Elective – I (Offered in Semester III)

S. No	Course Code	Course Title	Offering Department	Permitted Departments
1	A20CHO301	Water Analysis (Practical)	Chemistry	Computational Studies, Mathematics, Physics
2	A20CHO302	Food Analysis (Practical)	Chemistry	Computational Studies, Mathematics, Physics
3	A20CHO303	Molecules of Life (Practical)	Chemistry	Computational Studies, Mathematics, Physics
4	A20CMO304	Fundamentals of Accounting and Finance	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
5	A20CMO305	Fundamentals of Management	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
6	A20CMO306	Fundamentals of Marketing	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
7	A20CPO307	Programming in C	Computational Studies	Commerce and Management, Mathematics, Media Studies
8	A20CPO308	Digital Logic Fundamentals	Computational Studies	Mathematics, Physics
9	A20CPO309	Data Structures	Computational Studies	Mathematics
10	A20CPO310	Programming in Python	Computational Studies	Commerce and Management, Mathematics, Media Studies
11	A20CPO311	Office Automation Tools	Computational Studies	Chemistry, Commerce and Management, English, Mathematics, Media Studies, Physics
12	A20ENO312	Interpersonal Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
13	A20ENO313	Fine-tune your English	English	Chemistry, Commerce and Management, Computational

				Studies, Media Studies, Mathematics, Physics
14	A20ENO314	Conversational Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
15	A20MAO315	Quantitative Aptitude – I	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics
16	A20MAO316	Operation Research	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics
17	A20MAO317	Statistical Methods	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics
18	A20JMO318	Graphic Design	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
19	A20JMO319	Role of social media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	A20VCO320	Event Management	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
21	A20VCO321	Online Journalism	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
22	A20PHO322	Geo Physics	Physics	Chemistry, Mathematics and Computer Science
23	A20PHO323	Physics of Material and Devices	Physics	Chemistry, Mathematics and Computer Science
24	A20PHO324	Statistical Physics	Physics	Chemistry, Mathematics and Computer Science

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Open Elective – II (Offered in Semester IV)

S. No	Course Code	Course Title	Offering Department	Permitted Departments
1	A20CHO401	C++ Programming and its Application to Chemistry	Chemistry	Computational Studies, Mathematics, Physics
2	A20CHO402	Instrumental Methods of Analysis	Chemistry	Computational Studies, Mathematics, Physics
3	A20CHO403	Computational Chemistry Practical	Chemistry	Computational Studies, Mathematics, Physics
4	A20CMO404	Essentials of Insurance	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
5	A20CMO405	Essential Legal Awareness	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
6	A20CMO406	Practical Banking	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
7	A20CAO407	Database Management	Computational	Commerce and Management,

		Systems	Studies	Media Studies, Mathematics
8	A20CAO408	Web Development	Computational Studies	Commerce and Management, Media Studies, Mathematics
9	A20CAO409	Software Engineering	Computational Studies	Commerce and Management, Media Studies, Mathematics
10	A20CAO410	Computer Graphics and Multimedia	Computational Studies	Media Studies, Mathematics
11	A20CAO411	Introduction to Data Science using Python	Computational Studies	Chemistry, Commerce and Management, English, Media Studies, Mathematics, Physics
12	A20ENO412	Functional Writing in English	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
13	A20ENO413	Creative Writing	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
14	A20ENO414	English for Competitive Exam	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
15	A20MAO415	Discrete mathematics	Mathematics	Chemistry, Computational Studies, Physics
16	A20MAO416	Quantitative Aptitude - II	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics
17	A20VCO417	Video Editing	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
18	A20VCO418	Writing for media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
19	A20JMO419	Media and Politics	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	A20JMO420	Basics of News Reporting	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics,

				Physics
21	A20PHO421	C++ Programming and its Application to Physics	Physics	Chemistry, Computational Studies, Mathematics
22	A20PHO422	Communication electronics	Physics	Chemistry, Computational Studies, Mathematics
23	A20PHO423	Digital Electronics	Physics	Chemistry, Computational Studies, Mathematics

Annexure – III

EMPLOYABILITY ENHANCEMENT COURSES

SI No	Course Code	Course Title
1	A20VCC101	Adobe Photoshop
2	A20VCC202	Adobe Illustrator
3	A20VCC303	2D Animation – Flash
4	A20VCC404	Web designing – Dream Weaver
5	A20VCC505	3D Animation – 3Ds Max
6	A20VCC606	Visual effects – After effects

B.Sc. Visual Communication

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 பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள்,அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.

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- 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)

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)

B.Sc. Visual Communication

3. நந்திக் கலம்பகம்   –   அம்பொன்று வில்லொடிதெல்...(பாடல்–77)

4. முக்கூடற் பள்ளு   –   பாயும் மருதஞ் 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

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 AND INTERNET	L	T	P	C	Hrs
		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

B.Sc. Visual Communication

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

B.Sc. Visual Communication

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_tasty tut s.pdf
3. http://ptgmedia.pearsoncmg.com/images/9780134663449/samplepages/9780134663449_CH04.pdf

A20ENS101	**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

B.Sc. Visual Communication

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 ஆகியவற்றை 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. பதினெண் 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. பதினெண் 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	–	மனமெனும் 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....

B.Sc. Visual Communication

இஸ்லாமியம்

சீறாப்புராணம்– பாடல் நின்ற பிணை 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. புதுமைபித்தன்	–	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. பாரததேவி	–	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.வொ.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

GENERAL ENGLISH- II
A20GET202

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

L	T	P	C	Hrs
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

A20VCT205	PHOTOGRAPHY	L	T	P	C	Hrs
		3	1	0	4	60

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/

A20VCT206	**FILM STUDIES**	L	T	P	C	Hrs
		3	**1**	**0**	**4**	**60**

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)

B.Sc. Visual Communication

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.

A20VCD202	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

A20VCL208	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/

A20ENS202 **SOFT SKILLS LAB** **L T P C Hrs**
0 0 4 2 30

(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

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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.
3. R.B.Jain, "Public Administration in India,21st Century Challenges for Good Governance", Deep and Deep Publications,2002.

Web References

1. http://cic.gov.in/
2. http://www.mha.nic.in/
3. http://rti.gov.in/

4. http://www.cvc.nic.in/

		L	T	P	C	Hrs
A20EAL201	**NATIONAL SERVICE SCHEME**	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
4. Taylor E.Shelly et.al, "Social Psychology" 12th edition, New Delhi, Pearson Prentice Hall Singh, 2006
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

Web References

1. http://www.thebetterindia.com/140/national-service-scheme-nss/
2. http://en.wikipedia.org/wiki/national-service-scheme 19=http://nss.nic.in/adminstruct
3. http://nss.nic.in/propexpan
4. http://nss.nic. in
5. http://socialworknss.org/about.html

A20VCT309	**ADVERTISING**	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To increase your understanding of the advertising process.
- To help students identify, understand, and apply integrated brand promotion.
- This course is designed as a comprehensive introduction to the principles and practices of advertising.
- To develop and implement marketing communication strategies.
- To translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world advertising experiences.

Course Outcomes

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

CO1 - Understand the nature and scope of Advertising.

CO2 - Plan and implement creative strategy, media strategy, and budgeting.

CO3 - Know the latest trends in advertising

CO4 - Gain knowledge in Audiovisual commercials.

CO5 - Perceiving Visualization process.

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UNIT I ADVERTISING BASICS   (12 Hrs)

Introduction to Advertising: Definition of Advertising, History ofIndian Advertising. Role of Advertising in the Product Life Cycle (PLC), Agency-Client Relationship; Creative Pitch - Agency compensation-Agency accreditation.Types of Advertising: Commercial, Non- commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising, Political Advertising.

UNIT II ADVERTISING PROCESS   (12 Hrs)

Marketing Concepts and Evolution (Exchange, Production, Product, Selling and Marketing), Fundamental Nature of rural market, Understanding the Rural Mind and buying process. Social Marketing: Definition of social marketing, need, objectives and publics 6 P's of a social marketing program.

UNIT III AD AGENCY,ITS TREND AND FUNCTION   (12 Hrs)

Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising - (India and abroad). Ad Agency - Structure of small, medium & big agencies, functions. Types of agencies - in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues. Advertising Agency: Structure and functions, Types of Agencies , Agency selection, Advertiser- Agency –Media relationship, Profiles of leading international and Indian Agencies, diversifications and specializations , professional challenges and requirements.

UNIT IV VISUAL ADVERTISING   (12 Hrs)

Visual advertising techniques, Role of images in advertising. Audience perception of Visual advertising in different Media.

UNIT V ADVERTISING LAW AND REGULATIONS   (12 Hrs)

Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI)- Various laws and enactment concerning advertising in India.

Text Books

1. Roger Baron, [2010] Advertising Media Planning,McGraw-Hill.
2. CoutlandL.Bovee, John V.Thill, George P. Dovel, Marian Burk Wood, [1995] Advertising Excellence, McGraw-Hill, Inc. N.Y.
3. Winston Fletcher, " Advertising: A Very Short Introduction"Second Edition, Oxford University Press, 2013.

Reference Books

1. Wells, Moriarty Burnett, " Advertising - Principles & Practice", Prentice Hall of India   Private Limited, 7 th Edition, 2007.

2. S.A.Chunawalla and K.C.Sethia, [2000] Foundations of Advertising Theory and Practice,Himalaya Publishing House, Mumbai.
3. G.M.Rege.Dr. [1972]Advertising Art & Ideas - A Textbook, Kareer Polytechnic Publication, Bombay.

Web Reference

1. www.journalofadvertisingresearch.com
2. https://journals.sagepub.com/home/adv
3. http://www.indianjournalofmarketing.com/index.php/ijom/article/view/37547

A20VCT310	VISUAL AESTHETICS	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To analyze the broader social/historical contexts of works of art.
- To demonstrate proficiency in various processes/techniques, and skills/methods in creative media.
- To identify and apply underlying aesthetic principles in the study, critique, and creation.
- To develop social responsibility as an artist.
- To analyse various types of aesthetics around the globe.

Course Outcomes

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

CO1 - Analyze and critique the artworks of others and their own creative process

CO2 - Develop a visual vocabulary through the process of discussion and critique

CO3 - Self-assess work, and the progression of individual output and growth

CO4 - Imbibe a historical understanding of Art of India and the West.

CO5 - Develop an integrated perspective on the arts in conjunction to historic and contemporary issues

UNIT I INTRODUCTION   (12 Hrs)

Introduction to Art: Art, artist and society Functions of Arts – Eastern and Western thoughts.

UNIT II TYPES OF AESTHETICS   (12 Hrs)

Types of aesthetics, Western aesthetic categories – Beauty, Tragic,

Comic, Sublime etc.

UNIT III INDIAN AESTHETICS   (12 Hrs)

Indian aesthetics – beauty and rasa; Dhvani theory, Tamil aesthetics.

Agam/Puram and Thinai.

UNIT IV MODERN ART   (12 Hrs)

Major modern art movements and concepts. The feeling and the form- The art

experience.

UNIT V ART IN THE DIGITAL AGE   (12 Hrs)

Social responsibility of the artist - Contemporary aesthetics – Art in the

digital era.

Text Books

1. Arnold Hanser, ―Social History of Art‖, Routledge and Kegan Paul Pub, London, 2002.

2. Ernst Fischer, ―The necessity of Art‖, Penguin Books, U.K. 2003

3. Compilation [1990], Aestheticians, Publications Division, Government of India.

Reference Books

1. Arnold Hanser [1982], Social History of Art, (Four Volumes) Routledge and Kegan Paul, London.

2. Ernst Fischer [1963], The necessity of Art, penguin Books, U.K.

B.Sc. Visual Communication

3. NihranjanRay [1974],An Approach to Indian art, Publishing Bureau, Punjab University.

Web reference

1. https://www.sciencedirect.com/science/article/abs/pii/S1071581910000777
2. https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer interaction-2nd-ed/visual-aesthetics
3. https://www.merriam-webster.com/dictionary/aesthetic

A20VCT311	PRINTING AND PUBLICATION	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To provide the student with knowledge of industry standard software
- To gain knowledge about professional print layout
- To understand the principles unique to designing for print
- To understand the technology involved in the printing process
- To gain knowledge about professional print design

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 PRINTING TPYES AND PRINCIPLES   **(12 Hrs)**

History of printing. Principles of printing. Photo composition and digital printing. Types of printing processes - Letter Press, Offset, Gravure, Flexography and Silk Screen. Lino cut.

UNIT II PRINTING PROCESS (12 Hrs)

Colour printing process - colour separation, colour correction and colour reproduction. Laser Printers, Photostat machines, Scanners, Image setters, Directto-plate printing etc. Digital pre-press.

UNIT III PRINTING DESIGN AND LAYOUT (12 Hrs)

Elements and Principles of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc. Typography, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.).

UNIT IV PRINTING MANAGEMENT AND STRUCTURE (12 Hrs)

Printing Management, Printing press organization and structure. Economics of printing - different types of paper and ink. Print order estimation.

UNIT V PRINTING IN INDIA AND CURRENT TRENDS (12 Hrs)

Printing and publishing industry in India. Recent trends printing processes. Design decisions. Human Responses to Colour- Psychophysical Response, Socio-Cultural Response, Individual Response, Symbolic Response, colour culture, colour semiotics.

Text Books

1. Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing
2. Dennis, E(1997). Lithographic technology in transition. Arndams, J.M.
3. NIIR Board, (2003), The complete book on Printing Technology, Asia Pacific Business Press Inc

Reference Books

1. Amdams, J.M. (1996) Printing Technology 4th Edition. Thomson Learning
2. Bergland, D (1997). Printing in a digital world. Thomson Learning
3. Finley, C (1998). Printing paper and inks. Thomson Learning.

Web Reference

1. www.print-publishing.com
2. http://www.bestbookprinting.com/app/webroot/blog/?p=1557
3. https://scroll.in/article/978968/as-book-publishing-shrinks-during-the-pandemic-how-are-indias-printing-presses-coping

A20VCD303   **COPY WRITING**   **L T P C Hrs**

                                                                    3   1   0   4   30

Course Objectives

 • To understand the basics of copy writing

 • To Sharpen persuasive writing skills through review.

 • To understand the skills needed to fulfill the responsibilities of a copywriter.

 • To enhance the ability of visualization

 • To learn the new trends of copy writing for new media

Course Outcomes

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

CO1 - Develop an advertising strategy and plan

CO2 - Compare and contrast various advertising and its effectiveness

CO3 - Identify advertising that properly executes an advertiser's marketing strategy

CO4 - Create ad layouts, Radio scripts, and TV Storyboards and scripts

CO5 - Perform copyediting and copy fitting tasks

UNIT I COPY WRITING BASICS   (12 Hrs)

Language of communication – strategies of address. Advertising-psychological mirror, advertising ideology- marketing mix, sales promotion, incentive, temporary incentives, planning promotion, assess the brief, sales and marketing objective and pretest processes

UNIT II COPY WRITING- CREATIVE PROCESS   (12 Hrs)

The anatomy of press ads, Agency brief, Advertising strategy-creative brief and creative strategy. Target audience, tone of voice, brand image, the proposition-the brand positioning statement-brainstorming and the Big Idea.

UNIT III VISUALIZATION AND LAYOUT   (12 Hrs)

Visual and copy, advertising copy, long and short copy, headline – basics of writing, functions, essentials and different forms. Slogans – necessity, characteristics and different types.

UNIT IV TYPES OF COPY   (12 Hrs)

Types of copy – scientific, descriptive, narrative, colloquial, humorous, topical, endorsement, interrogative, prestige, reason why, co-operative and intentional.

UNIT V COPYWRITING FOR NEW AND SOCIAL MEDIA   (12 Hrs)

Sharing Science, Valuable Content, Emotional Triggers, Headlines &Hashtags, Adapting a Single Piece of Writing across Platforms, Content Curation for Social Media, Measuring Social Media Success.

Text Books

1. Valladares A. June, [2000] The Craft of Copy writing, Response Books, New Delhi.
2. Jonathan Gabay J., [1996] Teach Yourself Copywriting, Teach Yourself Books, London.
3. Robert W. Bly,[2006] The Copywriter's Handbook, Third Edition: A Step-By-Step Guide To Writing Copy That Sells Holt Paperbacks.

Reference Books

1. Jim Aitchison, [1999] Cutting Edge Advertising, Prentice Hall, New Delhi
2. Arthur A. Winters and Shirley F. Milton, [1982] The Creative Connection, Fairchild Publications, New York.
3. Anil Thakraney(Ed), [2002] The Last Word, Mid-Day Multimedia Limited, Mumbai.

Web Reference

1. https://copyblogger.com/copywriting-101/

B.Sc. Visual Communication

2. https://www.smashingmagazine.com/2015/07/how-copywriting-can-benefit-from-user-research/
3. https://blog.hubspot.com/marketing/good-copywriting-practices-list

A20VCL312	COMPUTER GRAPHIC DESIGN	L	T	P	C	Hrs
		0	0	4	2	30

Course Objectives

- To gain a control of representational designing skills.
- To understand and manipulate the proportional relationships from actual objects.
- To manipulating the formal elements and principles to achieve better design solutions.
- To learn the Importance and control of good craftsmanship and presentation skills in designing.
- To understand contemporary design practice.

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

CO5 - have a very good knowledge about Principles of Graphic Design.

The drawing record should contain exercises completed by each student on every practical class during the third 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.

The practical will

1. Editing and manipulation of image/pictures using Photo editing software (latest Versions)
2. Five pictures should be edited and to submitted with the original and edited image.
3. Vector design software.
4. Visiting card, Letterhead, flyers design exercises has to be submitted for the following
   I. Commercial organization
   II. Service centers
   III. NGO
   IV. Educational Institution.

Text Books

1. Ji Yong Park (2008), Visual Communication in Digital Design Paperback – May 1,
2. Malamed Connie, (2011), Visual Language for Designers: Principles for Creating Graphics that People Understand.
3. Samara Timothy, (2007), Design Elements: A Graphic Style Manual Paperback.

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 Reference

1. https://designmodo.com/graphic-design-photoshop-tutorials/
2. https://graphicmama.com/blog/global-design-magazines/
3. https://99designs.com/blog/tips/types-of-graphic-design/

A20VCL313   ADVERTISING PHOTOGRAPHY PRACTICAL   **L   T   P   C   Hrs**

                                                           0   0   4   2   30

Course Objectives

- To introduce the concept and process of advertising and its role in marketing
- To prepare professionals interested in careers in advertising
- To enhance their knowledge in marketing and promotions
- To develop in depth knowledge on public relations or sales managerial jobs or for individuals in the field.
- To imbibe the latest trends and concepts used in advertising

Course Outcomes

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

CO1 - learn the concepts of advertising

CO2 - know the opportunities available in the field of advertising

CO3 - understand the role of creativity in the field of advertising

CO4 - have a thorough knowledge of advertising agency

CO5 - have detailed understanding of recent photographic techniques used in advertising

Record should be done with a product of your creation not an existing product with atleast 15 of the following topic. Product wrapper, cover, sticker etc. should be designed and printed.

Record

1. Visual of the product alone.(photograph against plain backdrop)
2. Visual of the product in a setting where it is used.
3. Visual in use.
4. Visual of a benefit from using the product.
5. Visual showing the loss or disadvantage resulting from not using the advertised product.
6. Dramatization of the headline.
7. Dramatization of the evidence.
8. Dramatizing a detail (in the product).
9. Comparison between two brands.
10. Contrast between before and after using the product.
11. Visuals using Trade Characters.
12. Symbolism.
13. Abstract illustration.(logo)
14. Continuity strip
15. Mood setting visual.
16. Visual of the product in the package.
17. Visual of the product ingredients or raw materials.
18. Special effects.(freezing movements)
19. Montage
20. Visual with models.

Text Books

1. Advertising Photography: A Straightforward Guide to a Complex Industry Paperback – Import, 23 October 2007.
2. The World's Best Advertising Photography Hardcover – August 1, 1994 by Dave Saunders .
3. Ogilvy, David - Ogilvy on Advertising, Random house .inc, Newyork.

Reference Books

1. V.L. Leymore - The Hidden Myth, Heinemann, New Delhi

2. Bovee&Arens - Contemporary Advertising, McGraw-Hill Inc.,US; 5th edition (October 1, 1993)

3. Thakur - Advertising Management, Himalaya, New Delhi

Web Reference

1. https://instapage.com/blog/advertising-photography
2. https://tdsphotography.com/types-of-advertising-photography/
3. https://emmajones3600.medium.com/what-is-the-importance-of-photography-in-advertising-d2cb04914008

A20VCT414	**WRITING FOR MEDIA**	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To acquaint students with advanced journalism and writing for media practices.
- To make the students understand about the news values
- To develop their knowledge about the representation of news-views and ethical issues associated with it.
- To offer proper understanding about the writing skills
- To learn the new techniques involved in different mass media.

Course Outcomes

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

CO1 - equip with knowledge of Reporting/Writing/News room functioning/Understanding media.

CO2 - learn the importance of writing skills

CO3 - have a thorough knowledge of the various styles for different mass media

CO4 - develop the media writing style and principles

CO5 - understand the basic tools and techniques for media writing

Unit-I Writing for print media (12 Hrs)

Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body

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- Headlines - Typography.

Unit-II Writing for New media (12 Hrs)

Writing for New media - Copy reading symbols - content creation-Development - Technical

writing - Editing - Principles and methods.

Unit-III Writing for Radio (12 Hrs)

Writing for Radio - News features - Docudramas - Interview - Commercials - Radio

language - Editing for Radio.

Unit-IV Television writing (12 Hrs)

Television writing - characteristics - News - features - Interviews - Principles and methods

of script writing - Techniques of narration - Preparation of Commercials - Language

Editing.

Unit V Film language (12 Hrs)

Film language - Writing for education and entertainment - Documentary scripting - Trends

in writing - New technologies and their impact on media language. Script Writing –

Storyboard

Text books

1. Writing for Broadcast journalist, Thompson, rick. London: Routledge, 2005.

2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing

   Company,1992.

3. Writing for Television, Kelsey, Gerald. Unisrar, 2004.

Reference Books

1. Writing the News: Print Journalism in the electronic age. New York : Hasting House
   Publishers,1977, Fox,Walter.

2. Doing if in style - Leslie Sellers.
3. "Advancing the Story, Third Edition," by Debora Halpern Wenger and Deborah Potter.

Web Reference

1. https://medium.com/@jess_90990/what-are-the-different-types-of-media-writing-ad7f973ae3e1
2. https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/
3. https://blog.copify.com/post/different-types-of-media-writing

A20VCT415	SCREEN WRITING	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To understand the art and craft of scripts for Film and Television media
- To creatively write and evolve scripts for Film and Television media
- To guide performers on how the script is to be presented
- To understand how script for various genres are created
- To imbibe how structure and principle of scripts are executed

Course Outcomes

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

CO1 - Analyzing the dramatic strategies in film and television

CO2 - Learns the purpose about film and television screenplay structure.

CO3 - Learning and applying correct script form.

CO4 - Creatively encaging in the various stages of original scriptwriting.

CO5 - understanding the elements of screenplay with well-developed plot, characters and setting.

UNIT I SCREEN WRITING PROCESS (12 Hrs)

Scriptwriting as a creative enterprise –Ideation Process, Brainstorming Creative thinking – creativity process – stages in the craft of script writing – basic story idea, narrative synopsis outline.

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UNIT II STRUCTURE AND PRINCIPLE   (12 Hrs)

Narrative structure: beginning-middle-end, Syd Field's Paradigm, conflict, development, climax and denouement – story, storyline, plot, and treatment – principles of suspense and surprise. Three point and Two point structures.

UNIT II CHARACTERIZATION   (12 Hrs)

Character biography – tags – stereotyping – two-dimensional versus three-dimensional characters – guiding principles for evolving effective and credible characters.

UNIT IV FORMS AND TECHNIQUES   (12 Hrs)

Understanding form of cinema. Selective narrative techniques – point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter. Scene breakdown, Drafting Process and full-fledged script.

UNIT V SCREENWRITING TYPES   (12 Hrs)

Different Film Genres. Film and TV script formats, storyboards, Copyright, software for scripting. Pitching the story.

Text Books

1. Syd Field, [2005] Screenplay: The Foundations of Screenwriting Revised edition.
2. Steven Ascher and Edward Pincus [2013], The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age.
3. Ken Dancyger, [2006] Alternative Scriptwriting: Rewriting the Hollywood Formula Focal Press.

Reference Books

1. Sujatha, ThiraiKathaiEzhuthuvathuEppadi.
2. Sujatha, Workbook on Screenplay Writing in Tamil.
3. Dwight, Swein, [1976] Film Script Writing, Hastings House, New York.

Web Reference

1. https://www.studiobinder.com/blog/what-is-script-writing/
2. https://industrialscripts.com/scriptwriting-guide/
3. https://blog.pond5.com/9419-screenwriting-101-7-basic-steps-to-writing-a-screenplay/

A20VCT416	**MEDIA LAW AND ETHICS**	L	T	P	C	Hrs
		4	0	0	4	60

Course Objectives

- To Identify the roles, rules, and routines of an interaction in a particular setting
- To enable students to understand with the various laws governing the media in the Indian context.
- To understand the ethical principles and imbibe the spirit behind the media laws.
- To recognize ethical issues inherent in mass communication theory and practice.
- To create critical thinking skills to students in evaluating diverse approaches, practices, and effects within media.

Course Outcomes

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

CO1- Understand the journalistic codes and standards.

CO2 - gain knowledge about the Freedom of Speech and Protection.

CO3 - know about the gathering information for News, Laws of Source Protection and the ethical Issues.

CO4 - have complete knowledge about Copyright laws and Ethical issues of Entertainment.

CO5 - Analyse the Ethical issues faced by the Advertising industry in the present world.

UNIT I MEDIA LAW HISTORY   (12 Hrs)

History of media law in India. Indian Constitution .Fundamental rights.Directive principles of state policy.Reasonable restrictions Emergency provisions. Amendments, Parliamentary privileges. Freedom of media in India.

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UNIT II MEDIA ACTS   (12 Hrs)

Defamation. Libel and Slander.IPC and Criminal Procedure Code.Official Secrets Act. Contempt of Court Act . The press and registration of books Act Press Council Act Working journalists and other Newspaper Employees(condition and service) and Miscellaneous provisions Act. . Cases related to these Acts

UNIT III COPYRIGHTS   (12 Hrs)

The Law of Copyrights - TRIPS and TRIMS International Intellectual Property of Rights - The Contempt of Courts Act, 1971 - The India Penal Code, Sections 124-A, 495, 496, to 501 - The Criminal Procedure Code, Sections 108, 144 The Indian Telegraph Act

UNIT IV BROADCAST LAW   (12 Hrs)

The monopolies And Restrictive Trade Practices Act. Drugs and Magic remedies (Objectionable Advertisements) Act. The PrasarBharati (Broadcasting Corporation of India)Act. The cable Television networks Act. Broadcasting Services Regulation Bill. Cinematograph Act and board of Censors. .Cases related to these Acts.

UNIT V MEDIA ETHICS AND CODE   (12 Hrs)

Media ethics. Ethics Vs Law.Code of ethics in print media .Code for commercial Advertising in AIR and Doordarshan. Advertisement Standard Council of India 's code of ethics. Broadcasting ethics.Principles of Self- Regulation.Issues related to privacy, national security, sex and nudity, neutrality, objectivity, depiction of women and children , depiction of violence etc. sting operations. Corrigendum.

Text Books

1. Durga Doss Basu, [2000] Press Laws, Central Law Book Agency, Delhi.
2. Barua ,Vidisha. [2002] Press and Media Law Manual, Universal Law Publishing Co , New Delhi.
3. Neelamalar, [2010] Media law and ethics, PHI Learning new Delhi.

Reference Books

1. Kiran R.N., [2000] Philosophies of Communication and Media Ethics, B.R. Publishing Corp., New Delhi.
2. BaskarRao N., G.N.S. Ragavan, [1996] Social Effects of Mass Media in India, Gyan Publishing House, New Delhi.
3. Ray Eldon, Hiebert Carol, [1988] Impact of Mass Media, Longman, New York.

Web Reference

1. https://presscouncil.nic.in/OldWebsite/speechpdf/speech6.htm

B.Sc. Visual Communication

2. https://www.lexology.com/library/detail.aspx?g=4975586a-c15b-4c0c-9103-cc4020265dcd
3. https://ethicaljournalismnetwork.org/who-we-are/5-principles-of-journalism

A20VCD404	TELEVISION PRODUCTION	L	T	P	C	Hrs
		0	0	4	2	30

Course Objectives

- Students will acquire a theoretical, historical, conceptual and critical understanding of television production
- To learn the basic terminology and concepts of television production.
- To understand the Perspective drawing
- To understand the interplay of visual and auditory elements within the television studio.
- To learn the theories of television production.

Course Outcomes

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

CO1 - Know about the difference between the TV medium and Film medium **.**

CO2 - Acquire the significant knowledge about the various types of video formats and television production methods.

CO3 - Understand the grammar of studio production and the key roles of production team.

CO4 - Understand the Production & Post production process in detail.

CO5 - Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production

UNIT I Introduction of television production and its methods   (12 Hrs)

Understanding TV medium and its difference from the film medium. Various types of video formats and the approach of TV and video Production in studio and outdoor. Television Production methods using single camera and multiple camera set-up.

UNIT II Grammar and Making of Television shows　　　　　(12 Hrs)

Learning the grammar of studio production set design and the different types of camera movements with the importance of production team. Different Genre in studio production like television interviews, Educational Shows, Drama, Public service advertisement , Game shows etc and the role 44 of anchor and news reader in these studio productions. And learning the grammar of outdoor location production and the method of natural lighting.

UNIT III Studio Production Techniques　　　　　　　(12 Hrs)

The techniques of natural and artificial lighting in terms with dramatic effect and special effect. Key Lighting methods like three point, high key and low key lighting and the basics of sound recording using microphones and sound manipulation.

UNIT IV Post Production Methods　　　　　　　　(12 Hrs)

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, postsynchronization, voiceover or narration, music and dubbing, Video Editing - linear, non-linear, editing modes (Assemble mode, insert mode), computer editing - EDL, etc., Video compression. Compression formats – MPEG, etc. Latest technological developments – Time Slice, virtual cinematography, motion capture, etc. Television graphics & titling and specials effects. Presentation skills, recording live programmes. Recent Technological advancements in Video Production.

UNIT V Troubleshooting Production Problems　　　　　(12 Hrs)

Facing production problems and the three phases of production. The problems in each phase of production and their solution in scheduling, budgeting, breakdown of scripts, contracts and legal issues. The importance of team work and ethics.

Text Books

1. Jim Owens, (2017), Video Production Handbook.

2. Andrew Utterback, (2015), Studio Television Production and Directing: Concepts, Equipment, and Procedures.

 3. Zettl, Herbert, P (2015). Television Production Handbook.

Reference Books

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, Edition 1993.

2. P. Javis, "Shooting on Location", BBC Television Training, Borchamwood, 1986.

3. Herbert Zettl, "The Television Production Handbook", Cencage Publisher, Edition 2011.

Web Reference

1. https://www.jobmonkey.com/broadcastjobs/tv-production/
2. https://www.flexiprep.com/NIOS-Notes/Senior-Secondary/Mass-Communication/NIOS-Class-12-Mass-Communication-Ch-16-Television-Programme-Production.html

3. https://premiumstudios.com/commercercial-television-video-the-five-separate-stages-of-production/

A20VCL417	CINEMATOGRAPHY	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.

Record

1. Natural Scenery.(2 Mins)
2. Ad Film.(1 Mins)
3. Action Sequence.(2 Mins)
4. Interview (3 Mins)
5. Speed News(3 Mins)

Text Books

1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003.
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Video production handbook, Gerald Millerson, Focal Press, 19922. Andrew Utterback, (2015), Studio Television Production and Directing: Concepts, Equipment, and Procedures.

Reference Books

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, Edition 1993.
2. P. Javis, "Shooting on Location", BBC Television Training, Borchamwood, 1986.
3. Herbert Zettl, "The Television Production Handbook", Cencage Publisher, Edition 2011.

Web Reference

1. https://www.jobmonkey.com/broadcastjobs/tv-production/
2. https://www.flexiprep.com/NIOS-Notes/Senior-Secondary/Mass-Communication/NIOS-Class-12-Mass-Communication-Ch-16-Television-Programme-Production.html
3. https://premiumstudios.com/commercercial-television-video-the-five-separate-stages-of-production/

A20VCL418	**WEB DESIGNING**	**L**	**T**	**P**	**C**	**Hrs**
		0	0	4	2	30

Course Objectives

- To learn the techniques of website creation through tools and utilize them.
- Students will know the process of using the tools for various digital outputs like website layout creation.
- Students will develop an understanding about static and dynamic web pages.
- Using scripts for delivering small animations and attractive web pages , web hosting through server and creating their own web pages.
- To enhance the quality of digital web media Designing.

Course Outcomes

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

CO1 - Understanding webpage designing, slicing and exporting.

CO2 - Gain knowledge about scripting language like HTML.

CO3 - Understand software used for web designing.

CO4 - Gain knowledge 2d flash animations.

CO5 - Have an in-depth knowledge about exporting and publishing Web Pages.

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

Creation of the Home Page of a Web Site with at least five links. Creation of a dynamic web page with audio and video files, photo gallery, reader's comment option, pop-up widows, etc. using appropriate web development tool (e.g. Dream weaver) for **Four** different concepts.

Create your own Blog with your works updated on it. Students should be given orientation of web/multimedia usability issues and interface design basics.

Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts

Text Books

1.Jennifer Niederst, (2001), Learning Web Design - A Beginner's Guide to HTML Graphics & Beyond, O'Reilly.

2.David Pitt, "Modern Web Essentials Using JavaScript and HTML5, , published May 2014.

3. Tablet Web Design Best Practices, Mobify,2013

Reference Books

1. "Losing Our Religion: The Liberal Media's Attack", S. E. Cupp, Rupa Release, Edition I, 2001.

2. "Media Planning and Buying – Principles and Practice in the Indian Context", by Arpita Menon, MacMillan India Public Limited, First Edition, 2007 .

3. Spring Into HTML and CSS Author: Molly E. Holzschlag [Emeritus] Publisher: Addison-Wesley Professional

Web Reference

1. https://www.pagecloud.com/blog/web-design-guide
2. https://www.lynda.com/Dreamweaver-tutorials/Designing-Websites-from-Photoshop-Dreamweaver/516577-2.html
3. https://www.printmag.com/post/phases-of-the-web-design-process

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DISCIPLINE SPECIFIC ELECTIVE – Semester III

</div>

A20VCE301	**ART DIRECTION**	**L**	**T**	**P**	**C**	**Hrs**
		3	**0**	**0**	**3**	**45**

Course Objectives

- To provides an introduction to the art departments responsible for designing
- To implement the visual elements of filmmaking.
- To learn proper procedures of design, construction and handling of sets and props.
- To learn the roles and responsibilities of a production designer
- To develop knowledge on how to create sets for various shows

Course Outcomes

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

CO1 - gain knowledge about production design - its history and evolution along with it technology.

CO2 – have a very good knowledge of Ground Plan Drawing.

CO3 – have detailed understanding of model making.

CO4 – have a thorough knowledge of Creating Set Design.

CO5 - acquire knowledge of the technique and procedure in Story Board.

UNIT I HISTORY OF PRODUCTION DESIGN   (9 Hrs)

A brief historical perspective on production design in motion pictures. The role and responsibilities

of the production designer .the production designer's place-picture begins to move –drafting-

materials-lighting –lines and dots ,different perceptions.

UNIT II GROUND PLAN DESIGNING   (9 Hrs)

Scenic building blocks: types of flats and materials –platforms –backings. The construction

drawings types of construction drawings off the blue print.

UNIT III MODEL MAKING   (9 Hrs)

Model making –types of models-making the models. Supervising construction and set up

supervising –set decoration – the prop master –keeping records –the critique.

UNIT IV SET DESIGN   (9 Hrs)

Staging a talk show, News show, Panel show, Quiz show, reality show, music concert.

UNIT V STORY BOARD   (9 Hrs)

Types of lay outs, concept and story developing, idea, script Foreground, Middle Ground and

Background, Developing Drawing Skills, Shot, Angles, Building the Storyboard, study of Classic

Film Examples.

Text Books

1. Michael Rizzo, "The Art Direction Handbook for Film", Focal press 2005

2. Vincent lobrutto, "The filmmakers guide to production design". Allworth press, 2002

3. "Production Design for the Screen: Visual Storytelling in Film and Television" By

    Jane Barnwell.

Reference Books

1. Nicholas proferes, "film directing fundamentals", Focal Press, 3 edition, 2008.

2. Fionnuala Halligan, "Filmcraft: Production Design", Focal Press 2012.

3. "What An Art Director Does: An Introduction to Motion Picture Production Design"

By Ward Preston

Web Reference

1. https://alistapart.com/article/art-direction-and design/#:~:text=Art%20direction%20brings%20clarity%20and,about%20anything%20we%20interact%20with.
2. https://www.creativebloq.com/career/art-director-11121180
3. https://www.zacuto.com/blogs/blog/what-is-art-direction

A20VCE302	VIDEO JOCKEY	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives

- To provide a framework to introduce music videos and host music related shows on television
- To provide an exciting career option for the music crazy generation
- To learn theoretically and practically to act as intermediary figures between the audience and the musicians or music videos
- To learn the trend of incorporating many diverse shows to attract the public, especially the youth
- To learn to host multi genres of shows.

Course Outcomes

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

CO1 - Learning the vernacular language communication skill

CO2 - Importance of social factors in related to human communication and understanding the audience psychology.

CO3 - Managing the shooting floor and knowing the 180 degree camera perspective position.

CO4 - Learning the various types of program and their genres.

CO5 - Executing the show effectively in terms of Language, communication, attitude and Body gestures.

Unit I Off-Camera Works **(9 Hrs)**

Involving off- camera work like deciding on the theme and choosing the songs to suit the theme of the show. Scheduling the songs according to the theme and concept of the program which is based according to the genre and situation of the songs. Planning for Reality shows like Road show, Celebrity interviews, Movie promotional Interviews, Talk show and for special day Television programs.

Unit II Script Preparation for Television Shows (9 Hrs)

Writing Dialogue Scripts for Television shows in terms of their differences like Reality show,

Game shows and promotional shows and how to participate in promotional videos like road shows, attending theme parties and with experience, even writing script for the show at times.

Unit III Preparations for Audition (9 Hrs)

Knowing the atmosphere and understanding the various interior set up of shooting floor where the audition is conducted. Approach methods and behavior patterns towards the producer and the technical team. The right way of positioning yourself in the shooting floor according to the show. Right kind of Costume knowledge and sense of dressing etiquette. Self grooming and Make over methods for showing yourself presentable as a video jockey.

Unit IV On Performance (9 Hrs)

Modes of speech, Styles of talking in accordance with the show script, Dialogue delivery styles adjoining with body gestures. Presence of mind during the interaction with the celebrity and audiences which defines the proper viewing value for the show.

Unit V Updating in Music Genres (9 Hrs)

Teaching how VJs must constantly keep up-to-date on the latest trends in music, all the latest videos and information about music stars and other celebrities. In that sense, they take upon a more journalistic role. They also should have a well-rounded knowledge of all types of music and also should be informed about a bit of everything from films to politics to travel whatever the theme the show demands. Some of them specialize in a particular area or genre of music. They must be able to answer any queries about music and must fulfill their roles as experts. VJ's interaction with the viewers through telephone, e-mail or fax.

TEXT BOOKS

1. "The Complete Book of Anchoring and Mooring", Earl R. Hinz, Cornell Maritime Pr/Tidewater Publication; 2 Revised edition (June 2001).

2. "TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology",

Kimberley Meltzer, Peter Lang Publishing Inc.; First printing edition (March 1, 2010)

REFERENCE BOOKS

1. Nina Blackwood and Alan Hunter, "VJ: The Unplugged Adventures of MTV's First Wave",

Atria Books; First Edition edition (May 7, 2013)

2. Sanjay gaur, "Radio jockey and t.v.anchoring", Gaurav Publishers, 2009

A20VCE303	Mass Media in India	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives

- To provide a historical overview of press in India.
- To present brief history of electronic media in India.
- To describe the present status of media in India.
- To learn the trends of new media
- To learn the evolution of mass media in India

Course Outcomes

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

CO1 - Have over all historical understanding of media in India.

CO2 - Explain the present status of media in India.

CO3 - Understand the recent trends in Indian media.

CO4 – Learn about the pioneers of Indian Cinema.

CO5 – acquire about the various mediums of mass communication

UNIT I PRESS   (9 Hrs)

History of the Press in India -Colonial Period; Early Newspapers, Social Reform Movement,

National Freedom Movement, Post Independence Era, Post Emergency Era. Changing

Readership, Language Press. Recent Developments in Print Media.

UNIT II FILMS-EVOLUTION   (9 Hrs)

Early films- Pioneers of Indian Cinema- Dadasaheb Phelka, Satyajit Ray, Shantaram, Bimal

Roy and other film makers - parallel cinema- commercial cinema-regional cinema.

UNIT III RADIO   (9 Hrs)

Early history of Radio in India. History of AIR: Evolution of AIR Programming. Radio in the

Context of the State's Development Agenda. Patterns of State Control; the Demand for

Autonomy, Formation of Prasar Bharati.FM: Radio Privatization. Community radio, satellite and web radio.

UNIT IV TELEVISION   (9 Hrs)

Development of television as a Medium of Mass Communication – Historical perspective of

television in India – Satellite and Cable Television in India and Development of networks and

regional Channels.

UNIT V ORIGIN, GROWTH AND PRESENT STATUS OF NEW MEDIA IN INDIA (9 Hrs)

Brief history of internet, world wide web, social media, cyber crimes, cyber law, e-governance, Online media , podcast, digital divide.

Text Books

1. Kumar, Kewal J Mass Communication in India, Jaico Books, New Delhi,

2. J.S. Yadava & Pradeep Mathur Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi, 2008

3. Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi, 2005

Reference Books

1. Malik, Madhu Traditional Form of Communication and the Mass Media in India, Paris: Unesco
2. Parmar Shyam Traditional Folk Media in India New Delhi: Geka Books 1975
3. Doctor, Aspi and Farzana Chaze Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004

Web Reference

1. https://knowindia.gov.in/culture-and-heritage/mass-media.php
2. https://rni.ic.in/pii.asp
3. http://www.hindustantimes.com/brunch/brunch-stories/70-s-the-decade-of-innocence/article1-700294.aspx#sthash.kzPxAbUP.dpuf

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DISCIPLINE SPECIFIC ELECTIVE – Semester IV

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A20VCE404	**FILM CRITICISM AND ANALYSIS**	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives

- To gain knowledge of a number of films and directors
- To understand different categories and geographies of films
- To gain sophistication in analyses of film
- To gain a basic knowledge of the history of films
- To achieve basic knowledge and importance on how criticism and analyses has to be done

Course Outcomes

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

CO1 - To understand the development of film criticism and analysis

CO2 - To be conversant with the major approaches to film criticism and theory

CO3 - To analyse individual films using particular theoretical approaches

CO4 - To understand film as an aesthetic art form

CO5 - To write critically about film in an academic tone

UNIT I FILM FORM AND MEANING (9 Hrs)

Film Form and Meaning: Mise-en-scene and Cinematography, Sound and Editing, Film Genres

UNIT II NARRATIVE AND NARRATION (9 Hrs)

Narrative and Narration, Evaluation and Interpretation, Semiotics

UNIT III PSYCHOANALYSIS AND PSYCHOLOGY (9 Hrs)

Psychoanalysis and Psychology, Film Aesthetics

UNIT IV FILM AESTHETICS (9 Hrs)

Film Aesthetics, Feminism and Film, Cinema and Politics

UNIT V COGNITIVIST FILM THEORY (9 Hrs)

Cognitivist film theory, Film-Philosophy

Text books

1. Bordwell, David (1989) Making Meaning: Inference and Rhetoric in the Interpretation of Cinema. Harvard: Harvard University Press.
2. Branigan, Edward (1992) Narrative Comprehension and Film. London: Routledge.
3. Braudy, Leo and Marshall Cohen (eds.) (2004) Film Theory and Criticism: Introductory Readings. 6th edt. Oxford University Press: Oxford.

Reference Books

1. Elsaesser, Thomas and Warren Buckland (2002) Studying Contemporary American Film: A Guide to   Movie Analysis. Hodder Arnold: London.
2. Etherington-Wright Christine and Ruth Doughty (2011) Understanding Film Theory. Houndmills: Palgrave McMillan.
3. Gibbs, John (2002) Mise-en-Scčne: Film Style and Interpretation. London and New York: Wallflower.

Web Reference

1. https://www.filmcomment.com/article/the-top-film-criticism-sites-an-annotated-blog-roll/
2. http://widescreenjournal.org/index.php/journal/article/view/35/49
3. https://libguides.dickinson.edu/criticism/film

A20VCE405	**JINGLE PRODUCTION**	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives

- To develop the creative art of creating jingles
- To learn the craft of taking multiple audio tracks and combining them together onto a final master track.
- To acquire to utilize a variety of tools to create an impact to the audio
- To study to present the song the way it sounds in the client's imagination.
- To learn the latest techniques used in the industry.

Course Outcome

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

CO1: Completely understand the elements of sound design like Level (Height), EQ (Height)

Panning (Width),Time-Based Effects (Depth).

CO2: Gain proficiency on panning and time based effects on sound design with examples on

how to mix vocal melody to another instrument solo.

CO3: Learn the process of Equalizing and enhancement of the tone quality. Also insights on

how equalizers work and how to control amplitude, center frequency and bandwidth will be gained.

CO4: Get significant knowledge on frequencies and adjusting Frequencies of low range,

Mid-range and higher range.

CO5: Thorough understanding on Composing of files and Mixing of files with various methods involved in processing for mixing. Knowledge on the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points.

UNIT I THE ELEMENTS OF SOUND AND MUSIC   (9 Hrs)

There are four essential elements that we use to control that image. Level (Height) ,EQ (Height),Panning (Width),Time-Based Effects (Depth) , It is really just a more detailed level control that lets us boost and cut levels at specific frequencies. Think of a mix as a sonic three-dimensional image.

UNIT II PANNING & TIME-BASED EFFECTS   (9 Hrs)

Elements used for panning would be the horizontal (left/right) element. Panning can be very by panning one to the left and the other to the right, you can separate the two instruments and reduce the chance of one instrument masking the other, and making it harder to hear. Time-based effects form the element of depth (front to back). It can change their focus within the mix at any point. A good example of this is going from a vocal melody to another instrument soloing. You've now seamlessly taken the attention of the listener from the vocal to the solo.

UNIT III EQUALIZATION, PRINCIPLES OF EQ   (9 Hrs)

The process to adjust the level of particular frequency to enhance the tone quality, and different types of equalizers, parameters of equalizer, how to enhance individual tracks, perhaps by boosting certain frequencies that make a snare sound punchy multiple Bands , a low band, a high band To understand the basics of how equalizers work we will first discuss the parameters in detail. Parametric, allowing independent control of the three most common variables: amplitude, center frequency and bandwidth.

UNIT IV THE FREQUENCY SPECTRUM   (9 Hrs)

Understanding and learning frequencies, adjusting Frequencies, 'Hertz', or 'Hz'.

Human hearing is commonly understood to perceive a range from as low as 20Hz to as high as 20 kHz (20,000Hz). We refer to this range as the frequency spectrum.

Low End (125Hz and below), Low-Mids (125Hz–500Hz),Mid-Range (500Hz–2 kHz4. High-Mids (2 kHz–8 kHz): 5. High End (8 kHz and above).

UNIT V COMPOSING FILES, MIXING   (9 Hrs)

Creating knowledge about the final mixing process and the methods involved in processing for mixing delivery -the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points.

Text books

1. Roey Izhaki, "Mixing Audio : Concepts, Practices and Tools". Focal Press; 2nd edition, 2011.

2. Mike Senior, "Mixing Secrets for the Small Studio", Focal Press. 1st edition, 2011.

Web Reference

1. https://producer.musicradiocreative.com/what-is-radio-jingle/#:~:text=A%20radio%20jingle%20is%20a,for%20DJs%20and%20radio%20stations.
2. https://www.mediagistic.com/blog/radio-jingles-when-to-use-them-and-what-makes-them-effective
3. https://medium.com/@TheMandyNetwork/short-sweet-a-guide-to-radio-jingles-25d0262cc10a

A20VCE406	**INDIAN BROADCASTING**	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives

- To understand the development of Broadcast Journalism.
- To understand the importance of Regional Journalism in Broadcast Media
- To learn to write in Broadcast Format conforming to the ethical and practical principles that guide it.
- To introduce briefly the concepts of Convergence, Social Media
- To develop knowledge about Online Journalism.

Course Outcome

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

CO1: Completely understand the elements of sound design like Level (Height), EQ (Height)

Panning (Width),Time-Based Effects (Depth).

CO2: Gain proficiency on panning and time based effects on sound design with examples on

how to mix vocal melody to another instrument solo.

CO3: Learn the process of Equalizing and enhancement of the tone quality. Also insights on

how equalizers work and how to control amplitude, center frequency and bandwidth will be gained.

CO4: Get significant knowledge on frequencies and adjusting Frequencies of low range,

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Mid-range and higher range.

CO5: Thorough understanding on Composing of files and Mixing of files with various methods

UNIT I HISTORY & DEVELOPMENT OF BROADCAST JOURNALISM   (9 Hrs)

Brief History, Evolution & development of Radio journalism- Globally & in India, Brief History of the development of TV journalism- Globally & in India, Emerging Trends.

UNIT II EVOLUTION & DEVELOPMENT OF RADIO   (9 Hrs)

Indian Scenario: All India Radio—

• Organizational structure.

• News Service Division of AIR;

• Objectives of broadcast—Information, Education &Entertainment;

• Commercial Broadcasting Service- Vividh Bharati, External Broadcast Service,

National Service.

• Three tiers of Radio Broadcast—Local, Regional and National & FM service of AIR.

• Prasar Bharati - Code of ethics for Public Service Broadcast.

UNIT III PRIVATE FM CHANNELS   (9 Hrs)

Private FM Channels, Digital broadcast & Satellite radio

• Autonomy of Expansion of Private FM Radio channels.

• Digital Broadcast.

• Satellite Radio – The Evolution & Growth; Satellite Radio with Digital broadcast.

• Internet Radio & Private FM Channels broadcast on Internet.

UNIT IV EVOLUTION & DEVELOPMENT OF TV   (9 Hrs)

Indian scenario - Doordarshan - News; Entertainment, Culture, Sports & Films.

Private & Satellite channels, Growth of Private International, National & Regional TV Networks & fierce, competition for ratings.

UNIT V SATELLITE TELEVISION BROADCAST   (9 Hrs)

Television channels for niche audiences — entertainment, news, sports, science, health & life style. ; HDTV telecast Proliferation of DTH services.

Text Books

1. Broadcasting in India, GC Awasthy, Allied, Bombay, 1965

1. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
2. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985

Reference Books

1. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
2. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
3. Broadcast Management in India: Major Guidelines and Policy Frameworks, Angela Wadia, Kanishka Publishers, New Delhi, 2007

Web reference

1. www.ibfindia.com
2. http://www.legalserviceindia.com/legal/article-3216-broadcasting-regulations-in-india-and-how-they-are-different-from-uk.html
3. https://blog.ipleaders.in/regulation-of-broadcasting-of-media-in-india/

Open Electives - Semester III

A20VCO321	EVENT MANAGEMENT	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

- To know about the growing field of event management
- To understand what event management is all about
- To learn how event managers work
- To introduce briefly the concepts of organizing and planning for events
- To learn about resource management

Course Outcome

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

CO1: Understand the skills of event management

CO2: Understand the profession of Public Relations.

CO3: Gain professional skills to be a PRO.

CO4: Acquire knowledge to Plan and organize the event

CO5: Thorough understanding on programming and service management

UNIT I EVENTS AND EVENTS MANAGEMENT (6 Hrs)

Events and events management- Definition, needs of management, types of events as a

communication tool, and as a marketing tool, Growing importance of events like exhibitions,

seminars conventions worldwide.

UNIT II ORGANIZATION (6 Hrs)

Organization–setting up an event organization structure, the committee system, meeting

management, Programming and service management-programme planning, the elements of style, developing a programme portfolio, the programme life cycle, scheduling.

UNIT III ELEMENTS OF EVENT MANAGEMENT (6 Hrs)

Elements of event management-event infrastructure, organizers, sponsors, logistics.

Conceptualization and planning-the nature of planning, planning the setting ,location and site, the operation plan,business plan, developing strategies.

UNIT IV HUMAN RESOURCE MANAGEMENT (6 Hrs)

Human Resource Management –Need, assessment, policies and procedures, job descriptions, recruitment and motivation, Risk management-the budget and cost revenue management, cash flow management, accounting, the key financial statements, measures of financial performance.

UNIT V MARKET RESEARCH (6 Hrs)

Market Research-consumer behaviour survey, Market area survey, visitors survey etc.

Text books

1. The Business of Event Planning: Behind-the-Scenes Secrets of Success Special Events - Judy Allen
2. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, etc. - Judy Allen
3. Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements - Robbin Phillips

Reference Books

1. Advertising and Sales Promotion- C.N. Sontaki
2. Event Planning and Management: Principles, Planning and Practicell, 3 November 2018
3. Judy Allen, The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Eventsll, 17 September 2002.

Web Reference

1. https://www.eventbrite.co.uk/blog/the-different-types-of-events-ds00/
2. https://www.thebalancesmb.com/corporate-events-common-types-1223785
3. https://www.midlothiancenter.com/the-5-cs-of-event-management-that-everyone-should-know-about/

A20VCO322	**Online Journalism**	**L**	**T**	**P**	**C**	**Hrs**
		2	**0**	**0**	**2**	**30**

Course Objectives

- To know about the field of online Journalism
- To understand the distinct characteristics of online journalism
- To learn the basic writing styles used by online journalists
- To learn the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).
- To learn about the latest trends in online journalism

Course Outcome

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

CO1: To become acquainted with the internet as a social phenomenon

CO2: To learn about the development of online journalism

CO3: To learn about the ethical and legal aspects of online publishing.

CO4: Acquire knowledge about casting and streaming

CO5: Gain indepth knowledge about mobile journalism

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UNIT I NETWORKED SOCIETY (6 Hrs)

Networked society, Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts

UNIT II CAR/CAJ (6 Hrs)

CAR/CAJ(Computer assisted reporting/ journalism), Mobile journalism, Newsroom for online journalism

UNIT III BACKPACK JOURNALISM (6 Hrs)

Backpack journalism, Non-linear storytelling, New Styles for writing -visual language, micro-content, narrative journalism

UNIT IV MARKETING FOR THE WEB (6 Hrs)

Marketing for the web – SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail,

new techniques, Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz Ethical practices involving the Internet and social media

UNIT V MOBILE JOURNALISM (6 Hrs)

Mobile Journalism, Photos for web – forms and format, still, gallery, slideshow, Audio for web –forms and format, Internet Radio, Audio boo, Soundcloud, Podcasts, Broadcast yourself Video for web – forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming

Text Books

1. Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.

2. Web Journalism: Practice and Promise of a New Medium by James Glen.

3. Online Journalism: Principles and Practices of News for the Web by James C. Frost.

Reference Books

1. Digitizing the News: Innovation in Online Newspapers.

2. Online News: Journalism and Internet by Stuart Allen.

3. Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt.

Web Reference

1. https://firstmonday.org/article/view/893/802
2. https://onlinejournalismblog.com
3. https://www.vskills.in/certification/blog/the-rise-of-online-journalism/

Open Electives - Semester IV

A20VCO418   **VIDEO EDITING**   **L   T   P   C   Hrs**

                                                                2   0   0   2   30

Course Objectives

- To increase your understanding of the editing process.
- To understand the basic concepts in Editing with specific reference to Television Production and Film Making.
- To apply the basic concepts of Editing in Production.
- To develop the knowledge & skill of Editing Techniques
- To be equipped with the ability to edit a film with the mixing of sound

Course Outcomes

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

CO1 - Understand the principles of continuity record.

CO2 - Understand the documentary film making style

CO3 - The techniques of joining of shots.

CO4 - The basic techniques of rough cut editing.

CO5 -.The basic techniques of fine cut editing.

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UNIT I INTRODUCTION TO EDITING (6 Hrs)

The role of the Editor. Editing Work Flow. Basic techniques of building a scene. Understanding shot to shot transition. Understanding Pace and Time. Basic editing terminologies.

UNIT II EDITING AS A CRAFT (6 Hrs)

Principles of Editing like Contrast, Parallelism, Symbolism & Simultaneity. Understanding Continuity, Delivering a meaning, bearing audio in mind, Control of Overuse technique or Visual effects.

UNIT III PREPARING THE FIRST CUT (6 Hrs)

Basic Linear and Non Linear Editing Concepts. NLE Edit:The Three-Point Edit, Working in the Timeline, Transitions, Key framing, Applying Filters, and Ingesting.

UNIT IV EDITING FOR MULTICAM SETUP (6 Hrs)

Work Flow of Online Editing. Online Editing Techniques.Basic Visual Mixer tools.Television News Room Editing Setup.

UNIT V PREPARING FOR FINAL CUT (6 Hrs)

Compositing, Color Correction & Color Grading, Dub matching and track lying. (To prepare for re-recording and optical effects.)Working on Audio, Titling, Final Review & Project

Text Books

1. Ken Dancyger, "The Technique of Film and Video Editing: History, Theory and Practice", Focal Press, U.S, 2010

2. Roy Thompson, Christopher J. Bowen, "Grammar of the Edit", Focal Press, 2013

3. KarelReisz,"The History of Film Editing".

Reference Books

1. David Bordwell and Kristin Thompson, Film Art: An Introduction, Mc-Graw Hill Education, London, 2012

2. Bobbie O'Steen, "The Invisible Cut: How Editors Make Movie Magic", Michael Weise Productions, U.S, 2009

3. Gael Chandler, "Cut By Cut: Editing Your Film or Video", Michael Weise Productions, U.S, 2012

A20VCO419	WRITING FOR MEDIA	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

- To acquaint students with advanced journalism and writing for media practices.
- To make the students understand about the news values
- To develop their knowledge about the representation of news-views and ethical issues associated with it.
- To offer proper understanding about the writing skills
- To learn the new techniques involved in different mass media.

Course Outcomes

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

CO1 - equip with knowledge of Reporting/Writing/News room functioning/Understanding media.

CO2 - learn the importance of writing skills

CO3 - have a thorough knowledge of the various styles for different mass media

CO4 - develop the media writing style and principles

CO5 - understand the basic tools and techniques for media writing

UNIT I   WRITING FOR PRINT MEDIA   (6Hrs)

Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography.

UNIT II   WRITING FOR NEW MEDIA   (6Hrs)

Writing for New media - Copy reading symbols - content creation-Development - Technical writing - Editing - Principles and methods.

UNIT III   WRITING FOR RADIO   (6Hrs)

Writing for Radio - News features - Docudramas - Interview - Commercials - Radio language - Editing for Radio.

UNIT IV TELEVISION WRITING   (6Hrs)

Television writing - characteristics - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials - Language Editing.

UNIT V   FILM LANGUAGE   (6Hrs)

Film language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language. Script Writing – Storyboard

Text books

1. Writing for Broadcast journalist, Thompson, rick. London: Routledge,2005.

2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company,1992.

3. Writing for Television, Kelsey, Gerald. Unisrar,2004..

Reference Books

1. Fox,Walter, "Writing the News: Print Journalism in the electronic age", New York : Hasting House Publishers,1977.

2. Leslie Sellers, "Doing if in style".

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BOS 2nd Minutes of Meeting

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3. https://medium.com/journalism-tips/writing-for-the-web-36ca36e3b50b