


**Department of Media Studies**
**B.Sc. Visual Communication**
**Minutes of 6<sup>th</sup> Meeting of Board of Studies**

The sixth meeting of the Board of Studies in the Department of Media Studies for the UG Programme B.Sc. Visual Communication was held on 05.06.2023 at 10:30 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
<b>Chairman</b>		
1	<b>Mrs. R. Rajeswari</b> Assistant Professor and Head Department of Media Studies School of Arts and Science Sri Manakulavinayagar Engineering college Puducherry – 605107	Chairman
<b>Expert Nominated by the Vice-Chancellor</b>		
2	<b>Dr. S.TAMILARASI</b> HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee
<b>Subject Experts</b>		
3	<b>Mr. VELAYUTHAM. K</b> HOD Department of Visual Communication Mohamed Sathak College of Arts and Science Chennai – 600100	Subject Expert
4	<b>Mr. P. NAGARAJAN</b> HOD Prof. Dhanapalan College of Arts and Science Chennai – 603103	Subject Expert
<b>Internal Members</b>		

5	<b>Mr. T. Santhosh Kumar</b> Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
6	<b>Ms. R. Sukanya</b> Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
<b>Co – Opted Members</b>		
7	<b>Dr. M.A. Ishrath Jahan</b> Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member
<b>Industry Expert</b>		
8	<b>Mr. SURIYA</b> Camera Man News 7 Tamil Chennai - 600 034	Industry Expert

### Agenda of the meeting

#### Item No.: BoS/UG/B.Sc. Visual Communication 6.1

Welcome Address, presenting the value based recent credentials and achievements to the members.

#### Item No.: BoS/UG/B.Sc. Visual Communication 6.2

Confirmation of minutes of the Fifth Meeting of the Board of Studies.

#### Item No.: BoS/UG/B.Sc. Visual Communication 6.3

To discuss and approve B.Sc. Visual Communication revised curriculum (1-6 Semester) and syllabi (1 Semester) as per autonomous Regulation - 2023.

#### Item No.: BoS/UG/B.Sc. Visual Communication 6.4

To discuss about the Innovative Teaching / Practices Methodology adopted to handle the emerging. / Advanced Technological concept courses like Constructive and Collaborative Teaching Methodology

#### Item No.: BoS/UG/B.Sc. Visual Communication 6.5

- To review procedures and parameters for Internship at III & V Semesters and Project for VI Semester.
- Admission eligibility criteria/ norms to enroll as student in the specific programme as prescribed by UGC

## BOS 6<sup>th</sup> Minutes of Meeting




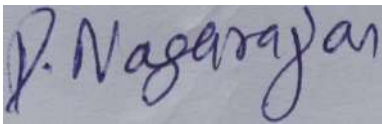

- Conduct of Internal assessment test, model practical exams, award of internal assessment / Re- Earn / Improvement / Evaluation procedures
- Value added courses (credit / noncredit)
- Training activities conducted for placement and outcome
- Skill development and mandatory courses - Teaching and evaluation procedures
- NPTEL / MOOC online certification courses and its outcome (to be approved by board of studies.
- Remarkable achievements of students
- Institutional Recognitions
- Professional Bodies activities and its outcome

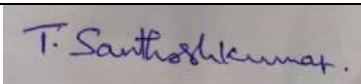
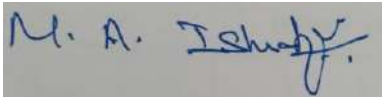
**Minutes of the Meeting**

Item 6.1	Mrs. R. Rajeswari, Chairman, BoS opened the meeting by welcoming and introducing the external members, to the internal members. The attainments and awards of the Institution have been briefed for the benefit of the members of the Board. The meeting thereafter deliberated on agenda items that had been approved by the Chairman.					
Item 6.2	Chairman, BoS, appraised the minutes of 5 <sup>th</sup> BoS, its implementation and was approved by the BoS members.					
Item 6.3	The BoS Members approved the Curriculum Structure and Syllabus of the B.Sc. Visual Communication programme and recommended the same to academic council.					
	<b>Sl.No.</b>	<b>Regulation</b>	<b>Semester</b>	<b>Course Title with Course Code</b>	<b>Unit No.</b>	<b>Particulars</b>
	1	2023	I	Fundamentals of Computer , Multimedia and Internet / A23VCT102D	I,II, III	Unit I is modified with CPU and VDU Content, Unit II is changed to Introduction to multimedia content Unit III is changed to Application of multimedia content to provide knowledge on current usage of Multimedia.
	2	2023	I	Design Principles / A23VCD101D	II, IV, V	In unit II, Anatomy of typography is added. Unit 4 is modified with human response to colour content. Unit V is changed to Design for the digital platforms content. The course syllabus is modified to provide latest syllabus which will fetch better

						industrial knowledge to the students.
	(Curriculum Given in Annexure- I, Modified Syllabus given in Annexure - II)					
Item 6.4	Discussed about the Innovative Teaching Practice Methodology adopted to handle the emerging and Advanced Technological concept courses.					
Item 6.5	Discussed and received suggestions about the parameters for internship at III & V Semesters and Project for VI Semester. Discussed and received suggestions for Training activities conducted for placement and Remarkable achievements of students.					

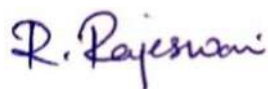
The meeting was concluded at 11.30 A.M with the vote of thanks by Mrs. R. Rajeswari ,  
Assistant Professor, Department of Visual Communication.

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms	Signature
<b>Head of the Department (Chairman)</b>			
1	<b>Mrs. R. RAJESWARI</b> Assistant Professor Department of Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman	
<b>Expert Nominated by the Vice-Chancellor</b>			
2	<b>Dr. TAMILARASI</b> HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee	
<b>Subject Experts</b>			
3	<b>Mr. VELAYUTHAM. K</b> HOD Department of Visual Communication Mohamed Sathak College of Arts and Science Chennai – 600100	Subject Expert	
4	<b>Mr. NAGARAJAN</b> HOD Prof. Dhanapalan College of Arts and Science Chennai – 603103	Subject Expert	
<b>Internal Members</b>			
5	<b>Ms. R. Sukanya</b> Assistant Professor Department of Media Studies Sri Manakula vinayagar Engineering college	Member	

	Puducherry – 605107		
6	<b>Mr. T. Santhosh Kumar</b> Assistant Professor Department of Media Studies Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
<b>Co – Opted Members</b>			
7	<b>Dr. M.A. Ishrath Jahan</b> Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member	
<b>Industry Expert</b>			
8	<b>Mr. SURIYADEEPAN</b> Camera Man News 7 Tamil Chennai - 600 034	Industry Expert	
<b>Note :</b> Mr. Suriyadeepan From News 7 Tamil was not reachable through any mode since Bos till date.			



Assistant Professor/ B.Sc.Visual Communication  
Chairman –BoS (B.Sc.Visual Communication)



**Head of the Department**  
(R.Rajeswari)



**Dean SAS**  
(S. Muthulakshmi)

B.Sc. Visual Communication

# **ANNEXURE I**



<b>SEMESTER – I</b>										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A23TAT101C	Tamil – I	MIL	3	0	0	3	25	75	100
	A23FRT101C	French-I								
2	A23GET101C	General English – I	ENG	3	0	0	3	25	75	100
3	A23VCT101D	Introduction to Visual Communication	DSC	4	0	0	4	25	75	100
4	A23VCT102D	Fundamentals of Computer , Multimedia and Internet	DSC	3	1	0	4	25	75	100
5	A23VCD101D	Design Principles	IDC	3	0	0	3	25	75	100
<b>Practical</b>										
6	A23VCL101D	Drawing	DSC	0	0	4	2	50	50	100
7	A23VCL102D	Graphic Design	DSC	0	0	4	2	50	50	100
<b>Skill Enhancement Course</b>										
8	A23ENSA02C	Soft Skills Lab	SEC	0	0	4	2	100	0	100
<b>Ability Enhancement Course</b>										
9	A23AETA01C	Public Administration	AEC	2	0	0	2	100	0	100
<b>Employability Enhancement Course</b>										
10	A23VCC101D	Adobe Photoshop	EEC	0	0	2	-	100	0	100
<b>I Semester Total Credits/Marks</b>							<b>25</b>	<b>525</b>	<b>475</b>	<b>1000</b>

SEMESTER – II										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A23TAT202C	Tamil – II	MIL	3	0	0	3	25	75	100
	A23FRT202C	French – II								
2	A23GET202C	General English – II	ENG	3	0	0	3	25	75	100
3	A23VCT203D	Photography	DSC	3	1	0	4	25	75	100
4	A23VCT204D	Visual Aesthetics	DSC	3	1	0	4	25	75	100
5	A23VCD202D	Communication and Media	IDC	3	0	0	3	25	75	100
<b>Practical</b>										
6	A23VCL203D	Drawing for Animation	DSC	0	0	4	2	50	50	100
7	A23VCL204D	Photography practical	DSC	0	0	4	2	50	50	100
<b>Skill Enhancement Course</b>										
8	A23ENSA01C	Communication Skills Lab	SEC	0	0	4	2	100	0	100
<b>Ability Enhancement Course</b>										
9	A23AETA02C	Environmental Studies	AEC	2	0	0	2	100	0	100
<b>Employability Enhancement Course</b>										
10	A23VCC202D	Adobe Illustrator	EEC	0	0	2	-	100	0	100
<b>Extension Activity</b>										
11	A23EAS201C	National Service Scheme	EA	0	0	2	1	100	0	100
<b>II Semester Total Credits/Marks</b>							<b>26</b>	625	475	<b>1100</b>

SEMESTER – III										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A23VCT305D	Television Production	DSC	3	1	0	4	25	75	100
2	A23VCT306D	Film studies	DSC	3	1	0	4	25	75	100
3	A23VCD303D	Online Journalism	IDC	3	0	0	3	25	75	100
4	A23XOX030XC	Open Elective – I**	OE	2	0	0	2	25	75	100
5	A23VCE302C	Video Jockey	DSE	3	0	0	3	25	75	100
<b>Practical</b>										
6	A23VCL305D	Computer Graphic Design	DSC	0	0	4	2	50	50	100
7	A23VCL306D	Advertising Photography Practical	DSC	0	0	4	2	50	50	100
<b>Skill Enhancement Course</b>										
8	A23MASA01C	Quantitative aptitude and Logical Reasoning	SEC	0	0	4	2	100	0	100
<b>Ability Enhancement Course</b>										
9	A23AETA03C	Indian Constitution	AEC	2	0	0	2	100	0	100
<b>Employability Enhancement Course</b>										
10	A23VCC303D	Autodesk 3ds Max	EEC	0	0	2	-	100	0	100
<b>III Semester Total Credits/Marks</b>							<b>24</b>	<b>525</b>	<b>475</b>	<b>1000</b>

SEMESTER – IV										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A23VCT407D	Writing for Media	DSC	3	1	0	4	25	75	100
2	A23VCT408D	Media Law and Ethics	DSC	3	1	0	4	25	75	100
3	A23VCD404D	Advertising	IDC	3	0	0	3	25	75	100
4	A23XOX40XC	Open Elective – II**	OE	2	0	0	2	25	75	100
5	A23VCE404C	Film Criticism and Analysis	DSE	3	0	0	3	25	75	100
<b>Practical</b>										
6	A23VCL407D	Documentary Production	DSC	0	0	4	2	50	50	100
7	A23VCL408D	Web Designing	DSC	0	0	4	2	50	50	100
<b>Internship</b>										
8	A23VCN401D	Media Internship	DSC	0	0	6	2	40	60	100
<b>Skill Enhancement Course</b>										
9	A23VCS401D	Radio Production	SEC	0	0	4	2	100	0	100
<b>Ability Enhancement Course</b>										
10	A23AETA04C	Value Education	AEC	2	0	0	2	100	0	100
<b>Employability Enhancement Course</b>										
11	A23VCC404D	Adobe After Effects	EEC	0	0	2	-	100	0	100
<b>IV Semester Total Credits/Marks</b>							<b>26</b>	<b>490</b>	<b>610</b>	<b>1100</b>

SEMESTER – V										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A23VCT509D	Media Culture and Society	DSC	3	1	0	4	25	75	100
2	A23VCT510D	Development Communication	DSC	3	1	0	4	25	75	100
3	A23JME509C	Folk Media	DSE	3	0	0	3	25	75	100
<b>Practical</b>										
4	A23VCL509D	3D Animation	DSC	0	0	4	2	50	50	100
5	A23VCL510D	Mini Project	DSC	0	0	4	2	50	50	100
<b>Skill Enhancement Course</b>										
6	A23VCS502C	Visual Media Research Methods.	SEC	0	0	4	2	100	0	100
<b>Online category Course</b>										
7	A23VCM501D	MOOC – Certification Course	OCC	0	0	2	0	100	0	100
<b>V Semester Total Credits/Marks</b>							<b>17</b>	400	400	<b>800</b>

SEMESTER – VI										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A23VCT611D	Media management and entrepreneurship	DSC	3	1	0	4	25	75	100
2	A23VCT612D	E- Learning and Designing	DSC	3	1	0	4	25	75	100
3	A23VCE612C	Advertising and Public Relations	DSE	3	0	0	3	25	75	100
<b>Practical</b>										
4	A23VCL611D	Short film	DSC	0	0	4	2	50	50	100
<b>Project</b>										
5	A23VCP601D	Phase I - Media Internship Phase II – Portfolio Making	DSC	0	0	10	5	40	60	100
<b>Skill Enhancement Course</b>										
6	A23VCS603D	Digital Marketing	SEC	0	0	4	2	100	0	100
<b>VI Semester Total Credits/Marks</b>							<b>20</b>	<b>265</b>	<b>335</b>	<b>600</b>

## Annexure - I

## DISCIPLINE SPECIFIC ELECTIVE COURSES

Discipline Specific Elective – I (Offered in Semester III)		
SI No	Course Code	Course Title
1	A23VCE301C	Art Direction
2	A23VCE302C	Video Jockey
3	A23JME303C	Mass Media in India
Discipline Specific Elective – II (Offered in Semester IV)		
1	A23VCE404C	Film Criticism and Analysis
2	A23VCE405C	Jingle Production
3	A23JME406C	Indian Broadcasting
Discipline Specific Elective – III (Offered in Semester V)		
1	A23VCE507C	Media Presentation Skills
2	A23VCE508C	Media Aesthetics
3	A23JME509C	Folk Media
Discipline Specific Elective – IV (Offered in Semester VI)		
1	A23VCE610C	Semiotics and Visual Analysis
2	A23JME611C	Ethnography
3	A23VCE612C	Advertising and Public relations

## Open Elective

### Semester - III

1	<b>A23VCO301C</b>	Event Management	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
2	<b>A23VCO302C</b>	Graphic Design	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
3	<b>A23VCO303C</b>	Role of social media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics

### Semester - IV

1	<b>A23VCO404C</b>	Basics of News Reporting	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
2	<b>A23VCO405C</b>	Scripting for media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
3	<b>A23VCO406C</b>	Video Editing	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics

# **ANNEXURE II**



BOS 6<sup>th</sup> Minutes of Meeting

Department	<b>Media Studies</b>			Programme: <b>B.Sc. Visual Communication</b>							
Semester	<b>First</b>			Course Category Code: DSC		*End Semester Exam Type: TE					
Course Code	A23VCT102D			Periods / Week			Credit	Maximum Marks			
				L	T	P	C	CAM	ESE	TM	
Course Name	<b>FUNDAMENTALS OF COMPUTER, MULTIMEDIA AND INTERNET</b>			<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	
Prerequisite	Basic knowledge of computer										
Course Objectives	To learn about the fundamental and applications of computers.										
	To study about the history and components of multimedia.										
	To study about the applications of multimedia										
	To understand the Desktop publishing										
	To understand the concept of Internet										
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping		
									(Highest Level)		
	<b>CO1</b>	Understand the concept of hardware and software of the computer.							<b>K2</b>		
	<b>CO2</b>	Acquire the knowledge of multimedia and digital media.							<b>K2</b>		
	<b>CO3</b>	Interpret on applications of multimedia.							<b>K3</b>		
	<b>CO4</b>	Design new concepts using DTP software's.							<b>K5</b>		
<b>CO5</b>	Appraise the concepts of Internet, Social Media and search engines.							<b>K4</b>			
<b>UNIT-I</b>	<b>Introduction and components of computer</b>					<b>Periods: 12</b>					
Introduction to Computer- Information and Communication Technology: Meaning, importance and Concept- Central Processing Unit (CPU) -VDU (Visual Display Unit) Keyboard and Mouse - Other input/output Devices - Computer Memory -Storage device.											
<b>UNIT-II</b>	<b>Introduction to multimedia</b>					<b>Periods: 12</b>					
What is multimedia? History of multimedia, Components of multimedia systems, Web and Internet multimedia applications, Transition from conventional media to digital media.											
<b>UNIT-III</b>	<b>Applications of multimedia</b>					<b>Periods: 12</b>					
Applications of Multimedia in Business, Marketing and Advertising, Entertainment, Education, Bank, Hospital. Communication Technology and Multimedia Services, Trends in Multimedia.											
<b>UNIT-IV</b>	<b>DTP software</b>					<b>Periods: 12</b>					
DTP Software- Features and their basic application: (a) Corel draw, (b) PageMaker, and (c) Photoshop											
<b>UNIT-V</b>	<b>Characteristics of internet</b>					<b>Periods: 12</b>					
Characteristics of Internet, Brief Idea about ISP and browsers, Websites & its types, Email: Need & Importance, Web tools: Blogs, Social Media & Search Engine.											
<b>Lecture Periods: 45</b>			<b>Tutorial Periods: 15</b>			<b>Practical Periods: -</b>			<b>Total Periods: 60</b>		

**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.
4. Interactive Multimedia Learning: Shared Reusable Visualization-based Modules - Abdulmotaleb El Saddik, Springer Science & Business Media, New York, 2013
5. Multimedia Encryption and Authentication Techniques and Applications Internet and Communications - Borko Furht, Darko Kirovski, CRC Press, US, 2006

**Web References**

1. [http://saintangelos.com/studentdesk/Download/Introduction\\_to\\_visual\\_communication.pdf](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](https://users.dimi.uniud.it/~antonio.dangelo/MMS/materials/Fundamentals_of_Multimedia.pdf)
4. [https://www.unapcict.org/sites/default/files/2018-12/Academy%20Module\\_Overview%20of%20ICT-SD.pdf](https://www.unapcict.org/sites/default/files/2018-12/Academy%20Module_Overview%20of%20ICT-SD.pdf)
5. <https://guidelines.india.gov.in/activity/search-engine-optimization-seo/>

**COs/POs/PSOs Mapping**

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3
1	1	2	2	2	2	3	3	3
2	1	2	2	2	3	3	3	3
3	1	2	2	2	3	3	3	3
4	2	3	3	3	3	3	3	3
5	3	3	3	2	3	3	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Assessment Pattern as per Bloom’s Taxonomy**

Test / Bloom’s Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	10	20	70	-	-	-	100
CAT2	10	20	70	-	-	-	100
ESE	10	30	60	-	-	-	100

\* ±3% may be varied

**Evaluation Method**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	5	5	5	5	75	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Department	<b>Media Studies</b>		Programme: <b>B.Sc. Visual Communication</b>						
Semester	<b>First</b>		Course Category Code: IDC*End Semester Exam Type: TE						
Course Code	A23VCD101D		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	<b>DESIGN PRINCIPLES</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
Prerequisite	Basic understanding of colours and design.								
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 Outcome	<b>On completion of the course, the students will be able to</b>							BT Mapping	
								(Highest Level)	
	<b>CO1</b>	Understand the colour wheel, primary, secondary, tertiary colours.						<b>K2</b>	
	<b>CO2</b>	Interpret the design principles from line, shape, space, texture, etc.						<b>K3</b>	
	<b>CO3</b>	Analyse the composition organization like horizontals, verticals & diagonals lines, types of frames and dimension.						<b>K4</b>	
	<b>CO4</b>	Examine the shapes, space and light.						<b>K4</b>	
<b>CO5</b>	Assess the design for digital platforms.						<b>K5</b>		
<b>UNIT-I</b>	<b>Colour theory</b>					<b>Periods: 12</b>			
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.								<b>CO1</b>	
<b>UNIT-II</b>	<b>Elements of design</b>					<b>Periods: 12</b>			
Elements of Design – line, shape, form, space, texture, color, value; Principle of Design – Balance, variety, rhythm , emphasis, proportion, contrast, unity, Visual Tension, Anatomy of typography.								<b>CO2</b>	
<b>UNIT-III</b>	<b>Composition</b>					<b>Periods: 12</b>			
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.								<b>CO3</b>	
<b>UNIT-IV</b>	<b>Lights and human response</b>					<b>Periods: 12</b>			
Lights – Nature of Light, characteristics of Light, Lighting as Story Telling - Light and Shadow, High – Key lighting Low Key Lighting. Human Responses to Colour- Psychophysical Response, Socio-Cultural Response, Individual Response, Symbolic Response, colour culture, colour semiotics.								<b>CO4</b>	
<b>UNIT-V</b>	<b>Design for the digital platforms</b>					<b>Periods: 12</b>			
Understanding user experience for the Web, Static vs. dynamic design, Issues of file size and load time, Type of typography for the Web, Making GIF animation, User-friendly designs, Compression techniques: Lossy and Lossless, Color choices.								<b>CO5</b>	
<b>Lecture Periods: 45</b>		<b>Tutorial Periods: -</b>		<b>Practical Periods: -</b>		<b>Total Periods: 45</b>			

**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
4. Grahm, L, The principles of Interactive Design. Thomson Learning, 1999
5. Timothy Samara, Design Elements: A Graphic Style Manual Rockport Publishers, 2007

**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>
4. <https://designsystem.digital.gov/design-principles/>
5. <https://www.oreilly.com/content/gds-design-principles-new/>

**COs/POs/PSOs Mapping**

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3
1	2	3	3	2	3	3	3	3
2	2	3	3	2	3	3	3	3
3	2	3	3	2	3	3	3	3
4	1	2	2	2	3	3	3	3
5	3	3	3	2	3	3	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Assessment Pattern as per Bloom's Taxonomy**

Test / Bloom's Category *	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	10	20	70	-	-	-	100
CAT2	10	20	70	-	-	-	100
ESE	10	30	60	-	-	-	100
* ±3% may be varied							

**Evaluation Method**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	5	5	5	5	75	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus