DHANRAJ BAID JAIN COLLEGE

(Autonomous)

Thoraipakkam, Chennai – 600097

Affiliated to the University of Madras

DEPARTMENT OF VISUAL COMMUNICATION
B.Sc. (VISCOM)

DARKNESS TO LIGHT

SYLLABUS

(Choice Based Credit System)

Total No. of Semesters: **6**

Total No. of Credits: **132**

SCHEME OF EXMINATIONS

SEMESTER I

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
I	**Foundation Course:** Tamil-I or any Language – I	5	3	100	3
II	**Foundation Course:** English – I	5	3	100	3
Core I	Introduction to Visual Communication	6	3	100	3
Core II	Drawing – I	6	3	100	3
Allied Subject -I	Graphic Design – I	6	3	100	3
	History of Tamil Cinema	1	3	100	2
	Soft Skill	1	3	100	2

SEMESTER II

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
I	**Foundation Course:** Tamil-II or any Language – II	5	3	100	3
II	**Foundation Course:** English – II	5	3	100	3
Core III	Communication Skills	6	3	100	3
Core IV	Drawing – II	6	3	100	3
Allied Subject -II	Graphic Design – II	6	3	100	3
	Understanding Radio	1	3	100	2
	Soft Skill	1	3	100	2

SEMESTER III

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
	Foundation Course: Tamil-III or any Language – III	6	3	100	3
	Foundation Course: English – III	6	3	100	3
Core V	Advertising	6	3	100	4
Core VI	Elements of Film	5	3	100	4
Allied - III	Computer Graphics I [Practical]	6	3	100	5
	Personality Enrichment	1	3	100	3

SEMESTER IV

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
	Foundation Course: Tamil-IV or any Language – IV	5	3	100	3
	Foundation Course: English – IV	5	3	100	3
Core VII	Basic Photography	6	3	100	4
Core VIII	Practical Photography[Practical]	5	3	100	4
Allied – IV	Computer Graphics II [Practical]	5	3	100	5
	Environmental Studies	2	3	100	2
	Computing Skill	2	3	100	3

SEMESTER V

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
IX	Media, Culture and Society	6	3	100	4
X	Television Production	6	3	100	4
XI	Web Publishing [Practical]	6	3	100	4
XII	Advertising Photography [Practical]	6	3	100	5
	Project [Phase 1]	6	3	100	5

SEMESTER VI

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
XIII	Media Organization	6	3	100	4
XIV	Production Practice [Practical]	5	3	100	5
XV	3 D Animation [Practical]	6	3	100	4
	Project [Phase 2]	6	3	100	5
	Project [Phase 3]	6	3	100	5
	Value Education	1	3	100	2
	Extension Activities				1

COURSE CODE	COURSE TITLE	L	T	P	C
14471A	INTRODUCTION TO VISUAL COMMUNICATION	-	-	-	**3**

UNIT	SYLLABUS
UNIT 1	Need for and the Importance of Human and Visual Communication. Communication a expression, skill and process, Understanding Communication: SMRC-Model
UNIT 2	Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation
UNIT 3	Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, EIements/Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)
UNIT 4	Principles of Visual and other Sensory Perceptions. Color 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 5	Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

REFERENCES

1. Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
2. Schildgen, T (1998). Pocket Guide to color with digital applications. Thomsom Learning
3. Picture this: Media Representation of Visual Arts and artists. University of Luton Press
4. Palmer, Frederic: Visual Elements of Art and Design,1989, Longman
5. Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects,
6. Graphic Designers, and Artists,1982, Astragal Books. London
7. Palmer. F: Visual Awareness (Batsford, 1972)

COURSE CODE	COURSE TITLE	L	T	P	C
14M472B	COMMUNICATION SKILLS	-	-	-	3

UNIT	SYLLABUS
UNIT 1	Interpersonal communication: Theories and Models - Transactional analysis etc.
UNIT 2	Group communication: Theories and Models - Decision making process, leadership, team work communication patterns in group context
UNIT 3	Public communication: Rhetoric Model, Persuasion Models
UNIT 4	Non-verbal Communication: Theories and Models, Types of non-verbal behavior Kinesics
UNIT 5	Case Studies in communications skills, Ideation and Creative Thinking - Lateral Thinking. Designing Messages for different audiences

REFERENCES

1. Wood, Julia T: Communication Mosaics: An Introduction to the Field of Communication, 2001. Wadsworth
2. Larson, Charles U; Persuasion: Reception and Responsibility. Wadsworth, 2001.

COURSE CODE	COURSE TITLE	L	T	P	C
14M4711	DRAWING – I (PRACTICAL)	-	-		**5**

UNIT	SYLLABUS
	* Geometrical shapes * Patterns, Surface textures etc. * Perspectives * Overlapping objects * Light and shade

COURSE CODE	COURSE TITLE	L	T	P	C
14M4722	DRAWING – II (PRACTICAL)	**-**	**-**		**5**

UNIT	SYLLABUS
-	- Forms - humans, animals, birds - Live models - Landscapes - Monuments - Environmental Exposure

COURSE CODE	COURSE TITLE	L	T	P	C
14C4711	GRAPHIC DESIGN 1 (PRACTICAL)	-	-	-	**5**

UNIT	SYLLABUS
-	* Lines of different thickness * Curves of different thickness * Shapes of different forms * Patterns-of different kinds * Distortion-of different kinds * Lettering(fonts) Alphabets * Fonts Numbers

COURSE CODE	COURSE TITLE	L	T	P	C
14C4722	GRAPHIC DESIGN 2 (PRACTICAL)	-	-	-	**5**

UNIT	SYLLABUS
-	- Logo design - Letterhead - Visiting Cards - Brochures - Print Advertisements - Black & White, Colour

COURSE CODE	COURSE TITLE	L	T	P	C
14M47C	ADVERTISING	-	-	-	3

UNIT	SYLLABUS
UNIT 1	Definition, Nature and Scope of advertising. Roles of Advertising: Societal, Communication, Marketing and Economic. Functions of advertising.
UNIT 2	Based on target audience, geographical area, Media & Purpose.Corporate and Promotional Advertising.Web Advertising.
UNIT 3	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.
UNIT 4	Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.
UNIT 5	Conceptualization and Ideation, Translation of ideas into campaigns, Visualization

Designing & Layout, Copy writing – Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting. Story board.Advertising campaign—from conception to execution. |

REFERENCES

1. Sandage, Fryburger and Rotzoll(1996) Advertising Theory and Practice. AAITBS Publishers
2. Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
3. Advertising Handbook: A Reference Annual on Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications
4. Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill
5. Jewler, E (1998):Creative Strategy in Advertising. Thomson Learning

COURSE CODE	COURSE TITLE	L	T	P	C
14M473D	ELEMENTS OF FILM	-	-	-	**3**

UNIT	SYLLABUS
UNIT 1	Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927).German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound.Italian neo-realism (1942-1951).The French New wave (1959-1964).Japanese cinema.Cinema in the third world.Contemporary trends.
UNIT 2	Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production –Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects,Graphics & Final mixing.Distribution & Exhibition.
UNIT 3	Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene, space and time, narrative functions of mise-en-scene. Cinematographer properties- the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound- the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.
UNIT 4	The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)
UNIT 5	Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

REFERENCES

1. Thoraval, Yves(2000) The Cinema of India(1896-2000)
2. Roberge, Gaston: the Subject of Cinema
3. Roberge, Gaston (1977): Films for an ecology of Mind
4. Halliwell;: The Filmgoers Companion 6th Edition
5. Arora: Encyclopedia of Indian Cinema
6. Baskar, Theodor: Eye of the Serpent

COURSE CODE	COURSE TITLE	L	T	P	C
14M474E	BASIC PHOTOGRAPHY	**3**	**-**	**-**	**3**

UNIT	SYLLABUS
UNIT 1	Human Eye and Camera. Basics of Camera.(aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera.Types of Lenses.Visual Perception. Experiencing equipment— different types of cameras, lenses, filters, bellows, converters etc.,
UNIT 2	Understanding lighting—indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.
UNIT 3	Types of Film -Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and colour photography—negatives, colour materials, processing and printing.
UNIT 4	Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques—motion pictures etc., manipulation of image, framing& trimming.
UNIT 5	Some basic Principles.Aesthetics. Basics of photo-journalism, Photo-features, Photo -essays, Writing captions, Visual story telling. Photography for advertising—Consumer and industrial. Planning a shoot-studio, location, set props and casting.

COURSE CODE	COURSE TITLE	L	T	P	C
14M4743	PRACTICAL PHOTOGRAPHY (PRACTICAL)	3	-	-	3

UNIT	SYLLABUS
-	- Landscape (scenic, people, birds/animals, monuments) - Portraits - Photo feature, photo language - Environnemental exposure – - Silhouette - Freezing movement - Panorama - Montage - Indoor photography - Industrial photography - Special effects

COURSE CODE	COURSE TITLE	L	T	P	C
14M4733	COMPUTER GRAPHICS -1 (PRACTICAL)	-	-	-	5

UNIT	SYLLABUS
-	Design a four-color advertisement for promoting the image of any one of the following organizations a) Advertising agency b) g. Commercial organization c) h. Non-profit organization d) Government agency e) j. Service industry

COURSE CODE	COURSE TITLE	L	T	P	C
14M4744	COMPUTER GRAPHICS -2 (PRACTICAL)	-	-	-	5

COURSE	UNITS
-	- Design a 'logo' for an - Advertising agency - Commercial organization - Non-profit organization - Government agency - Service industry

COURSE CODE	COURSE TITLE	L	T	P	C
14475H	TELEVISION PRODUCTION	3	-	-	3

UNIT	SYLLABUS
UNIT 1	Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc.Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.
UNIT 2	Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set &design ,Research. Locations: In-door, set, On-sights sets, -- Outdoor on-sight sets, blue matte. Etc.,
UNIT 3	Camera techniques & operation, Types of camera, Video formats (VHS, SVHS,U-MATIC, BETA, DIGITAL), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.,), usages of various filters (day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.,) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.,)
UNIT 4	Video recording format - Audio on line or off line . Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omni-directional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.,).
UNIT 5	Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting—sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing – linear, non-linear, types of editing modes (assemble mode, insert mode, on line mode) computer editing - time code roll editing, etc., Television graphics & titling and specials effects, Audio – Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programmes.

REFERENCES

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

COURSE CODE	COURSE TITLE	L	T	P	C
14M475G	MEDIA CULTURE AND SOCIETY	3	-	-	3

UNIT	SYLLABUS
UNIT 1	Why study media? Understanding mass media.Characteristics of mass media.Effects of mass media on individual, society and culture – basic issues.Power of mass media.Media in Indian society.Definition, nature and scope. Function of mass media.
UNIT 2	Media Audience analysis (mass, segmentation, product, social uses).Audience making. Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.
UNIT 3	Media as text. Approaches to media analysis - Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children, etc.)
UNIT 4	Media as consciousness Industry.Social construction of reality by media.Rhetoric of the image, narrative, etc. Media myths (representation, stereotypes, etc.) -- Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy
UNIT 5	Media and Popular culture — commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture

REFERENCES

1. Silverstone, Rogers (1999). Why Study Media? Sage Publications
2. Potter, James W (1998). Media Literacy. Sage Publications
3. Grossberg, Lawrence et al (1998). Media-Making: Mass Media in a Popular Culture. Sage Publications
4. Evans, Lewis and hall, Staurt (2000). Visual Culture: The Reader. Sage Publications
5. Berger, AsaAuthur (1998). Media Analysis Techniques. Sage Publications

COURSE CODE	COURSE TITLE	L	T	P	C
14M476K	MEDIA ORGANIZATION	**3**	**-**	**-**	**3**

UNIT	SYLLABUS
UNIT 1	Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution.Media enterpreneurship, Greiner's Development Model of a company.
UNIT 2	Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations—AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization
UNIT 3	Economics of Media—Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Industry today.
UNIT 4	Project Management in Media--Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice—Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting (tols etc.) Project Responsibility, Production Process (status Report, Assessment, Negotiation, Completion, Follow-up.
UNIT 5	Programming Strategies, Audience Rating—Analyzing Programming and Audience Trends Marketing Programs and selling space and time. Different kinds of contracts and legal arrangements, Project Management.

COURSE CODE	COURSE TITLE	L	T	P	C
14M4754	PRACTICAL- WEB PUBLISHING (PRACTICAL)	3	-	-	3

UNIT	SYLLABUS
-	• Web Publishing Tool, FrontPage or Dream Weaver and MM Flash • HTML and XML Programming • Creation of the Home Page of a Web Site with proper links

COURSE CODE	COURSE TITLE	L	T	P	C
14M4755	ADVERTISING PHOTOGRAPHY (PRACTICAL)	3	-	-	3

UNIT	SYLLABUS
-	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.

COURSE CODE	COURSE TITLE	L	T	P	C
14M4766	PRODUCTION PRACTICE (PRACTICAL)	**3**	**-**	**-**	**3**

UNIT	SYLLABUS
	Students should write original scripts for different formats like documentary and TV commercial (five exercises) — these should be submitted as a separate Record Shoot a Short story or Documentary—duration not to exceed 5 Minutes, and Shoot a Commercial— 15 or 20 second spots Each student should do individual projects containing the record and the program. Final practical examination will test students on their ability to prepare a complete script and story board on any of the above-mentioned format.

COURSE CODE	COURSE TITLE	L	T	P	C
14M4767	3D ANIMATION (PRACTICAL)				**3**

UNIT	SYLLABUS
-	Project work (walk-through, animated logo, etc.) should contain record containing advanced animation works done by the student. At least FIVE concepts for animations should be included as a part of the record. Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. No objects/elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop. All exercises should be accompanied by "paper-design" in record form along with the original file containing the exercises.

COURSE CODE	COURSE TITLE	L	T	P	C
14M476J	PROJECT (PHASE 1)	-	-	5	5

COURSE	UNITS
-	ELECTIVE

COURSE CODE	COURSE TITLE	L	T	P	C
14M476l	PROJECT (PHASE II)	-	-	5	5

UNIT	SYLLABUS
-	The students have to work with any media organization

COURSE CODE	COURSE TITLE	L	T	P	C
14M476M	PROJECT (PHASE III)	-	-	5	5

UNIT	SYLLABUS
-	ELECTIVE