

Syllabi

for

Bachelor Degree in Science

Branch : B.Sc.,

Major : Visual Communication

With effect from the
Academic year 2012-13

Under the

Choice Based Credit System

**The New College (Autonomous)
Chennai – 600 014.**

DEPARTMENT OF VISUAL COMMUNICATION

MINUTES OF BOARD OF STUDY MEETING HELD ON 22.03.2012

The following members were present in the meeting:

S.N o.	Name of the Members	Designation / Institution	Signature with Date
1.	MR. N. ABUL FAIZ CHAIRMAN	Head, Dept. of Visual Communication, The New College	
2.	Dr. KAVITHA UNIVERSITY NOMINEE	Dean, School of Media Studies, M.O.P.Vaishnav College, Chennai.	
3.	MRS. VASANTH SUBJECT EXPERT	Head, Dept. of Visual Communication, D.G. Vaishnav College, Chennai.	
4.	MR. RAJU SUBJECT EXPERT	Asst. Professor, Dept. of Visual Communication, Govt.College of Fine Arts, Chennai.	
5.	MR. S. RAM FIELD EXPERT	ADVERTISEMENT PHOTOGRAPHER, MUMBAI	
6.	MR. AMEER FIELD EXPERT	FILM DIRECTOR,	
7.	MR. A. BALAJI ALUMNUS	PROGRAM PRODUCER SUN TV	

8.	MR. P. IBRAHIM MEMBER	ASST. PROFESSOR, DEPT. OF VISUAL COMMUNICATION, THE NEW COLLEGE.	
9.	MR. J. JEBASTIAN MEMBER	ASST. PROFESSOR, DEPT. OF VISUAL COMMUNICATION, THE NEW COLLEGE. .	
10	MR. R. MURUGADASS MEMBER	ASST. PROFESSOR, DEPT. OF VISUAL COMMUNICATION, THE NEW COLLEGE.	
11	MR. E. SENTHIL KUMARAN MEMBER	ASST. PROFESSOR, DEPT. OF VISUAL COMMUNICATION, THE NEW COLLEGE.	
12	MR. RM. RIZWAN MEMBER	ASST. PROFESSOR, DEPT. OF VISUAL COMMUNICATION, THE NEW COLLEGE.	

The following resolutions were adopted in the Meeting:

The meeting began with the welcome address by Prof. N. Abul Faiz, H.O.D. and he introduced the subject and field experts to the members of faculty of the Department.

Today's meeting is convened to bring about changes in the syllabus like merging of subjects, renaming some of the subjects, revamping the syllabus of some subjects.

1. First, the PROPOSAL to merge I SEMESTER subjects COMMUNICATION SKILLS and INTRODUCTION TO VISUAL COMMUNICATION as there are many topics which find repetition in both subjects. After merging both the subjects the new subject will have the best of both syllabi and will be under the name INTRODUCTION TO VISUAL COMMUNICATION.
2. A new subject PHOTOGRAPHY (Theory) is proposed to be included in the II SEMESTER. This will replace the subject COMMUNICATION SKILLS and also will give a strong theoretical knowledge to the students before they take up PHOTOGRAPHY PARACTICALS in SEMESTER III & IV.
3. It is proposed to change the names of the following subjects

Sl.No.	YEAR	SEM	PRESENT NAME	PROPOSED NAME
1.	II	III	PHOTOGRAPHY –I (PRACTICAL)	PHOTOGRAPHY (PRACTICAL)
2.	II	III	COMPUTER GRAPHICS-I (PRACTICAL)	COMPUTER GRAPHICS (PRACTICAL)
3.	II	IV	COMPUTER GRAPHICS-II (PRACTICAL)	ADVANCED COMPUTER GRAPHICS (PRACTICAL)
4.	II	IV	PHOTOGRAPHY –II (PRACTICAL)	ADVANCED PHOTOGRAPHY (PRACTICAL)
5.	II	IV	TELEVISION PRODUCTION - (THEORY)	TELEVISION AND RADIO PRODUCTION – (THEORY)

6	II	IV	INTRODUCTION TO FILM STUDIES - (THEORY)	INTERNATIONAL FILM STUDIES – (THEORY)
7.	III	V	TELEVISION PRODUCTION-I (TVP I) (PRACTICAL)	TELEVISION AND RADIO PRODUCTION (TRP) (PRACTICAL)
8.	III	V	FILM APPRECIATION – I (PRACTICAL)	FILM APPRECIATION (PRACTICAL)
9.	III	V	MULTIMEDIA – I (PRACTICAL)	MULTIMEDIA (PRACTICAL)
10.	III	VI	FILM APPRECIATION – II (PRACTICAL)	ART APPRECIATION (PRACTICAL)
11.	III	VI	TELEVISION PRODUCTION-II (TVP II) (PRACTICAL)	ADVERTISEMENT PRODUCTION (ADVP) (PRACTICAL)
12.	III	VI	MULTIMEDIA – II (PRACTICAL)	VISUAL EFFECTS (VFX) (PRACTICAL)

4. It is proposed to shift the subject SCRIPT WRITING from IV semester to III semester and the subject TELEVISION AND RADIO PRODUCTION is to be shifted from III semester to IV semester.

5. It is also proposed to shift the subject INTERNATIONAL FILM STUDIES from IV semester to III semester and the subject ADVERTISING THEORY is to be shifted from III semester to IV semester.

The members of the board approved the above changes after clear explanation from the faculty of the department and thorough discussions.

CONVENER OF THE BOARD

Following are the revised subjects

THE NEW COLLEGE (AUTONOMOUS), CHENNAI – 600 014

Department of VISUAL COMMUNICATION

Syllabus for the year 2012-2013

I Semester

Part I : Foundation Course Tamil/Arabic/Urdu/Hindi/French

Part II : English

Part III : Core 1: Introduction to Visual Communication (**Theory**)
Core 2: Evolution of Visual Arts (**Theory**)
Allied : Drawing (**Practical**)

Part IV : i) (**Non Major Elective**)/Basic Tamil/ Advanced Tamil
ii) Soft Skills for Career Prospects –I (**Skill Based Elective**)

Part V : Extension Activities: NSS, NCC, SPORTS, YOUTH RED CROSS or any other service organizations in the college.

THE NEW COLLEGE (AUTONOMOUS), CHENNAI – 600 014

Department of VISUAL COMMUNICATION

Syllabus for the year 2012-2013

II Semester

Part I : Foundation Course Tamil/Arabic/Urdu/Hindi/French

Part II : English

Part III : Core 1: Design Principles (**Theory**)
Core 2: Graphic Design (**Practical**)
Allied : Photography(**Theory**)

Part IV : i) (**Non Major Elective**)/Basic Tamil/ Advanced Tamil
ii) Soft Skills for Career Prospects –II (**Skill Based Elective**)

Part V : Extension Activities: NSS, NCC, SPORTS, YOUTH RED CROSS or any other service organizations in the college.

THE NEW COLLEGE (AUTONOMOUS), CHENNAI – 600 014

Department of VISUAL COMMUNICATION

Syllabus for the year 2012-2013

III Semester

The course comprises of

Part I : Foundation Course Tamil/Arabic/Urdu/Hindi/French

Part II : English

Part III : Core 1: Script Writing (**Theory**)
Core 2: Computer Graphics (**Practical**)
Core 3: Photography (**Practical**)
Allied: International Film Studies (**Theory**)

Part IV : i) (**Non Major Elective**)/Basic Tamil/ Advanced Tamil
ii) Value Based Education (**Skill Based Elective**)

Part V : Extension Activities: NSS, NCC, SPORTS, YOUTH RED CROSS or any other service organizations in the college.

THE NEW COLLEGE (AUTONOMOUS), CHENNAI – 600 014

Department of VISUAL COMMUNICATION

Syllabus for the year 2012-2013

IV Semester

Part I : Foundation Course Tamil/Arabic/Urdu/Hindi/French

Part II : English

Part III : Core 1: Television & Radio Production (**Theory**)
Core 2: Advanced Computer Graphics (**Practical**)
Core 3: Advanced Photography (**Practical**)
Allied: Advertising (**Theory**)

Part IV : i) Environmental Studies (**Non Major Elective**)
/Basic Tamil/ Advanced Tamil
ii) Personality Enrichment (**Skill Based Elective**)

Part V : Extension Activities: NSS, NCC, SPORTS, YOUTH RED CROSS or any other service organizations in the college.

THE NEW COLLEGE (AUTONOMOUS), CHENNAI – 600 014

Department of VISUAL COMMUNICATION

Syllabus for the year 2012-2013

V Semester

Part III : Core 1: Media Management & Economics (**Theory**)
Core 2: Film Appreciation (**Practical**)
Core 3: Multi Media (**Practical**)
Core 4: Television & Radio Production (**Practical**)
Core 5: Internship (**Practical**)

Part V : Extension Activities: NSS, NCC, SPORTS, YOUTH RED CROSS or any other service organizations in the college.

THE NEW COLLEGE (AUTONOMOUS), CHENNAI – 600 014

Department of VISUAL COMMUNICATION

Syllabus for the year 2012-2013

VI Semester

Part III : Core 1: Media, Culture & Society (**Theory**)
Core 2: Art Appreciation (**Practical**)
Core 3: Visual Effects (VFX) (**Practical**)
Core 4: Advertisement Production (**Practical**)
Core 5: Research Project (**Practical**)

Part V : Extension Activities: NSS, NCC, SPORTS, YOUTH RED CROSS or any other service organizations in the college.

First Year - Semester I

Paper Number	Subject Code	Title of the Paper	F/C/A/E /BT/AT	Hrs	Cr	Marks Internal	External
1.	LT/LA/LU/LH/LF 101	Language – Paper-I	F	6	3	25	75
2.	LE 101	English – Paper-I	F	6	3	25	75
3.	VM 101	Introduction to Visual Communication	C	5	5	25	75
4.	EV 101	Evolution of Visual Arts	C	5	4	25	75
5.	VM P11	Drawing - Practical I	A	4	4	25	75
6.	CS 101	Introduction Computer and PC Software	E	2	2	25	75
7.	SS	Soft Skills/Basic Tamil/Advanced Tamil					
8.	VE	Value Education (Deeniyat/ Moral Instruction)					

First Year - Semester II

Paper Number	Subject Code	Title of the Paper	F/C/A/E /BT/AT	Hrs	Cr	Marks Internal	External
1.	LT/LA/LU/LH/LF 202	Language – Paper-II	F	6	3	25	75
2.	LE 202	English – Paper-II	F	6	3	25	75
3.	VM 202	Design Principles	C	5	5	25	75
4.	PY 202	Photography	C	5	4	25	75
5.	VMP P22	Graphic Design – Practical II	A	4	4	25	75
6.	ES 202	Environmental Science	E	3	2	25	75
7.	SS 201	Soft Skills	E	2	2	25	75
8.	VE 201	Value Education (Deeniyat/ Moral Instruction)	E	2	2	25	75

Second Year - Semester III

Paper Number	Subject Code	Title of the Paper	F/C/A/E /BT/AT	Hrs	Cr	Marks Internal	External
1.	LT/LA/LU/LH/LF 303	Language – Paper-III	F	6	3	25	75
2.	LE 303	English – Paper-III	F	6	3	25	75
3.	VM 303	Television Production	C	5	5	25	75
4.	AV 301	Advertising	A	5	4	25	75
5.	VMP33	Computer Graphics- Practical I	C	4	4	25	75
6.	VMP34	Photography- Practical I	C	4	4	25	75
7.	CS 101	Introduction Computer and PC Software	E	2	2	25	75
8.	SS	Soft Skills					
9.	VE	Value Education (Non-Major Elective)					

Second Year - Semester IV

Paper Number	Subject Code	Title of the Paper	F/C/A/E /BT/AT	Hrs	Cr	Marks Internal	External
1.	LT/LA/LU/LH/LF 404	Language – Paper-IV	F	6	3	25	75
2.	LE 404	English – Paper-IV	F	6	3	25	75
3.	VM 404	Introduction to Film Studies	C	5	6	25	75
4.	SW 404	Script Writing	A	4	4	25	75
5.	VMP45	Advanced Computer Graphics - Practical II	P	5	4	25	75
6.	VM P46	Advanced Photography- Practical II	P	5	4	25	75
7.	ES 401	Environmental Science	E	2	2	25	75
8.	SS 402	Soft Skills	E	2	2	25	75
9.	VE 402	Value Education	E	2	2	25	75

Third Year - Semester V

Paper Number	Subject Code	Title of the Paper	F/C/A/ E/BT/ AT	Hrs	Cr	Marks Internal	External
1.	BVSM 509	Media Management & Economics	C	6	3	25	75
2.	BVSMP57	Film Appreciation- Practical	P	6	3	25	75
3.	BVSMP58	Multi Media-Practical	P	5	5	25	75
4.	BVSMP59	Television & Radio Production-Practical	P	5	4	25	75
5.	BVSMP59A	Internship	PR	4	4	25	75

Third Year - Semester VI

Paper Number	Subject Code	Title of the Paper	F/C /A/ E/B T/A T	Hrs	Cr	Marks Internal	External
1.	BVSM 610	Media, Culture & Society	C	6	3	25	75
2.	BVSMP60	Art Appreciation- Practical	P	6	3	25	75
3.	BVSMP61	Visual Effects (VFX) - Practical	P	5	5	25	75
4.	BVSMP62	Advertisement Production-Practical	P	5	4	25	75
5.	BVSMPR61A	Research Project	PR	4	4	25	75
6.	EAC 61	Extension Activity(NSS, NCC and Sports)			1		

FIRST YEAR

I SEMESTER

PAPER III - INTRODUCTION TO VISUAL COMMUNICATION

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 4

Objective: To train students to understand technical competency in communicating knowledge in visual formats.

Unit 1:

History of Visual Communication, Introduction to Audio Communication, Introduction to Audio-Visual Communication.

Unit 2:

Basic psychology of the audience: active and passive, Interpersonal communication: Theories and Models-Transactional analysis etc., Group communication: Theories and Models-Decision making process, leadership, teamwork communication patterns group context

Unit 3:

Public communication: Rhetoric Model, Persuasion Models, propaganda, campaign

Unit 4:

Need for and the Importance of Human and Visual Communication. Communication a expression, skill and process, Understanding Communication: SMRC-Model, Non-verbal Communication: Theories and Models, Types of non-verbal behavior Kinesics

Unit 5:

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

References:

- Lester, E (2000) Visual Communications: Images with messages. Thomson Learning
- Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning
- Picture this: Media Representation of Visual Arts and artists. University of Luton Press

- Palmer, Frederic: *Visual Elements of Art and Design*, 1989, Longman Porter, Tom and Goodman, Sue: *Manual of Graphics Technique 2 : For Architects*, Palmer, F : *Visual Awareness* (Batsford , 1972)

PAPER IV – EVOLUTION OF VISUAL ARTS

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 4

Objective: To create awareness about expressive functions of art using art elements, including form, texture, value, depth and gain knowledge about organizing the art elements, including unity and emphasis.

Unit 1:

Architecture-Indian Art: Harrapa and Mohenjadarro, Buddhist Art: Stamba, Stupa, Chaityaghara, Vihara

Unit 2:

Structural Temples: North Indian Temples- Nagara style, Vesara style, South Indian Temples- Pallava Peroid, Chola Peroid, Pandya Peroid, Nayaka Peroid.

Unit 3:

Architecture- Western Art: Gothic Art, Roman Art, Greek Art, Egypt Art.

Unit 4:

Paintings- Renaissance Art: Leonardo Da Vinci, Michelangelo, Raphel, and Titan.

Unit 5:

Islamic Architecture: Delhi or Imperial style, Mughal Architecture.

Reference:

- Francis Ching, , Vikram Prakash, *A Global History of Architecture*, Wiley, 2006.
- Rajan, K.V. Soundara (1998). *Rock-Cut Temple Styles*. Somaiya Publications: Mumbai
- Gascoigne, Bamber (1971). *The Great Moguls*, Harper & Row

PRACTICAL I – DRAWING

Duration of Examination: 3 hrs

Maximum Marks: 100 (Practical 75: Record 25)

Credits: 4

Objective: To train students to develop their drawing skills and practice them the basic components of drawing

- Geometrical Shapes. (B/W)
- Perspectives (B/W)
- Light and Shade (B/W)
- Forms-Humans, Animals, Birds. (Colour)
- Landscape. (Colour)
- Monuments (Colour)

Each topic must carry at least 3 exercises.

FIRST YEAR

II SEMESTER

PAPER VII – DESIGN PRINCIPLES

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 4

Objective: To create awareness about expressive functions of art using art elements, including form, texture, value, depth and gain knowledge about organizing the art elements, including unity and emphasis.

Unit 1

Alignment: Proximity - Balance - Golden Rectangle - Consistency / Repetition - White Space.

Unit 2

Visualization: Visual Perception and Organization - Visual Ideation - Visual Problem Solving (Techniques, Process).

Unit 3

Aesthetics: Composition - Colour Theory.

Unit 4

Design Execution: Creative Brief - Undertaking Research - Visualizing - Initial Ideas - Laying Out The Design - Final Preparation of Art Work.

Unit 5

Digital Pre- Press: Art Work - Colour Separation - Plate making - Different Printing Techniques - Special Shapes and Effects.

References:

- ❑ Meggs, Philip B., 'A history of graphic design'. New York: Van Nostrand Reinhold, 1983
- ❑ Allen Hurlburt, *The Grid: A Modular System for the Design and Production of Newspapers, Magazines, and Books*
- ❑ Jann Lawrence Pollard and Jerry James Little, *Creative Computer Tools for Artists: Using Software to Develop Drawings and Paintings*, Nov 2001

PAPER VIII – PHOTOGRAPHY

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 4

Objective: To provide students with the knowledge of Photography and make best use of it in Visual Communication

Unit 1:

History of Photography, Human Eye and Camera, Characteristics of Light.

Unit 2:

Camera and Lens: Camera – Types of Camera, Structure and Features. Lens – Types of lenses, Focal Length, Aperture and Angle of View.

Unit 3:

Chemistry of Photography: Light Sensitivity – Film and Paper, Developer, Fixer and Other Chemicals, Basic Requirements of Photography, Control Factors.

Unit 4:

Photographic Techniques: Exposure, Depth of Field, Action, etc., Aesthetics in Photography, Types of Photography: Photo Journalism, Event Photography, etc.,

Unit 5:

Career in Photography: Newspaper, Advertisement Industry, Fashion photography Tourism Photography, Science photography, Wild life photography etc.,

Reference:

- ❑ John Garrett, Guide to Photography, D.K. Publications (2004).
- ❑ Micheal Longford, Basic Photography course. Fireside Book New York (1979).
- ❑ Steve Luck, Foundation Course: Digital Photography, Octopus Publishing Group (2006).

PRACTICAL II – GRAPHIC DESIGN

Duration of Examination: 3 hrs

Maximum Marks: 100 (Practical 75: Record 25)

Credits: 4

Objective: To develop the (manual) technical skills of the student by using the design elements like colour, shape, line and texture.

Elements of Design: Line, Mass, Shape, Texture, Value, Contrast and Colour.

- Lines of different thickness
 - Curves of different thickness
 - Shapes of different kinds
 - Patterns of different kinds
 - Distortion of different kinds
- (At least three works in each topic.)

Typography: Lettering Alphabets, Fonts.

- Logo design
- Letterhead
- Visiting card
- Envelope (At least three works in each topic)

Page Layout:

- Brochure of A4 size with three fold
- Newsletter of A4 size with four pages.

SECOND YEAR

III SEMESTER

PAPER XI – TELEVISION AND RADIO PRODUCTION

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 4

Objective: To provide students with tools to creatively respond to Documentary, short film making in planning and production.

Unit 1:

Visualization, script writing basics, different script formats, script writing for different media, developing concept, screenplay, storyboard.

Unit 2:

Camera operation, types of camera, video formats, camera movements, camera techniques, lighting procedure, lighting equipment and techniques.

Unit 3:

Editing procedure, video editing, non-linear and linear editing, types of editing modes, graphics and titling, special effects.

Unit 4:

Sound aesthetics, principles of design, sound equipment, and types of mic, dubbing, and music and mixing, AM-FM, Satellite Radio – dubbing, Re- Recording, Radio – News Production.

Unit 5:

Production process, planning and management, concept, budgeting, casting, direction, post-production, marketing, distribution and exhibition.

References:

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

PAPER XII – ADVERTISING

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 4

Objective: To enhance definitions of advertising, what advertising media are and how they reach directed target markets, Be familiar with the global concept of advertising used in multinational companies, and to understand the interdependence of agency, client, consumer, product (or service), and media.

Unit I

Definition, origin and growth, Nature and Scope of advertising.

Unit II

Based on target audience, geographic area, Media & Purpose.

Unit III

Corporate identity, Logo, logo type, effective copy writing – Advertiser, Advertising agency & Media – Consumer behavior, Account Planning, Latest trends in advertising (India & Abroad) – Ad agency & its types.

Unit IV

Client Brief, Creative Strategy and Brief, Communication Plan, Types of headlines, body copy base lines, slogans, logos & trademarks, Typography, writing styles, scripting, storyboard, Case studies.

Unit V

Conceptualization and Ideation: Translation of ideas to campaigns, Visualization Designing & Layout, Copy writing, Brand Management – Positioning, brand personality, brand image, brand equity, Advertising campaign – from conception to execution.

References:

- ❑ Sandage, fryburger and Rotzoll (1996):Advertising Theory and Practice. AAITBS Publishers.
- ❑ Stansfied, Richard: Advertising Managers Handbook. UBBSPD publications. Third Edition.
- ❑ Advertising Handbook: A Reference Annuaik on Press TV, Radio and Outdoor Advertising. Different Years ATLANTIS Publications
- ❑ Mohan: Advertising Management: Concepts and Cases. Tata Mcgraw-Hill
- ❑ Jewler,E(1998): Creative Strategy in Advertising. Thomson Learning
- ❑ Sontakki,C.N: Advertising. Kalyani Publishers

PRACTICAL III – COMPUTER GRAPHICS -PRACTICAL-I

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2

Software: Photoshop, Corel draw, Illustrator & PageMaker or In-Design.

- Logo design
- Broucher
- Visiting card
- Magazine cover
- CD cover
- Black/white to color (photo)
- Spokes character
- Movie poster
- Web designing
- Calendar
- Greeting card
- Special effect

PRACTICAL IV – PHOTOGRAPHY -PRACTICAL-I

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2

- Landscape,
- Portrait,
- Silhouette,
- Indoor photography,
- Photo feature,
- Special effects.
- Event Photography.
- Photo Journalism

Students have to submit a minimum of 30 B/W photographs and 70 color photographs. The record should not exceed 100 photographs in total.

IV SEMESTER
PAPER XV - INTERNATIONAL FILM STUDIES

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 4

OBJECTIVE:

Unit I:

History of early cinema, classical Hollywood cinema, invention of sound, modern classic Hollywood, contemporary trends in Hollywood cinema.

component II:

Different schools of world cinema, German expressionism, French impressionism and surrealism, new wave, soviet montage, Japanese cinema, cinema in the third world countries.

Unit III:

Arrival of Indian cinema, Development of studios, impact of sound, origin and development of regional cinema, popular cinema, growth of film institutions, mega star and mega movies, History of Tamil cinema, Musical era, growth of studios, cinema and politics, modern Tamil cinema, contemporary trends in Tamil cinema.

Unit IV:

Concept of film form, narrative form, non-narrative form, film Genres, Animation Films, Special effects in cinema.

Unit V:

Film Trade: Hollywood and Indian Film Business, Censorship of Films, Cinematograph Act, National and International Film Awards and National and International Film Festivals.

References:

Thoraval, Yres(2000):The Cinema of India

Basker, Theodor: Eye of the Serpent.

Arora: Encyclopedia of Indian Cinema.

PAPER XVI – SCRIPT WRITING

Duration of Examination: 3hrs

Maximum Marks: 100

Credits: 4

Objective:

The aim of this course is to give broad knowledge in covering the most essential elements of the craft of script writing as well as providing invaluable practical information on the film and Television industries. Students will have an advanced exploration of the basic theory and formal aspects of story structure, character development, the use of conflict, scene writing and dialogue. Also they will know each step of the screenwriting process through reading of scripts, viewings of films and apply those steps to the development of their own script to be completed by the end of the semester.

Unit 1:

Introduction of idea generation and visualization- Framing and composition, Principles of script writing, Creative writing, Script formats, Idea generation, Source for idea

Unit 2:

Writing for Television and Radio- News stories, Chat show, Talk show, treatment, running order

Unit 3:

Writing for Advertising- Understanding Product and Brand equity, Basic research, Demographic appeals, Idea generation, Commercials Ad, PSA, Corporate film, Storyboard

Unit 4:

Writing for Documentary- Docudrama, Educational Television, Mockumentary, Ethnographic Films, Basic Research, Characteristics of Documentary, Documentary Structure, Realism, Documentary synopsis

Unit 5:

Writing for Feature Film & Short film, Generating Idea, Themes/ Concept, Planning of Story, III Acts, Plot Development, Characters, Conflict, First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script

Reference:

- Linda J. Cowgill: Writing Short Films: Structure and Content for Screenwriters, Kindle Edition, 2005.
- David Trottier: The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script, 2005.
- Ellen Sandler: The TV Writer's Workbook: A Creative Approach To Television Scripts, 2007.
- Michael Hauge: Writing Screenplays That Sell: The Complete, Step-By-Step Guide for Writing and Selling, 1991.

PRACTICAL V – ADVANCED COMPUTER GRAPHICS

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2

Softwares- 3D studio max, Flash.

- Logo Ad.
- Modeling
- Product Ad.
- Web designing (front page).
- Presentation (quiz)
- Awareness.
- Portfolio.

PRACTICAL VI –ADVANCED PHOTOGRAPHY

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 2

- ❑ Photo journalism (writing caption, visual story telling, photo essay, photo language, environmental exposure)
- ❑ Wildlife Photography
- ❑ Industrial photography.
- ❑ Advertising photography
- ❑ Fashion photography
- ❑ Tourism Photography.
- ❑ Model Photography
- ❑ Wedding Photography.

Project – Students have to submit a minimum of 100 color photographs as record and the record should not exceed a total of 120 photographs.

THIRD YEAR

V SEMESTER

PAPER XIX – MEDIA MANAGEMENT AND ECONOMICS

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 4

Objective: To create awareness about functions of media organization, Production processes of media organizations and to gain knowledge about organizing production houses

Unit 1

Principles of Management - management theories, personal management, role & functions of personal manager.

Unit 2

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

Unit 3

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, source of funds, Budgeting (tools etc.) Project responsibility, Production process, Media Marketing.

Unit 4

Behavior in media organization and organization behavior. Nature & structure of different media organization – DD, Private satellite channels, Production houses, employment opportunities in Indian media industry, group behavior, innovation and creativity, culture of organization.

Unit 5

Sales promotions, purpose, tools and techniques, programming strategies, Audience Rating, Programming and Audience Trends Marketing programs and selling space and time. messages and vehicles, sponsored events & campaigns.

Reference:

Block etel.Managing in the Media, Focal Press.

PRACTICAL VII – FILM APPRECIATION-PRACTICAL

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 3

- International and national movies will be screened to students (once in a week).
- Student will be trained in reviewing and analyzing the movies.
- Students are encouraged to participate and visit the film festivals.
- Should submit film reviews- 2 reviews per month.
- Guest lecturer/ field experts to be arranged every month.
- Students should face a viva voce exam at the end of semester.

PRACTICAL VIII – MULTIMEDIA -PRACTICAL

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 3

Elective (optional)- 3D studio max / Flash

Software used: 3D Studio Max, Flash, and Sound Forge.

3D studio max:

- Ad
- Walk through (MNC, House, Interior, Exterior)

Flash:

- Web design (**Adv**),
- 2D film trailer
- 2D Ad
- Portfolio.

PRACTICAL IX – TELEVISION AND RADIO PRODUCTION -PRACTICAL

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 3

Exercises:

1. Students should write original script for TV commercial, Documentary and Short film (Five each).
2. Students should write original script for a Radio Program and produce it.
3. Student should get trained in handling camera and shoot scene and shot. (five each)
4. Students should get hands on experience in both linear and non-linear editing and dubbing.
5. Shoot documentary – duration not to exceed 5 minutes.
6. AD film- three version (10 sec, 20 sec & 30 sec)
7. AD film- Using chromo key or blue matte.
8. Radio Program – Duration 10 minutes.
9. Radio AD – Duration 30 Sec.

PRACTICAL X – INTERNSHIP

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 3

The students should work in a Media House for One Full month on full time basis and get hands on experience. The student must submit an internship report with day to day record of his learning experience at the Media House with a certificate from the company for having worked as an intern for one month. There will be VIVA VOCE at the end of the semester.

THIRD YEAR

VI SEMESTER

PAPER XX– MEDIA, CULTURE & SOCIETY

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 3

Unit 1

Functions of media, Understanding mass media. Characteristics of mass media, Power of mass media. Media in Indian society.

Unit 2

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience, Effects of mass media on individual, society and culture-basic issues.

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 and audience as readers, audience Positioning, establishing critical autonomy.

Unit 5

Media and Popular culture---commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship etc. Traditional media and culture.

Reference:

- ❑ Potter, James W (1998) Media Literacy, Sage Publications
- ❑ Grossberg, Lawrence et al (1998) Media-Making, Mass Media in a popular culture. Sage Publications
- ❑ Berger, Asa Authur (1998). Media Analysis Technique Sage Publications

PRACTICAL XI – ART APPRECIATION -PRACTICAL

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 3

- Students will visit many concerts, dramas, etc., and gain knowledge about all Art forms.
- Student will be trained in reviewing and analyzing the Art Forms.
- Students are encouraged to participate and visit the Various Art Exhibitions.
- Should submit Art reviews- 2 reviews per month.
- Students have to visit media industry.
- Guest lecturer/ field experts to be arranged every month.
- Students should face a viva voce exam at the end of semester.

PRACTICAL XII – VISUAL EFFECTS (VFX) -PRACTICAL-I

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 3

Software used: 3D Studio Max, Flash, and Sound Forge.

- Story board for short film min (1 min)
- Ad- 3D studio
- Ad- 2D Animation (Flash)
- Web designing advance.
- Film Promo.

PRACTICAL XIII – ADVERTISEMENT PRODUCTION-PRACTICAL

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 3

- ❑ Students should handle non-linear editing with AVID software.
- ❑ Student should handle digital camera with MD9000 and trained in multi-camera setup.
- ❑ Shoot a AD- duration 1 minute.
- ❑ Shoot a Corporate film 10 Minutes. (10sec, 20sec &30sec)

PRACTICAL XIV – RESEARCH PROJECT

Duration of Examination: 3 hrs

Maximum Marks: 100

Credits: 3

Students Must do research on any chosen topic in Visual Communication after getting formal approval from the HOD. The research is qualitative research purely based on the data available in the Books, Journals and New Media with a department staff as guide. The research Report to be submitted in duplicate and the student has to appear for a VIVA VOCE to be conducted by one internal and one external examiner on the day of practical examination.