

DEPARTMENT OF VISUAL COMMUNICATION

VALUE ADDED COURSE

COMMERCIAL ART

HOURS: 30

Course Outcomes:

At the end of the course, students will be able to:

CO 1. Know the selection of cloth and wooden frames

CO 2. Preparing the Banner

CO 3. Able to draw Different fonts and colour mixing

CO 4. Handling the Brushes for commercial art

CO 5. Apply the principles of design

Unit-I

6 hrs

Type of cloths and selection and its usages - Cloth Selection - textiles Handled Kada Cloth – Long cloth - Canvas.

Unit-II

6 hrs

Type of wood - Frame and wood selection - Teak wood Rose wood Oak wood Maple wood Ash Wood Mango Wood Neem Wood Mahogany Wood Beech Wood Walnut wood Marandi wood –

Unit-III

6 hrs

Medium of colours – Water color – Poster color – Acrylic color – Oil Colour – pigments – enamel paint - Fluorescent' refers to colors that absorb and reflect more light than conventional colors.

Unit-IV

6 hrs

Typography - Tamil and English fonts - Bamini - vanavil - Avvai fonts - English fonts - Arial Black, Arial Narrow, Bookman Old Style.

Unit-V

6 hrs

Type of Brush - Thickness of a Brush - Round Brush - Flat Brush – Coating brush - Using various tools of art brushes and knives etc.

VALUE ADDED COURSE
STOP MOTION ANIMATION

HOURS: 30

Course Outcomes:

At the end of the course, students will be able to:

- CO 1. Visualizing the concept
- CO 2. Writing the script & Draw Story board
- CO 3. Know the Characterization
- CO 4. Apply the Photography skills
- CO 5. Tell the story through stop motion animation

Unit-I

6 hrs

Stop Motion Animation- Frame rate-Principles of animation-Character creation & Set design

Unit-II

6 hrs

Visual story telling-Paper & Drawing materials- Exploration of ideas- White board- Lightings.

Unit-III

6 hrs

Claymation- Clay-3D Characters-Perspective and depth of field-Camera Movements.

Unit-IV

6 hrs

Continuity-Audio & Video Editing –Types of Stop motion animation software and its functions.

Unit-V

6 hrs

Post Production-Dubbing-Voice over- Rendering & Exporting-Final out.