

DEPARTMENT OF VISUAL COMMUNICATION
VALUE ADDED COURSE

Semester	Course Code	Course Title	Hours
III	21UVCVAC1	TITLE CREATION	30

Course Outcomes:

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

- CO1. Identify the typefaces
- CO2. Understand the images and their resolution
- CO3. Know the impact of titles
- CO4. Apply Colours and Composition
- CO5. Apply 3D effects in titling

Unit-I

6 hrs

Story based title creation- Choice of fonts- Choosing the typefaces- Numerals and Punctuation – Shape of the characters – serif, san serif, decorative fonts.

Unit-II

6 hrs

Images-types of images-2D and 3D Images-Edge, Sharp, Face- Pixels in an image- Edit and manipulate images.

Unit-III

6 hrs

Text images- Transition and their meaning for titles- Fire, Sparks, Smokes and Ink Bleeds.

Unit-IV

6 hrs

Language of colour-Lighting and Colour-Tone- Colour Manipulation –Composition- Alignment of text.

Unit-V

6 hrs

3D Titling-Variety of 3D title-extruded titles and Effects-Perspective-Animated Title-Bouncing, Swipe, Slide, Glossy Slide and Curtain.

Semester	Course Code	Course Title	Hours
V	21UVCVAC2	SCREEN PRINTING	30

Course Outcomes:

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

- CO 1. Know the preparation of screen
- CO 2. Selection of
- CO 3. Know the impact of Print
- CO 4. Realize the stages of Print Production
- CO 5. Understand the print and their usages

Unit-I **6 hrs**

Introduction – Screen Printing process- preparation of screen

Unit-II **6 hrs**

Photo-reactive chemicals - differentiate the artistic application of screen printing from the industrial use of the process – Printing Ink for screen printing

Unit-III **6 hrs**

Print logos and team information on bowling garments - Emulsion 'scooped' across the mesh and materials like solid block areas creating an interesting works - an ink-blocking stencil to receive a desired image.

Unit-IV **6 hrs**

Screen printing - Printing on canvas - screen printing as an expression of creativity and artistic vision.

Unit-V **6 hrs**

Print development and its future - traditional printing techniques - etching or lithography - Different inks used in textiles and ceramic industry - using advanced fabrics and inks combined with computer technology.