DEPARTMENT OF VISUAL COMMUNICATION
VALUE ADDED COURSE

Semester	Course Code	Course Title	Hours
III	22UVCVAC1	WALL PAINTING	30

Course Outcomes:

At the end of the course students will be able to

CO 1: Able to choose wall and location

CO 2: Creating concept for wall painting

CO 3: Mixing of Colours

CO 4: Handling of brushes for painting

CO 5: Interpreting the theme

UNIT: I   `   **6 hrs**

Introduction to wall painting using enamel painting – Preparation Wall for painting - Using spray painting -choosing the wall and location

UNIT: II   **6 hrs**

Thematic Painting-Selection of Theme-Execution of theme

UNIT: III   **6 hrs**

Colour in wall painting role of colour in wall painting- Primary Colours – Red, Blue, Yellow- Colour mixing

UNIT: IV   **6 hrs**

Materials needed for wall painting - Types of brushes – Round and Flat, scale, enamel painting, thinner, Palette, Colour Spray gun, Colour mixing Bowl, waste cloth

UNIT: V   **6 hrs**

Finishing techniques- Creating depth using point brushes and Varnish

Exercises

1. Preparation of wall for painting
2. Choosing the theme and space
3. Sketch the concept
4. Choosing and mixing the Colours
5. Completion of Wall Painting

Reference Book:

Elise C Kinkead & Gail.E McCauley, Painting Techniques for Walls, Floors, Ceilings & Furniture -Creative Publishing International,2009.

Semester	Course Code	Course Title	Hours
V	22UVCVAC2	EXPLAINER VIDEO	30

Course Outcomes:

At the end of the course students will be able to

CO 1: Writing script for product or service
CO 2: Able to Collect visuals for video
CO 3: Record narration and BGM
CO 4: Edit the explainer video
CO 5: Utilize the video for Marketing

UNIT: I   **6 hrs**

Introduction – Visual Story Telling- identification of an issue - script writing for a product or service

UNIT: II   **6 hrs**

Collection of visual related to product or service - clip arts, motion picture Background-Selection of Visuals suitable to concept

UNIT: III   **6 hrs**

Choosing right audio track - royalty free audio – record the audio with different kinds of mics- narration

UNIT: IV   **6 hrs**

Introduction to Kinemaster and other open source video editing app-Editing basics using the app for explainer video

UNIT: V   **6 hrs**

Marketing through various media- Social Media –Facebook, Instagram & Twitter

Exercises
1. Script writing for a product or service for one-minute story board
2. Collections of footages and recording
3. Collection of royalty free audio and narration
4. Adding special effect
5. Share the explainer video on Social Media

Reference Book:

Walter Ekaterina, The Power of Visual Story Telling, McGraw Hill Education,2014.