

JAMAL MOHAMED COLLEGE(Autonomous)

College with Potential for Excellence
Accredited (3rd Cycle) with 'A' Grade by NAAC
DBT Star Scheme & DST –FIST Funded
(Affiliated to Bharathidasan University)
Tiruchirappalli-620 020

SYLLABUS FOR B.SC., VISUAL COMMUNICATION

From 2020-2021 onwards



DEPARTMENT OF VISUAL COMMUNICATION

JAMAL MOHAMED COLLEGE(Autonomous), Tiruchirappalli-620 020
UG Programme –Course Structure Under CBCS
(For the candidate admitted from the Academic year 2020-2021 onwards)

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	Ins. Hrs /Week	CRED IT	MARKS		TOTAL
							CIA	ESE	
I	20U1LT1/LA1/LF1/LH1/LU1	I	Language – I		6	3	25	75	100
	20UCN1LE1	II	English - I		6	3	25	75	100
	20UVC1CC1	III	Core – I	Introduction to Visual Communication	5	5	25	75	100
	20UVC1CC2		Core – II	Advertising Basics	3	2	25	75	100
	20UVC1AC1P		Allied –I	Drawing-Practical	5	4	20	80	100
	20UVC1AC2P		Allied –II	Graphic Design-Practical	3	2	20	80	100
	20UCN1AE1	IV	AEC-I	Value Education	2	2	100	-	100
TOTAL					30	21			700
II	20U2LT2/LA2/LF2/LH2/LU2	I	Language – II		6	3	25	75	100
	20UCN2LE2	II	English – II		6	3	25	75	100
	20UVC2CC3	III	Core – III	Media, Culture and Society	6	5	25	75	100
	20UVC2CC4		Core – IV	New Media	3	2	25	75	100
	20UVC2AC3P		Allied – III	Painting-Practical	4	3	20	80	100
	20UVC2AC4P		Allied –IV	Digital Art-Practical	3	2	20	80	100
	20UCN2SE1	IV	Skill Enhancement Course – I @	Soft Skills Development	2	2	100	-	100
TOTAL					30	20			700
III	20U3LT3/LA3/LF3/LH3/LU3	I	Language– III		6	3	25	75	100
	20UCN3LE3	II	English – III		6	3	25	75	100
	20UVC3CC5	III	Core– V	Communication Theories	4	4	25	75	100
	20UVC3CC6P		Core– VI	2D animation-Practical	3	2	20	80	100
	20UVC3AC5P		Allied– V	Photography -Practical	4	3	25	75	100
	20UVC3AC6P		Allied–VI	Basics of Media Psychology-Practical	3	2	20	80	100
	20UVC3GE1P	IV	Generic Elective - I #		2	2	-	100	100
20UCN3AE2	AEC-II		Environmental Studies	2	2	100	-	100	
TOTAL					30	21			800
IV	20U4LT4/LA4/LF4/LH4/LU4	I	Language–IV		6	3	25	75	100
	20UCN4LE4	II	English– IV		6	3	25	75	100
	20UVC4CC7	III	Core– VII	Media Production	5	5	25	75	100
	20UVC4CC8		Core – VIII	Media Research Orientation	3	2	25	75	100
	20UVC4AC7P		Allied– VII	Radio Production -Practical	5	3	20	80	100
	20UVC4AC8P		Allied–VIII	Writing for Mass Media-Practical	3	2	20	80	100
	20UVC4GE2P	IV	Generic Elective – II #		2	2	-	100	100
20UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-	
TOTAL					30	21			700
V	20UVC5CC9	III	Core – IX	Media Laws and Ethics	6	5	25	75	100
	20UVC5CC10		Core – X	Film Studies	6	5	25	75	100
	20UVC5CC11P		Core – XI	3D animation Practical -Practical	6	5	20	80	100
	20UVC5CC12P1		Core – XII (a)	Internship	-	3	10	40	50
	20UVC5CC12P2	Core – XII (b)	Visual Story Telling - Practical	3	2	10	40	50	
	20UVC5DE1AP/BP	IV	DSE –I **		5	4	20	80	100
	20UVC5SE2AP/BP		Skill Enhancement Course – II @		2	2	-	100	100
20UVC5SE3 AP/BP	Skill Enhancement Course – III @			2	2	-	100	100	
20UVC5EC1		Extra Credit Course - I	General Intelligence for Competitive Examinations	-	4*	--	100*	100*	
TOTAL					30	28			700
VI	20UVC6CC13T	III	Core– XIII (a)	Communication for Development	3	3	10	40	50
	20UVC6CC13P		Core– XIII (b)	Communication for Development-Practical	3	3	10	40	50
	20UVC6CC14		Core– XIV	Visual Analysis	5	5	25	75	100
	20UVC6CC15P		Core - XV	Visual Effects-Practical	4	4	20	80	100
	20UVC6CC16P	Core - XVI	Domain Study-Practical	5	5	20	80	100	
	20UVC6DE2AP/BP	IV	DSE II **		5	4	20	80	100
	20UVC6DE3AP/BP		DSE III **		4	4	20	80	100
20UCN6AE3	AEC-III		Gender Studies	1	1	100	-	100	
20UVC6EC2		Extra Credit Course - II	Visual Communication for Competitive Examinations	-	4*	-	100*	100*	
20UVC6ECA		Extra credit course for all	Online Course	-	1*	-	-	-	
TOTAL					30	29			700
GRAND TOTAL					180	140			4300

*Not Considered for Grant Total and CGPA.

#Generic Electives for other major departments

Semester	CODE	Course Title
III	20UVC3GE1P	Pencil Sketching Practical
IV	20UVC4GE2P	Art from Anything

@ Skill Enhancement Courses

SEMESTER	COURSE CODE	COURSE TITLE
V	20UVC5SE2AP	Entrepreneurship Skills
	20UVC5SE2BP	Cartoon Drawing
	20UVC5SE3AP	Art of Acting
	20UVC5SE3BP	Clay Modelling

** Discipline Specific Electives

SEMESTER	COURSE CODE	COURSE TITLE
V	20UVC5DE1AP	Television Production
	20UVC5DE1BP	Language of film
VI	20UVC6DE2AP	Editing
	20UVC6DE2BP	Web Designing
	20UVC6DE3AP	Show Reel Creation
	20UVC6DE3BP	Creative Advertising

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UVC1CC1	Core - I	INTRODUCTION TO VISUAL COMMUNICATION	5	5	100	25	75

Course Outcomes:

1. Explain the stages of communication
2. Identify the models of communication
3. Remember the visual process
4. Apply the principles of design
5. Analyse the Visual message

Unit I

15 hours

History of communication – Age of signs and symbols - Speech and Language -Pictography – Phonetic writing - Alphabetical writing - Age of print – Define Communication - Need for communication - Types of communication - Stages of communication - 7 Cs of communication - Age of Visual Communication # Camera vs Eye #

#.....# Self Study portion

Unit II

15 hours

Models of communication – Shanon and Weaver model – Berlo model (SMCR) – Lasswell model – Osgood model – Schramm model # Helical model #

Unit III

15 hours

Visual elements - Visual Process - Sensing, Selecting, Perceiving, Remember, Know - Sensual theories - Gestalt, Constructivism - Perceptual theories - Semiotics - Signs, Code - Cognitive - Connotation - Denotation # Application of psychological concepts of visual communication #\

Unit IV

15 hours

Visual aesthetics – Rasa - Typography - Illustrations - Layout - Principles of design - Color theory - Desktop publishing - Poster design - Book design - Advertising design # Printing process #

Unit V

15 hours

Analysing visual message - Personal, Historical, Technical, Ethical, Cultural, Critical perspectives - Photography - Motion Pictures - Cartoon, Computer Generated Images (CGI), Visual Effects (VFX) Television # Internet and Mobile #

Text Books:

T.B-1 Seema Hasan, Mass Communication Principles and Concepts, CBS Publications, Third Edition, 2016.

T.B-2 N. N Sarkar, Art and Print Production, Oxford Publications, Second Edition, 2013.

T.B-3 Paul M Lester, Visual Communication: Images with messages, Eighth Edition, 2019

UNIT I Chapter I, Full, **T.B- 1**

UNIT II Chapter II Full. **T.B- 1**

UNIT III Chapter I Section 2, Chapter V section 3 - 6 – 6. **T.B- 3**

UNIT IV Chapter I, II, IV, V Full **T.B- 2**

UNIT V Chapter IV - XVI Full **T.B- 3**

References:

- Golombisky, K White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design, CRC press, 2016
- W.Alex , The Elements of Graphic Design, Allworth publication , 2011
- Schildgen, T Pocket Guide to color with digital applications. Thomsom Learning, 1998

Web Reference:

- www.thoughtco.com
- www.thecommunicationprocess.com
- www.mason.gmu.edu

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcome

Semester	Code	Title of the Paper					Hours	Credits			
I	20UVC1CC1	INTRODUCTION TO VISUAL COMMUNICATION					5	5			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	√	√	√	√	√	√	√	√	√	√	
CO2		√	√	√			√	√			
CO3	√	√	√					√	√		
CO4			√	√	√			√	√	√	
CO5	√	√	√	√	√	√	√	√	√	√	
Number of Matches= 37, Relationship : High											

Prepared by:

Mr.K.Shanmugavelayutham

Checked by:

Mr.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UVC1CC2	Core- II	ADVERTISING BASICS	3	2	100	25	75

Course Outcomes:

1. Acquire knowledge in basics of Advertising.
2. Create the layout Designs.
3. Interpret the Media relations
4. Plan the Budget and Investment
5. Evaluate the various Media advertising

Unit I

9 hours

Advertising: Definition, Origin & Growth, Nature and role of Advertising, Functions of advertising. Advantages of Advertising, Differences between Advertising and Publicity-#Principles of Advertising. #

Unit II

9 hours

Design and Layout: Layout-Functions of Layout-Principles of Effective Design and Layout-Characteristics of Layout- Purpose of Layout #Importance of Layout#

Unit III

9 hours

Audience: Target audience, Audience Surveys, Consumer-Consumerism–Media Relations-Modern Advertising, Ethics in Advertising and Public Relations. #Types of Audience#

Unit IV

9 hours

Advertising Agencies: Importance of Advertising Agency - Types of Advertising agency. Advertising Agencies in India - Capital Investments, Budget: Advertising Budget-Investment-Types of Retail Advertising. # Role of Advertising Agencies#

Unit V

9 hours

Advertising Goals: General objectives, Specific objective , Advertising goals-Behavioural goals -Communication Related goals. The Regulation of Advertising. Newspaper Advertising-Electronic Media Advertising-Direct and Indirect Advertising #Printing Advertising #
#.....# - Self study

Text Books:

1. P.Saravanavel &P.Sumathi, Advertising and Salesmanship, Second Edition,2018
2. Stanley J.Baran, Introduction to Mass Communication (Media Literacy and Culture), Fifth Edition,2010.

Unit-I : Chapter II Section 1-6 T.B-1

Unit-II : Chapter XIII Section 1-6 T.B-1

Unit-III : Chapter III Section 1-3 T.B-3, Chapter II Section 4-5 T.B-1, Chapter II Section 5-8 T.B-3

Unit-IV : Chapter VIII Section 1-6 T.B-1, Chapter IX Section 1,3,18 T.B-1

**Unit-V : Chapter IV Section 1-6 T.B-1, Chapter XII Section 7 T.B-2
Chapter XV Section 1-2 T.B-1, Chapter VIII Section 3-6 T.B-1**

Reference :

1. Keval J.Kumar, Mass Communication in India, Fourth edition,2014

Online references:

1. <https://www.slideshare.net/s5750369s/consumerism-42593549>
2. <https://www.slideshare.net/shubhrat1/top-indian-advertisement-agencies>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
I	20UVC1CC2		ADVERTISING BASICS			3	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√		√	√		√		√	√	√
CO2		√		√	√		√		√	√
CO3	√	√	√		√	√		√		
CO4	√	√		√			√			√
CO5	√		√		√		√	√	√	
Number of Matches= 30, Relationship : Moderate										

Prepared by:
Mr.D.Pradheepan

Checked by:
Mr.K.Shanmugavelayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UVC1AC1P	Allied- I	DRAWING - PRACTICAL	5	4	100	20	80

Course Outcomes:

1. Sketching the Visual elements
2. Visualize the design for Advertising
3. Illustrate the human anatomy
4. Create the storyboard for a concept
5. Summarise the still life outcomes

Exercises:

1. Drawing the visual elements (Dot, line, shape, form, Texture)
2. Creating design applying the principles of Balance, Symmetry, Rhythm, Proportion, Harmony, Unity
3. Illustrating the types of perspectives (One point, Two point, Three point, Curvilinear)
4. Creating the colour wheel
5. Sketching the Human anatomy forms, postures, Portrait
6. Drawing stick figures (Body, Hands, Legs)
7. Creating cartoon characters
8. Create a story board for a concept
9. Studying the inanimate objects (Still life)
10. Studying the landscape, cityscape

Students need to submit two records (Sketching and Drawing) at the end of the semester
Class work with minimum of 30 Drawings (Minimum Three drawings for each exercise)
All exercises should be in Pencil and Pen (except colour wheel) only.

Students who have submitted the two records are eligible for appearing external examination

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
I	20UVC1AC1P		DRAWING PRACTICAL			5	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2	√	√	√	√	√		√	√	√	√
CO3	√	√	√	√	√	√		√	√	√
CO4	√				√	√	√	√		√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 44, Relationship : High										

Prepared by:

Checked by:

Mr.B.Ramakrishnan

Mr.K.Shanmugavelayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UVC1AC2P	Allied – II	Graphic Design- Practical	3	2	100	20	80

Course Outcomes:

1. Sketching the line, shape, and form
2. Organising space for design
3. Interpreting the typography for a text
4. Designing awareness materials
5. Creating Advertising design

Exercises

1. Drawing different types and thickness of Lines
2. Drawing different Shapes and creating design using basic shapes
3. Drawing Forms
4. Creating Space using drawing (Positive and Negative)
5. Drawing Colour Wheel
6. Creating texture using visual elements
7. Principles of design (Symmetry, Rhythm, Balance, Unity, Harmony)
8. Typography (Structure, design and function) – Different types of Lettering and Numbering, Graffiti.
9. Design the page Layout for in-house magazine
10. Design the Book Cover, Poster,
11. Creating Advertising, POS, POP

Students need to submit two records with exercises during their class work and homework
Minimum of three designs for each exercises using Elements and Principles of design.

Students who have submitted the two records are eligible for appearing external examination

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
I	20UVC1AC2P		Graphic Design Practical			3	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2	√	√		√			√	√		√
CO3	√	√		√	√	√		√	√	√
CO4	√		√		√		√		√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 40, Relationship : High										

Prepared by:

Mr.B.Ramakrishnan

Checked by:

Mr.K.Shanmugavelayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UVC2CC3	Core – III	MEDIA, CULTURE AND SOCIETY	6	5	100	25	75

Course Outcomes:

1. Observe the media, culture
2. Select the media for development
3. Explain the psychology of media audience
4. Summarize the media development for social change
5. Evaluate the effects of Media

Unit I

18hours

Definition: Media-Media Culture, Media Identity and culture. Introduction to Media studies, Media in contemporary times, Print Media: Newspapers-Magazines, The impact of print. # Importance of Media Culture#

Unit II

18hours

Uses of Media: Selection, inform, entertain, educate and persuade- Media in Society: Development and representation of media in society. Radio Rural Forums- Rural Broadcast. # Effects of Media #

Unit III

18hours

Media Organization: Commercial Ownership- Ownership Restrictions, PCI, ABC, ANI and INS, Media Audience: Psychology of media audience, Mass Media and Politics #Effects of Ownership#

Unit IV

18hours

Cultural Context of Development- ICT, Media Development and Social Change: Alternative approaches to Developments, The Indian Experience of Development. Media Censorship: Avoiding Offence-Pornography-Violence #Indian Culture#

Unit V

18hours

Effects of Media: In Education- Children and the Media- Representations of Women in the Media-Importance of Media Literacy-Media in the Public Sphere-Globalization-Media and Masculinities #Development of Traditional Media #

#.....# - Self study

Text Book:

- 1.Keval J.Kumar, Mass Communication in India, Fourth edition,2014
- 2.Seema Hasan, Mass Communication Principles and Concepts, Second edition,2013
- 3.Stanley J.Baran, Introduction to Mass Communication (Media Literacy and Culture),Fifth Edition,2010.
- 4.Paul Hodkinson, Media Culture and Society, Second Edition,2017

Unit-I

: Chapter I Section 1-2, Chapter I Section 3, 4 T.B-4,Chapter I Section 9-12 T.B-3

Unit-II

: Chapter II Section 1-3 T.B-2, Chapter V Section 3-6 T.B-1

Unit-III

: Chapter III Section 1-3 T.B-4, Chapter VI Section 4-6 T.B-1

Unit-IV

: Chapter V Section 1-7 T.B-1, Chapter VIII Section 8-10 T.B-4

Unit-V: Chapter IV Section 1-3 T.B-1, Chapter II section 4-7 T.B-2, Chapter Section 9 T.B-4 XIII

Online references:

1. <https://www.slideshare.net/truptim1/intro-to-media-studies>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
II	20UVC2CC3	MEDIA, CULTURE AND SOCIETY					6	5			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	√	√			√	√			√	√	
CO2	√	√		√	√	√	√		√		
CO3	√		√			√	√	√		√	
CO4	√		√	√	√	√		√	√		
CO5		√		√	√			√	√		
Number of Matches= 31, Relationship : Moderate											

Prepared by:

Dr.S.Ragunathan

Checked by:

Mr.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UVC2CC4	Core – IV	NEW MEDIA	3	2	100	25	75

Course Outcomes:

1. Understanding the new media.
2. Describe the role of new media.
3. Classification of social media.
4. Understanding the E publishing concepts.
5. Interpretation of new media in various sectors.

Unit I

9 hours

New media – definition – scope and characteristic of new media five C’s – Communication, Collaboration, Community, Creativity and Convergence, importance of new media in contemporary era. #Mobile Communication #

Unit II

9hours

Socializing – definition – importance of socialization in Digital age- Role of New media in socialization #Crowd Funding#

Unit III

9hours

Social Networking – definition – types of Social Networking – Characteristic of social Networking - positive and negative factors of social networking, #Social Media#

Unit IV

9 hours

E –publishing – E - books – traditional reading and online reading - Job opportunities in E – Publishing, mobile communication in new media, #E learning#

Unit V

9 hours

Role of New media in Education, Entertainment, Politics and Journalism, New media technologies. #Cybercrime#

#.....# - Self study

Text Book:

T.B 1 – 1. Ashwin Razdan, New Media Techniques and Trends, Vitasta Publishing Pvt. Ltd, First edition 2008

T.B 2 - 3. Electronic media (second edition), then, now and later, Norman J. Medoff, Barbara K. Kaye, 2017

Unit-I : Chapter I Section 1-2, Chapter I Section 3,4 **T.B-1**,Chapter I Section 9-12 **T.B-1**

Unit-II : Chapter II Section 1-3 **T.B-2**,Chapter V Section 3-6 **T.B-1**

Unit-III : Chapter III Section 1-3 **T.B-1**, Chapter VI Section 4-6 **T.B-2**

Unit-IV : Chapter V Section 1-7 **T.B-1**, Chapter VIII Section 8-10 **T.B-2**

Unit-V: Chapter IV Section 1-3 **T.B-2**, Chapter II section 4-7 **T.B-2**

Web Reference:

- www.thoughtco.com
- www.newmedia.com
- www.mason.gmu.edu

Semester	Code	Title of the Paper					Hours	Credits			
II	20UVC2CC4	NEW MEDIA					3	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	√	√	√	√	√	√	√	√	√	√	
CO2		√	√	√			√	√			
CO3	√	√	√					√	√		
CO4			√	√	√			√	√	√	
CO5	√	√	√	√	√	√	√	√	√	√	
Number of Matches= 36, Relationship : High											

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Prepared by:

Mr.D.Pradheepan

Checked by:

Mr.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UVC2AC3P	Allied – III	PAINTING-PRACTICAL	4	3	100	20	80

Course Outcomes:

1. Acquire the colour mixing skill
2. Create collage for a concept
3. Interpret the mixed media outcomes
4. Communicate by choosing the right colour
5. Explain the outdoor study outcomes

Exercises

1. Handling Brush (Flat, Round)
2. Poster colour (Murals)
3. Water colour (Lands Scape)
4. Acrylic colour (Lands Scape, Still life)
5. Collage Work
6. Mixed media
7. Abstract Painting
8. Colour Theory & Scheme
9. Outdoor study: Spot painting

Students need to submit the record with paintings using water colour and mixed media (Minimum 5 drawing for each exercise).

Students who have completed and submitted the record are eligible for appearing external examination

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
II	20UVC2AC3P	PAINTING PRACTICAL					4	3				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	√	√	√	√	√	√	√	√	√	√		
CO2	√		√	√	√			√	√	√		
CO3	√	√	√	√	√	√	√		√			
CO4	√	√	√	√		√	√	√		√		
CO5	√	√	√	√	√	√	√	√	√	√		
Number of Matches= 43, Relationship : High												

Prepared by:

Mr.B.Ramakrishnan

Note:

Checked by:

Dr.S.Ragunathan

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UVC2AC4P	Allied – IV	DIGITAL ART PRACTICAL	3	2	100	20	80

Course Outcomes:

1. Acquire skills by using the right tool for Graphic Design
2. Create Advertising design
3. Layout for a Magazine design
4. Organize the pages for a web
5. Evaluate advertising and digital design

Exercises

1. Poster Design
2. Banner Design
3. Packaging Design
4. Advertising Design
5. Magazine Front Cover
6. Pamphlets
7. Eco friendly Design
8. Point of Purchase (POP)materials
9. Web Design
10. Jamalian Times Page Layout and Design

Layout: Page Layout for in-house magazine

Exercises: 4 Pages layout and design for a magazine

Exercises: Stencil Cutting design

Students need to submit minimum 10 + 10 designs (2 for each exercise in hard copies)

Record should contain minimum TEN exercises **with written briefs, scribbles and final artwork.** TEN designs should be created using the pictures, illustrations, lettering and logos from the magazines and newspapers.

Designs submitted in DVD with TEN exercises created using the open source software. (Cutting and pasting from magazine or any other secondary sources will not be allowed).

Students who have completed and submitted the record and DVD (Digital creation) are eligible for appearing external examination.

External exam will be viva-voce or Creating Manual or Digital Design

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
II	20UVC2AC4P	DIGITAL ART PRACTICAL					3	2				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	√	√	√	√	√	√	√	√	√	√		
CO2	√	√	√		√	√	√		√	√		
CO3	√	√		√	√	√	√	√	√	√		
CO4	√	√	√	√	√					√		
CO5	√	√	√	√	√	√	√	√	√	√		
Number of Matches= 43, Relationship : High												

Prepared by:

Checked by:

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

CO2		√			√		√	√		√
CO3	√	√	√	√		√	√		√	
CO4					√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by

Mr.K. Shanmuga Velayutham

Checked by

Mr.B. Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UVC3CC6P	Core– VI	2D Animation-Practical	3	2	100	20	80

Course Outcomes:

At the end of the course students will be able to

1. Know the tools for creating 2D images
2. Illustrate the characters for the story
3. Manage the background and concept art
4. Apply the principles of animation
5. Create and animate the images using open source software

Exercises:

1. Using the tools to draw basic shapes and forms
2. Create an image
3. Characterize the image
4. Draw the background suitable for the character
5. Draw the different postures for animation
6. Animate the image for a concept
7. Create an Ad or PSA using 2D animated image

Students need to submit a DVD with completed exercises during the practical classes and animated ad for online or PSA (Minimum 5) final output for the animation should be in suitable file format.

Students who have completed and submitted the DVD are eligible for appearing external examination

External practical examination will be creating an animation using open source software.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
III	20UVC3CC6P		2D Animation Practical			45	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√	√				√		√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 37, Relationship : High										

Prepared by

Mr.K. Shanmugavelayutham

Checked by

Mr.B. Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UVC3AC5P	Allied- V	Photography-Practical	4	3	100	20	80

Course Outcomes:

At the end of the course students will be able to

1. Describe the fundamentals for photography.
2. Identifies the basic composition rules on sample photographs.
3. Development of Skill and Technique in photography.
4. Identifies cameras according to formats
5. Describes the qualities of light in terms of photography.

Exercises:

1. Portrait, Still Life Objects
2. Shooting Landscape, Cityscape
3. Capturing the moving Objects (Sports)
4. Composing Twilight Photographs
5. Product Photography
6. Street Photography
7. Candid Photography
8. Wedding Photography
9. Stop Motion Photography
10. Documentary Photography (Minimum 16 Snaps)

Students need to submit an album with minimum of 30 colour photographs with exposure details (Aperture, Shutter speed, ISO, Lens used). Students who have completed and submitted the Album are eligible for appearing external examination

External examination will be either viva voce or written exam with illustrations or practical to test their knowledge in basic photography).

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
III	20UVC3AC5	Photography Practical					60	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	√	√	√	√	√	√	√	√	√	√	
CO2		√	√	√			√	√		√	
CO3	√	√	√				√	√	√		
CO4			√	√	√			√	√	√	
CO5	√	√	√	√	√	√	√	√	√	√	
Number of Matches= 37, Relationship : High											

Prepared by

Dr. Ragunathan.S

Checked by

Mr.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UVC3AC6P	Allied-VI	Basics of Media Psychology-Practical	3	2	100	20	80

Course Outcomes:

At the end of the course students will be able to

1. Classify the school of Psychology
2. Explain the approaches to media
3. Simplify the Psychology in advertising
4. Comment on impact of media and adolescents
5. Illustrate the social psychology of media

Unit I

9Hours

Psychology – Structuralism – Functionalism – Behaviourism – Gestalt psychology – Psychoanalytic psychology – Humanistic Psychology Media Psychology – Defining Mass media – Psychology in Media – Practising media Psychology.

Unit II

9Hours

Theoretical Issues in Media Research – Early approaches to Media – McLuhan and Postmodernism – Developments in Media Research - Effects tradition – Experimental Tradition – Analysis of Media – Discourse analysis.

Unit III

9Hours

Psychological effects and influences of media – The effects of Media violence – Cognitive factors of Media violence – Pro social effects of Media – Parental Mediation – Psychology in advertising

Unit IV

9Hours

Developmental issues in Media Psychology – Young child and Television – Children socialization through media – Imagination – Theory of Mind – Media and Adolescence – Cultural functions of Media use – Body Image.

Unit V

9Hours

Social Psychology of the Media – Representation of social groups – Media audience – Audience participation – Future of Media Psychology – Internet – Individual aspects of internet use – Science in Media – Media performance.

Books For Reference:

1. L.J. Shrum, The Psychology of Entertainment Media, Lawrence Erlbaum associates publishers, First edition, 2005
2. Coon Dennis, Introduction to psychology, Wadsworth Cengage learning, 2010.
3. David Giles, Media Psychology, Lawrence Erlbaum associates publishers, First edition, 2003

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
III	20UVC3AC6	Basic Media Psychology					45	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	√	√	√	√	√	√	√	√	√	√	
CO2		√	√	√			√	√			
CO3	√	√	√					√	√		
CO4			√	√	√			√	√	√	
CO5	√	√	√	√	√	√	√	√	√	√	
Number of Matches= 36, Relationship : High											

Prepared by

Mr.K. Shanmuga Velayutham

Checked by

Mr.D.Pradheepan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UVC3GE1P	Generic Elective – I #	Pencil Sketching-Practical	2	2	100	100	-

Course Outcomes:

At the end of the course students will be able to

1. Handling pencil for drawing
2. Illustrate the visual elements
3. Know the colour theory
4. Draw the images using light and shade
5. Write letters using typography

Exercises:

1. Various thickness of lines
2. Various shapes
3. Different basic forms
4. Colour
5. Composition
6. Light and shade
7. Still Life
8. Typography

Students need to submit minimum of 10 drawings with sketches using pencils.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
III	20UVC3GE1P		Pencil Sketching			30	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√					√		√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by

Mr.B.Ramakrishnan

Checked by

Dr.S.Ragunathan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC4CC7	Core-VII	Media Production	5	5	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Understanding the project work of media
2. Learning the stages of Production
3. Know the color temperature and color balance
4. Know the basics of Media production
5. Apply the knowledge in Post production work

Unit I

15Hour

Visualization: Definition-Images sounds and the creative process Conveying information, Rhetorical persuasion, Artistic expression. Pre-production, Production and Post-Production #Program idea#

Unit II

15Hour

Producing: Role of the Producer, Production strategies Production Management: Script Breakdown, Shooting schedule, Production Budget Script writing: Visual Thinking, Preparation for script writing, Script writing ideas. #Formats of scripts#

Unit III

15Hour

Aesthetics Principles and production: Co-ordination, aesthetic approaches, Composition, Combining shots, Sound and Image Interaction, Preparing shooting script, Production co-ordination, Single- Camera production. #Multiple- camera production#

Unit IV

15Hour

Audio/Sound: Aesthetics of sound, Types of microphone, Mic placement and selection, Sound-signal control. Lighting and Design: Light and Color, Lighting Instruments, Light Control, Light Measurement, Three and Four point Lighting. Camera: Camera placement, Lens control, Composition
#Analogue video and Digital Video#

Unit V

15Hour

Post Production: Editing(Edit Decision List, Linear and Non-Linear Editing, Online and Offline editing,) Titling, Narration/Voice Over, Background Music, Rerecording, Dubbing, Graphics and animation, special effects, Sound effects. Visual Effects Export files to various formats. #creating Master copy after editing and Distribution#

#.....#-Self study

Unit-I	: Chapter I Section 1-6	T.B-1
	Chapter II Section 1-6	T.B-1
	Chapter III Section 1-4	T.B-1
Unit-II	: Chapter I Section 1-9	T.B-1
Unit-III	: Chapter V Section 16-20	T.B-1
	Chapter III Section 4-7	T.B-1
Unit-IV	: Chapter VIII Section 1-6	T.B-1
	Chapter XI Section 7-10,11,12	T.B-3
	Chapter VI Section 17-19	T.B-3
Unit-V	: Chapter IV Section 1-6	T.B-1
	Chapter XV Section 2-4,9-11	T.B-3
	Chapter X Section 10-13	T.B-1

Text Books:

1. Robert B. Musburger & Gorham Kindem, Introduction to Media Production, Focal Press, Fourth edition, 2009
2. Jim Owens, Television Production, Focal Press, Sixteenth edition, 2016
3. Gerald Millerson Jim Owens, Video Production handbook, Fourth Edition.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
IV	20UVC4CC7	Media Production					75	5			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	√	√	√	√	√	√	√	√	√	√	
CO2		√	√		√		√	√			
CO3	√	√	√	√		√	√		√		
CO4					√			√	√	√	
CO5	√	√	√	√		√	√	√	√	√	
Number of Matches= 35, Relationship : High											

Prepared by

Mr.D.Pradheepan

Checked by

Mr.K.Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC4CC8	Core - VIII	Media Research Orientation	3	2	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the fundamentals in research
2. List the types of research design
3. Classify data collection method
4. Explain the sampling
5. Write the research report

Unit I

9Hours

The need and relevance of media research. Responsibility and Involvement. Scientific and nonscientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.

Unit II

9Hours

Types of research design -Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.

Unit III

9Hours

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non-structured. Telephone and personal interviews. Questionnaire construction methods.

Unit IV

9Hours

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and nonprobability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design.

Unit V

9Hours

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.

Books for Reference:

- Elliott, Deni. "Essential shared values and 21st century journalism." The handbook of mass media ethics (2009).
- Gerbner, George. "Epilogue: Advancing on the Path of Righteousness (Maybe)." Cultivation Analysis: New Directions in Media Effects Research. By Nancy Signorielli and Michael Morgan. Newbury Park, CA: Sage Publications, 1990.
- Allen, R. L., & Hatchett. (1986). "The Media and Social Reality Effects: Self and System Orientations of Blacks." Communication Research.
- Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunter, Emeritus Professor in Media and Communication Barrie Gunter, SAGE Publications, 11-Feb-2000

Web Reference:

- <https://libraryguides.missouri.edu/j8000/methodology>
- <https://ecu.au.libguides.com/research-methodologies-creative-arts-humanities/media-analysis>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
IV	20UVC4CC8	Media Research Orientation					45	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	√	√	√	√	√	√	√	√	√	√	
CO2		√	√	√			√	√		√	
CO3	√	√		√	√		√	√	√		
CO4			√	√	√			√	√	√	
CO5	√	√	√	√	√	√	√	√	√	√	
Number of Matches= 35, Relationship : High											

Prepared by

Checked by

Dr. Ragnathan.S

Mr. B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC4AC7P	Allied– VII	Radio Production- Practical	5	3	100	20	80

Course Outcomes:

At the end of the course students will be able to

1. Conducting interview for Radio
2. Handling the recording equipment
3. Recording the talk and documentary
4. Creating Jingles and PSA
5. Writing audio content for the visual radio

Exercises:

1. Live Interview – Indoor and Outdoor
2. Drama or skit for 5 minutes
3. Spot (PSA/Commercial)
4. Creating Jingles
5. Promo for an event
6. News
7. Documentary
8. Film review
9. Dubbing (Narration, Voice Over, BGM, Special sound effects)
10. Visual Radio

Students need to submit a DVD with different types of radio programmes. Students who have completed and submitted the DVD are eligible for appearing external examination

External exam will be a viva voce or to test the students' ability in radio production.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
IV	20UVC4AC7P		Radio Production			75	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		√
CO3	√	√		√	√		√	√	√	
CO4		√	√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by

K. Shanmuga Velayutham

Note:

Checked by

Mr.D.Pradheepan

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC4AC8P	Allied-VIII	Writing for Mass Media-Practical	3	2	100	20	80

Course Outcomes:

At the end of the course students will be able to

1. Writing script for aural media
2. Outline the script for documentary
3. Differentiate the PSA and Advertisement
4. Simplify the script writing for digital media
5. Develop the Script using the digital platform.

Exercises:

1. Writing script for Radio Jingles, Promo, News, Documentary, Film review
2. Writing script for Television News
3. Writing script for a Documentary 3 min
4. Writing script for Short film 3 min
5. Writing script for Film review
6. Writing for New Media script used by script writing software (Celtx)
7. Writing script for PSA, commercial

Students need to submit a record with minimum of 10 scripts for various medium.

Students who have completed and submitted the record are eligible for appearing external examination.

External exam will be viva-voce or testing the students' ability in script writing

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
IV	20UVC4AC8P	Writing for Mass Media					18	2				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1		√	√	√	√	√	√		√	√		
CO2	√	√		√	√		√	√		√		
CO3	√		√		√	√	√	√	√			
CO4		√		√	√	√	√		√	√		
CO5	√	√			√	√	√	√		√		
Number of Matches= 36, Relationship : High												

Prepared by

Checked by

Dr.Ragunathan.S

Mr.K.Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20UVC3GE2P	Generic Elective – II #	Art from Anything- Practical	2	2	100	100	-

Course Outcomes:

At the end of the course students will be able to

1. Creating useful things from waste materials
2. Making shapes using paper craft
3. Designing toys for science concepts
4. Sculpting shapes using eco-friendly materials
5. Mixed media to create collage

Exercises:

1. Designing invitation and wall hangings using used cups and sticks
2. Creating new useful things for home using available unused materials
3. Creating different shapes and figures using Origami (Paper craft)
4. Making toys to teach science concepts
5. Sculpting shapes and images using soap
6. Collage

Students need to submit minimum 5 things created by using available materials.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
IV	20UVC3GE2P	Art From Anything					30	2				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	√	√	√	√	√	√	√	√	√	√		
CO2		√	√	√			√	√		√		
CO3	√	√		√			√		√			
CO4			√	√	√			√	√	√		
CO5	√	√	√	√		√	√	√	√	√		
Number of Matches= 36, Relationship : High												

Prepared by

Mr.B.Ramakrishnan

Checked by

Dr.S.Ragunathan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC9	Core-IX	Media Laws and Ethics	6	5	100	25	75

Course Outcomes:

At the end of course students will be able to

CO1: Know the fundamental rights and freedom of press

CO2: Recall the Press laws and representation of women in Media

CO3: Learn the ethics of Media

CO4: List the ethics of broadcasting

CO5: Understand the Cyber laws

Unit I

18 Hours

Indian Constitution - Fundamental Rights – Right to Information – Freedom of Expression – Freedom of Press – Contempt of Court – Defamation – Libel and Slander

Unit II

18 Hours

Press and Registration of Books Act – Working Journalist Act -Indian Telegraphy Act – Copy right Act – Official Secrets Act – Indecent Representation of Women (Prohibition) Act – Indian Penal Code – Press Council

Unit III

18 Hours

Ethics of Advertising & Public Relations – Advertising and Social issues – Ethics in Advertising – ASCI (Advertising Standards council of India) Code – Media and Public relations – Ethics of Public Relations

Unit IV

18 Hours

Code of ethics of Radio,TV and Cinema – Social responsibility of media – Chanda Committee – Verghese Committee – Ethics of Broadcasting – CBFC – Film Censorship – Prasar Bharathi – Vividh Bharathi – Joshi Committee – Broadcast Regulation Bill (2007) – Cable TV Act

Unit V

18Hours

Cyber laws – Impact of Internet and - Web – Plagiarism – Obscenity and Indecency – Social Networking-Cybercrime
Self Study - #.Cyber crime#

References:

1. Paranjy Guha Thakurta, Media Ethics, Oxford University Press, Second edition,2012
2. Roy & Michael, Media Law and Ethics, Taylor and Francis, Third Edition, 2008
3. Yashada, Right to Information Act 2005, Tata McGraw- Hill Publishing Company Limited, New Delhi, 2006.
4. Larry Gross, Image Ethics, Oxford University Press, First Edition, 1988
5. Seema Hasan,Mass Communication,CBS Publishers &Distributers ,2nd Edition 2013.

Semester	Code	Title of the Paper					Hours	Credits			
V	20UVC5CC9	Media Laws and Ethics					90	5			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	√	√	√	√	√	√	√	√	√	√	
CO2		√	√	√			√	√		√	
CO3	√	√	√				√		√		
CO4			√	√	√			√	√	√	
CO5	√	√	√	√		√	√	√	√	√	
Number of Matches= 37, Relationship : High											

Prepared by

Dr S. Ragunathan

Checked by

Mr.D. Pradheepan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC10	Core-X	Film Studies	6	5	100	25	75

Course Outcomes:

At the end of course students will be able to

CO1: Know the film as a medium

CO2: List the genres of film

CO3: Explain the importance of Cinema

CO4: Interpret the audience

CO5: Evaluate the film directors and their style of movie making

Unit I

18 Hours

Cinema as an institution. The origin of cinema. Film review. Appreciation. Criticism. Definitions. Qualities and Responsibilities of a film critic. Film and society. Film and politics. Shaping society. Film as an experience, Environment, Commodity and Communication Media.

Unit II

18 Hours

Approaches to studying film. Narrative and Non Narrative films. Structure of a narrative film. Cinematic codes. Mise-en-scene. Setting. Props. Costume. Performance and movement. Lighting. Camera and Camera movement. Editing. Sound. Narrative

Unit III

18 Hours

Genre, star and auteur. French new wave. Neo Realism. German Expressionism. Third world Cinema. Political Cinema. Representation of gender and sexuality. Soviet montage cinema.

Unit IV

18 Hours

Film audience. Audience positioning. Audience as the meaning makers. Hero worship. Fan clubs. Problematizing the film audience-OTT

Unit V

18 Hours

Study of filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosowa, Ingmar Bergman, Sridhar, A.P Nagarajan, Beemsingh, Ruthrayya, K. Balachandar, Mahendran, Bharathiraja, Backiyaraj, S.P. Jananathan and the directors who created a change in the cinema industry .

References:

1. Mark Brindle, The Digital Filmmaking Handbook, Quercus, First edition, 2014
2. David Stump, Digital Cinematography, Focal Press, First edition, 2014
3. Dhananjayan Govind, Pride of Tamil Cinema, Blue Ocean Publishers, First Edition 2014

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
V	20UVC5ACC10	Film Studies					90	5			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	√	√	√	√	√	√	√	√	√	√	
CO2		√	√	√			√	√			
CO3	√	√	√					√	√		
CO4			√	√	√			√	√	√	
CO5	√	√	√	√	√	√	√	√	√	√	
Number of Matches= 36, Relationship : High											

Prepared by

Mr.D.Pradheepan

Checked by

Mr. B. Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC11P	Core-XIP	3D Animation-Practical	6	5	100	25	75

Course Outcomes:

At the end of course students will be able to

CO1: Create objects using basic forms

CO2: Know the lighting of objects

CO3: Understand the camera movements

CO4: Apply animation principles for a concept

CO5: Create and animate titles

Exercises:

1. Creating an object using basic forms
2. Texturing the object
3. Lighting the object
4. Show the object various angles using Camera
5. Move the object
6. Rotate the object
7. Rigging the object
8. Animate the object for a concept
9. Create Titles and animate the titles

Students need to submit a DVD with Creating Models, Characters, Animate the characters with a concept (Three animations for different concepts) with support files as evidence of creation and animation

Students who have completed and submitted the record/DVD are eligible for appearing external examination

External exam will be viva-voce or to test the students' skills in 3D animation

Prepared by

Mr.D.Pradheepan

Checked by

Mr.B.Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC12P1	Core-XII(a)	Internship	-	3	50	10	40

To enhance the practical skills in the Media, all the students have to undergo internship in anyone of the Media (Print, Electronic and New) for 300 hours during 4th Semester vacation and submit a record in Fifth Semester within the month of their completion of internship.

Each student should present their experience in the media with Power point and a record with supportive documents of the internship. The faculty in-charge for the internship will closely monitor the progress of the interns with the guides in the media industry.

Candidates those who have completed their power point presentation and record submission successfully are eligible to appear for the external viva – voce examination

Prepared by

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Checked by

Mr.B.Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5CC12P2	Core-XII	Visual Story Telling- Practical	3	2	50	10	40

Course Outcomes:

At the end of course students will be able to

CO1: Differentiate the story and screenplay

CO2: Know the basics of visual story telling

CO3: Write a story

CO4: Write a screenplay

CO5: Apply the visual story telling ideas

1. Watch the movies made from the stories Like Lock Up, Oliver Twist, Charlie and the Chocolate factory, Nadigai Nadagam Parkiral, Sila Nerankalail Sila Manitharkal, Priya, Privome Santhinpome, Vikram, Kadhai Neram by Balumahendra other available movies

Read the Story

Read the Screen Play

Watch the movie

Find the reasons for success and failures of the movie taken from the story already written by the famous authors, Read the story written in the way it can be shoot easily (Visual story telling)

2. Write a story

Write the screenplay

Make the movie not less than 3 minutes

Refer book like Bruce Block, The Visual Story, Elsevier Inc, Second edition, 2008

Students need to submit their production (Group not exceeding 6 members) in DVD format.

External exam may be viva-voce or testing their ability in film making

Prepared by

B.Ramakrishnan

Checked by

Mr.D.Pradheepan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5DE1AP	Discipline Specific Elective-I	Television Production- Practical	5	4	100	20	80

Course Outcomes :

At the end of course students will be able to

- CO 1. Know the basics of television production
- CO 2. Write the script
- CO 3. Draw the storyboard
- CO 4. Create Advertisements
- CO 5. Apply the techniques in Program production

Exercises:

- 1. Writing scripts and creating story board (15 Minutes)
- 2. Conducting interview (20 Minutes)
- 3. Creating a Talk Show
- 4. Creating Advertisements (PSA sand Commercials)

Students need to submit a DVD with Scripts for each practical Students who have completed and submitted the record/DVD are eligible for appearing external examination.

External practical examination will be a viva-voce or exercises to test students' ability in basics of television production

Prepared by

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Checked by

Dr. S. Ragunathan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5DE1BP	Discipline Specific Elective-I	Film Language -Practical	4	4	100	20	80

Course Outcomes:

At the end of course students will be able to

- CO1: Tell story with minimum shots
- CO2: Communicate using Film language
- CO3: Experiment new methods of story telling
- CO4: Create stories with aesthetics
- CO5: Use the Audio and Visual effectively

Exercises :

1. Create a concept using five shots like Haikoo poetry
2. Create a film for not less than 3 minutes without dialogue
3. Create a film for not less than 3 minutes in a single shot
4. Create a film for a Poetry

Students need to submit individual DVD with 4 exercises for Film Language.

External Exam will be a viva voce or to check the students' ability in film language

Prepared by

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Checked by

Mr. B. Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5SE2AP	Skill Enhancement Course-II	Entrepreneurship Skills- Practical	2	2	100	-	100

Course Outcomes:

At the end of course students will be able to

CO1: Optimum utilization of available resources

CO2: List the equipment within the budget

CO3: Follow the Environmental measures

CO4: Friendly approach with the customers

CO5: Start small Photo Studio or Graphic Design work

Exercises:

1. Start the work with customer expectation
2. Portrait with minimum number of Lights
3. Using the available Reflectors and Properties for Portrait
4. Show the work sample and ready to do the corrections
5. Deliver the output with the file format suitable for the customer
6. Handle the Cool lights effectively
7. Graphic Design with user friendly software for timely delivery
8. Friendly approach with the customer and get their feedback for improvement
9. Offering extra Print or Pocket Calendar as Customers care
10. Green measures like using environment friendly Cool Lights

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5SE2BP	Skill Enhancement -II	Cartoon Drawing-Practical	2	2	100	-	100

Course Outcomes:

At the end of course students will be able to

CO1: Draw characters using stick figures

CO2: Modify the faces with expressions

CO3: Imagine a situation

CO4: Create Caricatures

CO5: Improve satire through cartoons

Exercises:

1. Drawing Stick figures
2. Drawing faces with expressions
3. Exaggerating the identity of the personality
4. Drawing different personalities
5. Drawing the cartoons for a political or social issue
6. Drawing the expressive cartoons for a dialogue
7. Drawing cartoons without dialogue (Silent Jokes)
8. Improving satire through cartoons

Students need to submit the drawing record with Cartoons not less than 25 Nos.

External exam will be a viva voce or Cartoon drawing

Prepared by

Mr.B.Ramakrishnan

Checked by

Dr.Ragunathan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5SE3AP	Skill Enhancement Course-III	Art of Acting-Practical	2	2	100	-	100

Course Outcomes:

At the end of course students will be able to

CO1: Know the Voice Modulation

CO2: Express various emotions

CO3: Understand the body language

CO4: Coordinate Body, Mind and Voice

CO5: Perform skit

Exercises :

1. Voice Modulation
2. To control the movement of the body with consciousness
3. To express various emotions through facial expression
4. To practice Mind and body co-ordination through games
5. Body, Mind, Voice co-ordination through exercises
6. Perform a skit, mime or street play - concept for social change

Students need to perform a skit or mime or Street play – concept for social change
Group activity each group not exceeding six members

External examination marks will be awarded based on individual performance and group performance

Prepared by

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Checked by

Mr.D.Pradheepan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UVC5SE3BP	Skill Enhancement Course-III	Clay Modelling-Practical	2	2	100	-	100

Course Outcomes:

At the end of course students will be able to

CO1: Know the preparation of clay for modelling

CO2: Create shapes and forms

CO3: Design the characters using basic forms

CO4: Modify the characters in action

CO5: Apply the ideas in animation

Exercises :

1. Creating sphere
2. Creating cube
3. Creating Cones
4. Character Modelling using the basic forms
5. Creating characters in action

Students need to submit 5 Objects or Characters with Clay

External exam will be a viva voce or to create an object using artificial clay

Prepared by

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Checked by

Mr.D.Pradheepan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC13T	Core-XIII(a)	Communication for Development	3	3	50	10	40

Course Outcomes:

At the end of course students will be able to

CO1: List the development process

CO2: Differentiate the Communication and Development Communication

CO3: Know the role of a Communicator

CO4: Create awareness in society

CO5: Understand the Campaign strategy

Unit I

9 Hours

The nature of Development. Defining development as a Goal, as a Process- Communication for Development

Unit II

9 Hours

The Concept of Development Communication: Definitions, Roles and Philosophy of Development Communication - Differences from General Communication, Goals.

Unit III

9 Hours

Communication for social change; Role of a communicator in the process of social change. Folk forms and 'alternative media' for social change.

Unit IV

9 Hours

Development Communication theories: Diffusion and Innovation theory, Paradigm shift, Cultivation theory, Uses and gratification theory.

Unit V

9 Hours

National and International Resources for Development, Funding Agencies, UNO millennium goals, Sustainable goals, Environmental goals, Empowerment for Social Campaign.

References:

1. Melkote, Srinivas R., Steeves, H.Leslie - `Communication for Development in the Third World- Theory and Practice for Empowerment,'(2nd Edition). Sage Publications. New Delhi 2001.
2. D'Abreo Desmond A. `Voice to the People- Communication for Social Change', Culture and Communication. Madras. 1990.
3. Chauhan, Meenakshi R., `Advertising- The Social Ad Challenge', Anmol Publications Pvt Ltd., New Delhi 1995.

Semester	Code	Title of the Paper					Hours	Credits				
VI	20UVC6CC13T	Communication for Development					45	3				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1		√	√	√	√	√	√		√	√		
CO2	√	√		√	√		√	√		√		
CO3	√		√	√		√		√	√			
CO4		√		√	√	√	√		√	√		
CO5	√	√			√	√	√	√		√		
Number of Matches= 35, Relationship : High												

Prepared by

Mr.D.Pradheepan

Checked by

Mr.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC13P	Core-XIII(b)	Communication for Development-Practical	3	3	50	10	40

Course Outcomes:

At the end of course students will be able to

CO1: Use the folk form for development communication

CO2: Learn to work with team spirit

CO3: Communicate the idea for development

CO4: Create awareness in society

CO5: Conduct a Campaign for a theme

Students need to create awareness for social change through innovative ideas and execution using the Media for development of the society. Each group not exceeding 6 students need to create awareness using folk media or new media suitable for the target audience.

Internal exam creating a concept for the target audience by each student 10 marks

External viva voce or a sample of awareness creation (Skit, Mime, Street Play, folk songs) screened or performed in front of the external examiner 40 marks (Group activity)

Prepared by

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Checked by

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Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC14	Core-XIV	Visual Analysis	5	5	100	25	75

Course Outcomes:

At the end of course students will be able to

- CO1: Know the semiotic analysis
- CO2: Understand the Consumer Society
- CO3: Explain the psychoanalysis
- CO4: Interpret Mass society
- CO5: List the impact of social media

UNIT I

18 Hours

Semiotic Analysis : Social aspects of semiotics : The individual and society – Saussure on the science of semiology – signs – Forms of signs – Signs and Truth – Connotation and Denotation – Syntagmatic analysis – Paradigmatic analysis – Codes – Cultural aspects of Codes – Semiotics of the television medium.

UNIT II

18 Hours

Marxian Analysis: Materialism – Ideology – Alienation – The consumer society – Hegemony – Grid Group analysis – Marxist Criticism in the postmodern world.

UNIT III

18 Hours

Psychoanalytic Criticism: The unconscious – sexuality – The Oedipus complex – Id, Ego and Superego – symbols - Dreams - Aggression and Guilt – Freud and Beyond – Psychoanalytic analysis of Media .

UNIT IV

18 Hours

Sociological analysis: Bureaucracy – Ethnicity – Lifestyle – Mass society – Postmodernism- Sex and Gender – Gaze – Representation- Socialization – Stereotypes – Values.

UNIT V

18 Hours

Cell phone, Social media and Problem of identity: social media-metaphors – Advertising analysis.

References:

1. Arthur Asa Berger Media Analysis Techniques, Sage Publications, New Delhi,2012.
2. Marcell Denesi Messages, Signs and Meanings Canadian Scholars Press Inc. Torondo, 2004.
3. Kunther Kress Reading Images: The Grammar of Visual Design,Routledge, New York, 2006.
4. Monaco. J, How to read a film: Movies Media and Beyond, Oxford University Press, 4th Edition, New York, 2009.

Semester	Code	Title of the Paper					Hours	Credits			
VI	20UVC6CC14	Visual Analysis					45	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1		√	√	√	√	√	√	√	√	√	
CO2	√	√		√	√		√	√		√	
CO3	√		√	√		√		√	√		
CO4		√	√	√	√	√	√		√	√	
CO5	√	√			√	√	√	√		√	
Number of Matches= 37, Relationship : High											

Prepared by

Dr Ragunathan.S

Checked by

B. Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC15P	Core-XV	Visual Effects- Practical	4	4	100	20	80

Course Outcomes :

On completion of the course, students will be able to:

- CO 1. Modelling the objects using forms
- CO 2. Use textures for the objects
- CO 3. Lighting the objects
- CO 4. Modify the objects using rotoscoping
- CO 5. Apply the Visual effects using green matte

Exercises:

- 1. Creating an object using basic forms
- 2. Texturing the object
- 3. Lighting the object
- 4. Rotoscoping
- 5. Retiming animation
- 6. Rigging
- 7. Green matte techniques for visual effects
- 8. Create 3D Titles with visual effects

Students need to submit a DVD with Creating Models, Characters, Animate the characters with a concept (Three animations for different concepts) with support files as evidence of creation and animation

Students who have completed and submitted the record/DVD are eligible for appearing external examination

External exam will be viva-voce or to test the students' skills in 3D animation

Prepared by:

Checked by:

Mr.D.Pradheepan

Mr. B. Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6CC16P	Core-XVI	Domain Study-Practical	5	5	100	20	80

Course Outcomes:

At the end of course students will be able to

- CO1: Select an area of interest to work
- CO2: Experiment the methods for Media production
- CO3: Compose and edit new ideas
- CO4: Explore the way of telling stories
- CO5: Create an experimental output

Exercises:

1. Magazine Layout and Design, Posters, E-Books,
2. Photography
3. 2 D animation
4. 3 D animation
5. Short-film
6. Documentary
7. PSA/Commercial
8. Web Design
9. Music Album
10. Cartoon Creation/ Caricatures (Comic Strips)
11. Typography and Titling
12. Any other production for New Media

Students need to submit a record or DVD of their individual work with supportive documents as evidence in a particular area of interest. Work should be innovative and creative in a particular area.

Prepared by

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Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6DE2 AP	Discipline Specific Elective-II	Editing-Practical	5	4	100	20	80

Course Outcomes:

At the end of course students will be able to

CO1: Know where to cut to tell the story

CO2: Use the transitions

CO3: Maintain the continuity of shots

CO4: Explore the way of telling stories

CO5: Create stories using editing

Exercises:

1. Editing with transitions Cut, Dissolve, Wipe, Fade
2. Compilation of Shot types
3. Continuity of content, movement, position, sound
4. Action edit, Screen Position edit, Form edit, Concept edit, Combined edit
5. Appropriate form of edit
6. Line of Action
7. Editing is Creating
8. Parallel editing
9. Montage
10. Multi- camera edit

Students need to submit a DVD with the editing exercises minimum 12 (at least one for each exercise) Clips can be taken from raw footage (unedited) of video or film

External exam will be a viva-voce or testing the students' ability in editing as practical

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Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6DE2BP	Discipline Specific Elective-II	Web Designing- Practical	5	4	100	20	80

Course Outcomes:

At the end of course students will be able to

CO1: Lay out the page

CO2: Apply the colours for the concept

CO3: Design the banners

CO4: Add the commercials

CO5: Create content for pages

Exercises:

1. Creating a page layout and design
2. Creating Logo
3. Creating animated banners
4. Creating pop-up Commercials
5. Scrolling events or advertisements
6. Create a web page for an organization
7. Create a Blog with creative content and design

Students need to submit a record and DVD with supportive files as evidence of work with a Minimum of Two Web Design

- a) Four pages for Commercial Organization
- b) One page for Blog

Students who have completed the exercises and submitted the record only eligible to appear for external examination which will be a viva-voce to test the ability in Web Design

Prepared by

Mr.D.Pradheepan

Checked by

Mr. B. Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6DE3 AP	Discipline Specific Elective-III	Show Reel Creation-Practical	4	4	100	20	80

Course Outcomes:

At the end of course students will be able to

CO1: Create Profile

CO2: Design the Profile using Audio and Visual

CO3: Present the profile effectively

CO4: Modify the profile according to the Job

CO5: Use the profile for the job

Students need to create and submit a presentation of all their works during the degree course in a nut cell (DVD). This will help the students to enter into the media industry in an effective way.

External Exam will be a viva- voce after valuing the presentation

Prepared by

Checked by

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Mr.D.Pradheepan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6DE3 BP	Discipline Specific Elective-III	Creative Advertising-Practical	4	4	100	20	80

Course Outcomes:

At the end of course students will be able to

CO1: Design advertisements for Print Media

CO2: Create Ad for Outdoor Media

CO3: Record Audio Ads

CO4: Produce commercials for Visual Media

CO5: Explore new ideas with New Media

Exercises:

1. Create an ad for a Newspaper or a Magazine
2. Design an ad for Outdoor Ad (Hoarding, Transit)
3. Create an ad for radio not exceeding one minute
4. Create a commercial for Television
5. Create an online ad for a product
6. Create an ad suitable for mobile communications

Students need to submit a DVD with the advertisements with supportive evidences minimum of two ads for each exercise. External exam will be viva-voce or exercise to show the students' talents in the Creation of Advertisements.

Prepared by

Dr Ragunathan.S

Checked by

B. Ramakrishnan

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UVC6EC2	Extra Credit Course-II	Visual Communication for Competitive Examination	-	4	100	-	100

Course Outcomes:

At the end of course students will be able to

CO1: Recall the basics of Drawing and Advertising

CO2: Use the right equipment for the job within the budget

CO3: Write the script and Visualize the story

CO4: Start survey and present the output

CO5: Serve the people with ISR

Unit I

Elements and Principles of Design – Ethics of Advertising & Public Relations – Advertising and Social issues – Know the rules and Break the rules in Photography – Illustration for story – Writing Script for a concept – Visual Story Telling

Unit II

Choosing the equipments within the budget suitable for the Work – Optimum Utilization of available resources – Explore the open resource for various applications

Unit III

Preparing Questionnaire for small survey – Collect the data – Compile and interpret the data – Present the ideas for further work

Unit IV

Presentation skills through creating web page – creating content for web page – User friendly design

Unit V

Apply the knowledge and skills for the development of adapted villages by the College. Explore the ideas for the betterment of student community to earn and serve society with Institution Social Responsibility (ISR)

References:

1. Paul M Lester, Visual Communication: Images with messages, Eighth Edition, 2019
2. Richar D. Zakia, Perception and Imaging, Focal Press, Fourth edition, 2013
3. Hagen Rebecca, White space is not your enemy, Focal press, First edition, 2010.
4. Robert B. Musburger & Gorham Kindem, Introduction to Media Production, Focal Press, Fourth edition, 2009