

## B.SC. VISUAL COMMUNICATION

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	25UVCVAC1	Value Added Course - I	30	-	-	100	100
Course Title	Upcycling and Sustainable Crafting						

SYLLABUS		
Unit	Contents	Hours
I	Introduction to recycling available materials – Old Newspaper - Wall hanging: a photo frame, Pen Stand, Paper Toys.	6
II	Creating crafts using bamboo and cane as raw materials	6
III	Coconut shell bowls: Create Key chain, bowl, boxes Coconut shells Natural Dry leaves, Dried Sticks and Dry Wood Skin, Coconut husk and Shell craft	6
IV	Using cotton box to create Patterns and designs as artistic works	6
V	Creating vessels, toys and other artistic works by recycled paper as raw material	6

<b>References:</b>
1. The Art and Craft of Handmade Books, Shereen LaPlantz, Dover Publications Inc. 2016.
2. Coconut: The Art of Coconut Craft Perfect Paperback –Vijaydatta Lotlikar (Author), master craftsman (Author), Frederick Noronha (Editor), Mahesh Naik, 7 Goa,1556; First Edition (7 December 2009).
3. Amazing Paper Craft, Neetu Sharma, Scholastic India Private Limited (21 November 2016).

Course Outcomes	
Upon successful completion of this course, the student will be able to:	
CO No.	CO Statement
CO1	Differentiate the papers from the nature. To equip students with knowledge and hands-on skills to creatively reuse waste materials for functional and decorative purposes.
CO2	Understanding waste management: Reduce, Reuse, Recycle, and Upcycle
CO3	Usages and Find the ideas to Creative & Realistic Paper
CO4	Importance of sustainability in art and design
CO5	Choosing the right templates for Natural resources, Overview of materials.

**Course Coordinators Mr. B. Ramakrishnan, Dr S. Ragunathan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	25UVCVAC2	Value Added Course - II	30	-	-	100	100
Course Title		Dialogue Writing for Audio Visual Media					

SYLLABUS		
Unit	Contents	Hours
I Introduction to Dialogue Writing	Theory (2 hours) Dialogue – Definition, key elements Understanding of dialogue-monologue Practical (4 hours)  Analysing dialogue from audio visual exercises focusing on character voice and tone Creating dialogue for different genres (comedy, drama, thriller, etc.)	6
II Character Development through Dialogue	Theory (2 hours) How dialogue reveals character traits and relationships Techniques for creating distinct character voices Examples of character-driven dialogue from films Practical (4 hours) Writing character monologues and dialogues Role-playing exercises to explore character interactions Peer review and feedback sessions	6
III Crafting Authentic and Engaging Dialogue	Theory (2 hours) Techniques for writing natural-sounding dialogue Balancing exposition and subtext Avoiding common pitfalls in dialogue writing Practical (4 hours)  Writing conversations in real life situation Revising and refining dialogue	6
IV Advanced Dialogue Techniques	Theory (2 hours) Using dialogue to build tension and conflict Incorporating humour and wit Practical (4 hours)  Writing dialogue for complex scenes (e.g., confrontations, emotional moments) Experimenting with dialogue structure and pacing	6
V Final Project and Examination	Practical (4 hours) Developing dialogue for screenplay Group project submission Examination (2 hour) Presentation	6

<b>References:</b>
1. Dialogue: The Art of Verbal Action for Page, Stage, and Screen, Robert McKee, Twelve; Reprint edition (4 July 2017).
2. Screenplay: The Foundations of Screenwriting, Syd Field, Delta; Revised edition (29 November 2005).
3. Making a Good Script Great, Linda Seger, Silman-James Press; 3rd edition (1 September 2010).
4. The Writer's Journey: Mythic Structure for Writers, Christopher Vogler, Michael Wiese Productions; 3rd edition (11 May 2007).

<b>Course Outcomes</b>	
<b>Upon successful completion of this course, the student will be able to:</b>	
<b>CO No.</b>	<b>CO Statement</b>
CO1	Define And Explain The Fundamental Concepts Of Dialogue Writing, Including Key Elements And The Difference Between Dialogue And Monologue.
CO2	Analyze and interpret dialogues from audiovisual media, focusing on character voice, tone, and genre-specific dialogue creation.
CO3	Develop distinct character voices and relationships through dialogue, using role-playing exercises and peer feedback.
CO4	Apply techniques for writing natural-sounding dialogue, balancing exposition and subtext while avoiding common pitfalls.
CO5	Construct a screenplay dialogue and present a final project demonstrating advanced dialogue writing skills.

**Course Coordinators Mr. R. Rajeshkumar, Mr H. Mohamed fayaz**