UG B.Sc VISUAL COMMUNICATION

SEMESTER - I

UCVCA20 - INTRODUCTION TO VISUAL COMMUNICATION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	UCVCA20	Introduction to Visual Communication	Theory	Core	5	4	100

Objective*:*

- To give an overview about the field of Visual communication and Visual language and to enable them to understand the various fields of work in this area

Course Outcomes (CO)

The Learners will be able to

CO1: Indicating the Basic Concepts of Communication.

CO2: Analyzing the concepts of Visual cues and Visual Theories.

CO3: Acquiring an in-depth knowledge in Visual Analysis and Visual Stereotypes

CO4: Identifying the Essential aspects of Visual Language.

CO5: Exploring the insights of Visuals in Media.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	M	H
CO2	H	H	M	H	H	M
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H

CO						
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Basics of Visual Communication (18 hours)

1.1. Definition: communication. (K1, K2)
1.2. Need for and Importance of Communication. (K1, K2)
1.3. Introduction to Visual Communication: Sensing, Selecting and Perceiving (K1,K2,K3, K4)
1.4. Visual Cues: Color, Form, Depth. (K1, K2, K3, K4)

1.5. Eight Depth Factors. (K1, K2, K3, K4)

1.6. Movements. (K3, k4)

Unit II: Visual Theories and Persuasion(18 hours)

2.1. Sensory Theories of Visual Communication: Gestalt. (K3, k4)

2.2. Sensory Theories of Visual Communication: Constructivism. (K1, K2, K3, K4)

2.3. Perceptual Theories of Visual Communication: Semiotics –Charles sanders Peirce, (K1, K2, K3, K4)

2.4. Cognitive Theory, (K1, K2, K3, K4)

2.5. Visual Persuasion in Advertising, (K1, K2, K3, K4)

2.6. Visual Recurring. (K3, k4)

Unit III: Visual Stereotypes and Analysis   (18 hours)

3.1. Visual Stereotypes: Reinforcing Stereotypes with Images.(K1, K2, K3, K4)

3.2. Visual Analysis: Composition.(K1, K2, K3, K4)

3.3. Semiotic Signs and Codes (K3, K4)

3.4. Cognitive Elements(K1, K2, K3, K4)

3.5. Purpose of the Work, (K3, K4)

3.6. Image Aesthetics (K3, K4)

Unit IV: Visual Language (18 hours)

4.1. Principles of Visual & other Sensory Perceptions. (K1, K2, K3, K4)

4.2. Color Psychology & theory (some aspects) (K1, K2, K3, K4)

4.3. Color symbolism, Visual Thinking (K3, K4)

4.4. Principles of Design (K1, K2, K3, K4)

4.5. Elements of Design(K1, K2, K3, K4)

4.6.Process of developing creative ideas, Visual Culture(K3, K4)

Unit V: Visuals in Media (18 hours)

5.1. Definition: Media. (K1, K2)
5.2. Types of Media – Traditional Media & folk Media (K1, K2, K3, K4)
5.3. Print Media, Electronic Media and New Media.(K1, K2, K3, K4)
5.4. Visual language.(K3, K4)
5.5.Visual pleasure. (K3, K4)
5.6. Concept of gaze. (K3, K4)

Books for Study and Reference:

1. Seeing is Believing: An introduction to visual communication, 4th edition, – Arthur Asa Berger, McGraw Publication, 2012
2. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011.
3. KevalJ.Kumar - Mass Communication in India – 4th Edition Jaico Publications, 2011.
4. Joseph R. Dominick – The Dynamics of Mass Communication: Media in the Digital Age, 10th Edition - Tata McGraw Hill, 2010.
5. Stanley J. Baran – Introduction to Mass Communication: Media Literacy and Culture, 5th Edition - Tata McGraw Hill, 2010.
6. Uma Joshi, Rameshwari Pandya, AnuradhaMathu – Folk Media and Harmony, Swastik Publications, 2010.
7. Jonathan Baldwin, Lucienne Roberts – Visual Communication - AVA Publishing SA, 2006.
8. John Morgan, Peter Welton,1992 - See what I Mean?: An Introduction to Visual Communication

SEMESTER IV – PAPER IV

UCVCG20 - MEDIA, CULTURE AND SOCIETY

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	UCVCG20	Media culture and society	Theory	Core	6	4	100

Objective:

- To enable the students to understand the theories of media and the impact of media on society and culture

Course Outcomes (CO)

The Learners will be able to

CO1: Report and Restate the elements of society and its theories.

CO2: Illustrate the characteristics of culture and its models.

CO3: Analyze the various models of media and Categories the ecological perspective of media audience

CO4: Analyze the various models of media.

CO5: Evaluate the social issues of media.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H

CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Concepts of society (18 hours)

1.1. The definition of society (K1, K2)
1.2. Essential elements of society (K1, K2)
1.3. Understanding Mass Media (K1, K2, K3)
1.4. Theories of society: the mass society theory, functionalism, uses and Gratification theory, social construction theory (K2, K3, K4)
1.5. Communication technology determinism (K3, K4)
1.6. The information society. (K3, K4)

Unit II: Concept of culture (18 hours)

2.1. The definition of culture, characteristics of culture, (K1, K2)

2.2 Components of culture, functions of culture. (K1, K2, K3)

2.3. Media and popular culture,(K1, K2, K3)

2.4. Mass media culture and development (K1, K2, K3)

2.5. Development communication, modernization, (K1, K2, K3)

2.6. Models of development, dependency/structuralism model.(K1, K2, K3, K4)

Unit III: Media Audience (18 hours)

3.1. Reception, (K1, K2)

3.2. Audience positioning, (K1, K2,K3)

3.3. Subjectivity, Pleasure (K1, K2)

3.4. Audience dynamics (K3, K4)

3.5. Impact of Media on Society (K1, K2,K3)

3.6. Ecological perspectives.(K3, K4)

Unit IV: Media Analysis: (18 hours)

4.1. Media Text, (K1, K2)

4.2. Media Ideology, (K1, K2, K3)

4.3. Media and Realism (class, Gender, Race, Age, Minorities, children),(K1, K2, K3, K4)

4.4. Approaches to Media Analysis (K1, K2, K3)

4.5. Marxist theory, semiotics, (K1, K2, K3)

4.6. Psychoanalytic.(K1, K2 K3, K4)

Unit V: Alternate Media (18 hours)

5.1. Alternative approaches to developments, (K1, K2, K3)

5.2. Revival of modernization models, (K1, K2, K3)

5.3. Peculiarity of Indian Society, Media in Indian society, (K1, K2, K3, K4)

5.4. Internet initiatives for rural development,(K1, K2, K3, K4)

5.5. Communication for development (K1, K2, K3)

5.6. Sensationalism, 4G, VR, gaming, mobile addiction.(K1, K2, K3, K4)

Books for Study and Reference:

1. Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013.
2. KevalJ.Kumar - Mass Communication in India, 4rd Edition - Jaico Publication, 2011.

3. Graeme Burton - Media and Society Critical Perspectives, 2nd Edition - Tata McGraw Hill, 2010
4. PaulHodkinson,Media,Culture and Society:An Introduction,SAGE Publication Ltd,2010.
5. Michael O'Shaughnessy,JaneStadler,Media and Society an Introduction,Oxford University press,2005
6. Amos Owen Thomas - Media, Culture and Politics Across India, Sage Publication, 2005
7. McQuail Denis – Mass Communication Theory, 4th and 5th Edition - Sage Publication, 2000.
8. Silverstone rogers – Why study Media? –sage Publications- 1999
9. Berger, AsaAuthur,- Media Analysis Techniques- Sage Publications -1998.

SEMESTER V - PAPER VI

UCVCJ20 –FILM APPRECIATION

Year: III	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: V	UCVCJ20	Film Appreciation	Theory	Core	5	4	100

Objective:

- To introduce films as a form of visual communication and develop technical knowledge and critical outlook towards film making

Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the concepts of Film as a Mass medium and its Production Stages.

CO2: Acquire an In-depth knowledge in Film Language.

CO3: Analyze about origin of Indian Cinema.

CO4: Exploring the Film making Techniques in World Cinema

CO5: Distinguish the Film genres.

CO	PSO

	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Film as a Medium(15 hours)

1.1.Film History: Early Cinema with special reference to Tamil Nadu and India. (K1, K2, K3)

1.2. Cinema as a mass medium. (K1, K2, K3)

1.3. Persistence of vision, Phi phenomenon. (K1, K2,)

1.4. Film Production Process: Pre Production.(K2, K3, K4)

1.5. Production. (K2, K3)

1.6. Post Production. (K3,K4)

Unit II: Film Concepts (15 hours)

2.1. Film Concepts:Screenplay.(K1, K2, K3)

2.2. Mise-en-scene, Mise-en-shot.(K1, K2, K3)

2.3. Cinematography,Cinematic codes.(K3 K4)

2.4. Film Concepts and Film Grammar-Lighting.(K1, K2, K3)

2.5. Make-up, Performance, Sets.(K1, K2, K3)

2.6. Editing, Sound, Music and dubbing, Direction.(K1, K2, K3,K4)

Unit III: Indian Classics(15 hours)

3.1.Origin of Classical Narrative Cinema.(K1, K2, K3,K4)

3.2. Soundless film - Development of classical Indian Cinema.(K3 K4)

3.3. Film Movement- popular Indian classic.(K3 K4)

3.4. Films:PatherPanchali, ApurSansar.(K3 K4)

3.5. 36 ChowrangeeLane.(K3 K4)

3.6. Mughal-e-Azam, Pyasaa (discussion of film elements).(K3 K4)

Unit IV: World Classics(15 hours)

4.1. History of Global film-Development of Hollywood Cinema.(K1, K2, K3,K4)

4.2. World movies – Lumier Brothers and cinematograph.(K1, K2, K3,K4)

4.3. Static to Multi-shot, Beginning of Narrative (Trip to Moon, Birth of a Nation).(K3 K4)

4.4. Editing – multiple exposure (The Four Troublesome heads).(K3 K4)

4.5. Montage (Battleship Potemkin), cross-cutting (The Great train Robbery) and techni-colour (The Wizard of Oz).(K3 K4)

4.6.Essays on The Good, bad and the ugly, Rebecca, Schindler's list, Avatar(discussion of film elements).(K1,K2,K3 K4)

Unit V: Genres (15 hours)

5.1.Film genres –Documentary and Fiction (K1,K2,K3 K4)

5.2. Historic, drama, horror.(K3 K4)

5.3.Science fiction, comedy.(K3 K4)

5.4.Romantic, action and animation(K3 K4)

5.5. Essays on classics: Citizen Kane, The Tramp, Psycho.(K3 K4)

5.6. Rashomon, Bicycle thieves (Discussion of film elements).(K1,K2,K3 K4)

Movies to be watched: Citizen Kane, The Tramp, Psycho, Rashomon, Bicycle thieves, PatherPanchali, ApurSansar, 36 Chowrangee Lane, Mughal-e-Azam, Pyasaa, The Good, Bad and the Ugly, Schindler's list, Avatar, Rebecca

Books for Study and Reference:

1. Bywater and Thomas – Film Criticism, 1st Edition – Pearson Education, 2009
2. BhawanaSomaaya - Fragmented Frames, 1st Edition – Pustak Mahal, 2008
3. Bastian Cleve - Film Production Management, 3rd Edition - Focal Press, 2006
4. Susan Hayward - Key Concepts in Cinema Studies - Routledge, 2004
5. Michael Rabiger -Directing Film Techniques and Aesthetics,3rdEdition-Local Press, 2003
6. Paul Martin Lester - Visual Communication, 3rd Edition - Thomson Wadsworth, 2003
7. Thomas A. Ohanian, Michael E. Philips - Digital Film Making, 2nd Edition - Focal Press, 2000
8. Keval J. Kumar - Mass Communication in India - Jaico Publications, 2011.
9. Yves Thorval - The Cinema of India (1896-2000) - Macmillan Press, 2000

SEMESTER V –PROJECT -1

UCVCN20 - DOCUMENTARY PRODUCTION

Year: III Sem: V	Course Code: UCVCN20	Title of the Course: Documentary Production	Course Type: Project	Course Category: Core Elective	H/W 3	Credits 5	Marks 100

Objective:
- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing through team work.

Students will specialize in Television production and prepare a group project on any chosen theme. The editing of the project should be done with the editing software that is taught to the students during the course. The master copy of the production in a DVD format must be submitted along with the script and the storyboard.

Course Outcomes (CO)

The Learners will be able to

CO1: Analyzing the Concepts of Documentary production.

CO2: Implementing the Pre-Production process of Documentary.

CO3: Executing the Production process of Documentary.

CO4: Compile the Post Production Activities according to the Script.

CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H

CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Exercise: Documentary - 5 to 7 minutes

1. Proposal Format to be given   (5 hours)
2. Script Approval   (10 hours)
3. Story Board   (15 hours)
4. Documentation   (15 hours)

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation (40 marks) is based on the production process and the model viva.

The Semester Evaluation (60 marks) is based on the Viva-voce and the quality of the production presented for the Examination.

SEMESTER VI – PAPER VIII
UCVCO20 - MEDIA LAWSAND ETHICS

Year: III	Course Code: UCVCO20	Title of the Course: Media laws and Ethics	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
Sem: VI							

Objective:

- To familiarize students with the framework of laws that apply to the field of electronic as well as print media

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the Concept of Media Laws and Rights

CO2: Reviewing Various Media Acts and its uses.

CO3: Acquire an in depth Knowledge in Media Laws.

CO4: Analyzing the Cyber Laws and Regulations.

CO5: Examine the Media Regulatory Authority Bodies.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Media and Freedom (15 hours)

1.1. Concept of media freedom, (K1, K2, K3)

1.2. Evolution of Article 19 (a), Rights and Restrictions, (K1, K2, K3)

1.3. Theories of the press,(K1,K2, K3)

1.4. Rights and Obligations of the media, (K1, K2, K3)

1.5. Components of Media Ethics,(K1, K2, K3)

1.6. IPC sections 124A,108, 501, 144. (K1,K2,K3,K4)

Unit II: Media Persons and the law (15 hours)

2.1. Defamation, Official Secrets Act,(K1,K2,K3)

2.2 Intellectual Property Rights, Issues of Privacy, (K1,K2,K3,K4)

2.3 Copyright Act, Obscenity,(K1,K2,K3)

2.4 Source Confidentiality, (K1,K2,K3)

2.5 Parliamentary Privileges Act,(K1,K2,K3)

2.6 Right to Information Act   (K1,K2,K3,K4)

Unit III: Laws on Media Institutions (15 hours)

3.1 Cable regulation Act, (K1,K2,K3)

3.2 Indian cinematography Act 1952, (K1,K2,K3)

3.3 Film censorship, (K1,K2,K3)

3.4 Contempt of Court, (K1,K2,K3)

3.5 Press and Registration of Books Act,(K1,K2,K3)

3.6 Regulation related to broadcast media (Indian Broadcasting code)(K1,K2,K3,K4)

Unit IV: Cyber Laws (15 hours)

4.1. Laws regulating Foreign Direct Investment in media (K2, K3, K4)

4.2. IT Act, Cyber laws in India. (K2, K3, K4)

4.3. Cyber security concerns. (K2, K3, K4)

4.4. Preventive measures. (K3, K4, K5)

4.5. Penalties. (K2, K3, K4)

4.6. Network service providers' protection. (K2, K3, K4)

Unit V: Regulating Authorities (15 hours)

5.1. Ministry of Information and Broadcasting. (K1,K2,K3)

5.2. Directorate of Advertising & Visual Publicity. (K2, K3,)

5.3. Directorate of Field Publicity. (K2, K3, K4)

5.4. Press Council. (K2, K3, 4k)

5.5. Central Board of Film Certification. (K3, K4,)

5.6. Advertising Standards Council of India, Telecom Authority. (K3, K4,)

Books for Study and Reference:

1. ParanjoyGuhaThakurta - Media Ethics, 2nd Edition - Oxford, 2012.
2. Devesh Kishore, Ganga Sagar Singh - Media Law, Har-Anand Publication, 2012.
3. Brij Kishore Sharma - Introduction to the Constitution of India, 6th Edition – PHI - Learning, 2011.
4. Gillian Doyle - Media Ownership - Sage Publications, 2002.
5. Dr. Durga Das Basu - Introduction to the Constitution of India, 19th Edition - Wadhwa Publications, Nagpur, 2001.
6. Cees J Hamelink - The Ethics of Cyber Space - Sage Publications, 2000.
7. Philip Patterson Lee Wilkins – Media ethics issues and cases, 6th Edition, Tata Mc Grawhill- 2010
8. Durga Doss Basu, (2000) Press Laws, Central Law Book Agency, Delhi.

SEMESTER VI – PROJECT – 2

UCVCR20 - SHORT FILM PRODUCTION

Year: III Sem: VI	Course Code: UCVCR20	Title of the Course: Short Film Production	Course Type: Project - 2	Course Category: Core	H/W 4	Credits 5	Marks 100

Objective:

- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing

Students will specialize in Television/Radio Production and prepare an individual project on Documentary / short film on any chosen theme. The master copy of the production must be submitted along with the script.

Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the Concepts of Short film production.

CO2: Implementing the Pre-Production process of Short film.

CO3: Executing the Production process of short film.

CO4: Compile the Post Production Activities according to the Script.

CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Exercises:

1. Produce a short film with a good concept not exceeding 10 minutes with suitable visual transitions and sound effects.

(Cognitive Level: K1, K2, K3, K4)

The Internal Evaluation (40 marks) is based on the production process and the model viva. The Semester Evaluation (60 Marks) is based on the Viva-Voce and the quality of the production.