

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE** DU - 01  
**SCHOOL OF COMMUNICATION**  
**B.SC VISUAL COMMUNICATION - SCHEME OF EXAMINATION (UNDER CBCS)** 2018-19  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**

SEM	PART	Course	Course Title	Credits	Marks			No. of Hours	Exam Duration	
					CA	TE	Total			
III	III	Core	Communication Theories	3	25	75	100	5	3	
	III	Core	Gender and Media	3	25	75	100	5	3	
	III	Allied	Computers in Communication Media	3	25	75	100	4	3	
	III	Allied	Computers in Communication Media (Practicals - III)	4	40	60	100	3	6	
	IV	Skill Based Subject	Professional Communication	2	25	75	100	4	3	
	IV	Basic Tamil I / Advanced Tamil I /	Basic Tamil I / Advanced Tamil		2	100	NA*	100	2	3
			Non-major Elective	Personality Development and Soft Skills		40	60	100		3
	III	Core	Media Management	3	25	75	100	4	3	
	IV	Skill Based Subject	Media Analysis	2	40	60	100	2	3	
	III	Core	Internship Viva-Voce	4	NA*	100	100	-		
	V	Extension Activities	NSS – Nature Club Activities	1	***Grade					
		<b>Total for Semester III</b>	<b>27</b>							
IV	III	Core	Graphic Production	3	25	75	100	5	3	
	III	Core	New Media Studies	3	25	75	100	4	3	
	III	Core	Photography	3	25	75	100	2	3	
	III	Core	Photography (Practicals - IV)	4	40	60	100	4	6	
	III	Elective	Elective I - Multimedia, 2D Animations and Web Graphics / An Introduction to Media Databases / E-Content Development (Theory)	3	25	75	100	2	3	
	III	Elective	Elective I - Multimedia, 2D Animations and Web Graphics / Media Databases / E-Content Development (Practicals)	4	40	60	100	2	3	
	IV	Basic Tamil II / Advanced Tamil II /	Basic Tamil II / Advanced Tamil II		2	100	NA*	100	2	3
			Non-Major Elective	Basics in Business Process outsourcing		40	60	100		3
	IV	Value Education	Indian Society, People and Culture	2	25	75	100	3	3	
		<b>Total for Semester IV</b>	<b>24</b>							
V	III	Core	Television Production	3	25	75	100	5	3	
	III	Core	Television Production (Practicals -V)	3	40	60	100	5	6	
	III	Core	Media Law and Ethics	4	25	75	100	4	3	
	III	Allied	Audio Production	3	25	75	100	5	3	
	III	Allied	Audio Production(Practicals -VI)	3	40	60	100	5	3	

DIJ - 02  
2018-19

	III	Allied	Magazine Production	3	25	75	100	5	3
	III	Allied	Magazine Production (Practicals -VII)	3	40	60	100	6	6
	IV	Skill Based Subject	Soft Skill Training (Practicals)	1	40	60	100	2	3
			<b>Total for Semester V</b>	<b>23</b>					
VI	III	Core	Elements of Film Studies	3	25	75	100	5	3
	III	Core	*Mini Project: Short Film and Documentary Making	4	40	60	100	8	6
	III	Core	Integrated Marketing Communication	3	25	75	100	4	3
	III	Skill Based Subject	Script Writing	2	40	60	100	3	3
	III	Elective	Elective II - Multimedia 3D Animation, Digital Sound Editing and Compositing / Web Design (Theory)	3	25	75	100	2	3
	III	Elective	Elective II - Multimedia 3D Animation, Digital Sound Editing and Compositing / Web Design (Practicals)	4	40	60	100	2	3
	III	Elective	Elective III- Direction / Brand Management and Digital Marketing	3	25	75	100	4	3
			<b>Total for Semester VI</b>	<b>22</b>	<b>1500</b>	<b>3100</b>	<b>4600</b>		

\* NA - Not Applicable

\* Mini project Note: To be evaluated internally

DII - 03

Subject Code: 2018-19

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

**B.SC VISUAL COMMUNICATION**

**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**

**THIRD SEMESTER**

**CORE: COMMUNICATION THEORIES**

**Objectives of the Subject:**

To acquaint students with the fundamental theories of Communication.

**UNIT I:**

Introduction to Theory. What is a Theory? What is a Model? Importance of Communication Theories and Models .Basic Models of Communication. Linear and Circular Models of Communication.

(Teaching Hours 10)

**UNIT II:**

Theories of Interpersonal Communication.-Self Disclosure, Social Penetration Theory, Uncertainty Reduction Theory, Relational Dialectics. Basic Theories of Computer Mediated Communication.

(Teaching Hours 14)

**UNIT III:**

Theories of Mass Media – The Magic Bullet Theory, Theories of Propaganda and Persuasion, Four Theories of the Press , Theories of Agenda Setting and Gate Keeping Westley-Mc Clean , White and other theories. Two Step Flow Theory and limited effects paradigm.

(Teaching Hours 14)

**UNIT IV:**

Media Audiences and Effects – Uses and Gratification –Gerbner's Model and Theory of Cultivation Analysis, , Catharsis Effect, Desensitization, Narcotic Effect .

(Teaching Hours 10)

**UNIT V:**

Societal and Cultural Theory -Social Learning Theory- Media as a Socializing Agent, Cognitive Dissonance Theory, Symbolic Interactionism, Developmental Communication Theory.

(Teaching Hours 12)

**Reference books:**

1. Communication Theories in Action - Wood, Cengage Learning 2003 Third Edition.
2. Human Communication De Vito Allyn and Bacon 2007 Edition.
3. Mc Quail's Mass Communication Theory Sage Publications 2002.
4. Mc Quail's Reader in Mass Communication Theory, Thousand Oaks 2005.
5. Mass Communication Theory Baron and Davis Thomson and Wadsworth (1999) Second Edition.
6. Human Communication Watson Mac Millan Press 2004.

D11-04

Subject Code: 2018-19

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

B.SC VISUAL COMMUNICATION

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)

THIRD SEMESTER

CORE: GENDER AND MEDIA

**The Objective of this course is:**

- To introduce to the evolution of communication and the emergence of different Mass media in our society.
- To sensitize the students on the presentation of gender in different media and develop a critical thinking.
- To enable the students to create alternative media with the gender perspective.

**Unit I: Introduction**

Definition of gender, difference between sex and gender- Types of media and their Characteristics: traditional, theatre, folk media, print, electronic, audio, video and New Media.

(Teaching Hours 12)

**Unit II: Feminist Communication Theories**

The Structuralist Paradigm-Muted Group Theory-Standpoint Theory- Feminist Theory- Transgender and Cyborg theories.

(Teaching Hours 10)

**Unit III: Gender Stereotyping in Media**

Gender stereo typing in Media -Portrayal of Gender in Print Media-Portrayal of Gender in Audio Visual Media-Radio Programmes- Television-Gender Presentation in Serials / Reality Shows / Talk Shows / Game Shows / Advertisements / Comedy / News –TV Culture.

(Teaching Hours 10)

**Unit IV: Gender and Film**

Films -Gender construct through the history of cinema -Hero Vs Heroine Centric-Representation and Gender Stereotyping-Commercialization and Objectification –Censor Board –Film Appreciation.

(Teaching Hours 12)

**Unit V: Gender and Alternative Media**

Gender in Mass media-Need for Alternative Media – case studies related to women representation in the media (Producing Commercials, Documentaries and Short films related to Women issues). Assignment mark to be evaluated for Continuous Assignment (CA) based on students work.

(Teaching Hours 10)

**Reference books:**

1. Charlotte Krollokke, Anne Scott Sorensen(2006) Gender Communication; Theories and Analysis New Delhi: Sage Publication.
2. J.V. Vilainilam, (2004) Communication and Mass Communication in India,B.R. New Delhi: Publishing Corporation.
3. Pradeep Mandav, (2005) Visual Media Communication(2005) New Delhi: Authors Press
4. Jitendra Kumar Sharma, (2005) Print Media and Electronic Media: Implications for the Future, New Delhi: Authors Press
5. Kiran Prasad (ed.) (2005)Women and Media: Challenging Feminist Discourse, NewDelhi,The Women Press
6. Alexandra Howson, Embodying Gender,(2005) New Delhi: Sage Publication
7. Indubala Singh, (2007) Gender Relations and Cultural Ideology in Indian Cinema, New Delhi : Deep & Deep Publication. (RGNIYD Department
8. Naomi Wolf, (1991) The Beauty Myth, London: Vintage Books.
9. Kirk Johnson,(2000) Television & Social Change in Rural IndiaNew Delhi: Sage Publication
10. Arthur Asa Berger,(2003) Media and Society; A critical Perspective, USA:Rowman& Little field Publishers

**SUGGESTED READING**

1. John D.H. Downing, (2004) The Sage Handbook of Media Studies New Delhi: Sage Publication,
2. Bonnie J. Bow, Julia T. Wood,(2006) The Sage Hand book of Gender and Communication, New Delhi: Sage Publication
3. Pooja Kataria, (2007) Women and Media: Changing Roles, Struggle and impact,New Delhi: Regal Publications.
4. James Watson, (2003) Media Communication: An introduction to Theory and Process (Second Edition), New York: Palgrave McMillan.
5. Victoria Pruin De Francisco, Catherine Helen Palczewski, Communicating Gender Diversity: A critical Approach New Delhi: Sage Publication, New Delhi, 2007
6. JitenderaSingh,(2005) Media and Society Nwe Delhi; Sumit Enterprises.
7. Pamela J. Creedon& Judith Cramer,(2007) Women in Mass Communication(Third Edition), New Delhi:Sage Publication.
8. Dines, Gain And Jean M. Humez. Gender, Race and Class in Media. Sage: 1994.

D11 - 06

Subject Code: 2018 - 19

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**THIRD SEMESTER**  
**ALLIED: COMPUTERS IN COMMUNICATION MEDIA**

**Objective of the Subject:**

To enable the students to gain knowledge in computer application, internet services, multimedia, websites, content planning for websites, design fundamentals and basics of animation.

**UNIT I:**

Introduction to Computers - Hardware and software - Basics of digital computers - The internet - concepts-an overview - evolution of internet - structure/architecture - protocols, browsers - search engines - features - types of internet connections - internet services - email - newsgroups.

**(Teaching Hours 10)**

**UNIT II:**

Desktop publishing - Small Business suites and its applications: MS Word- features - MS PowerPoint-features-Image manipulation and vector designing softwares-Adobe Photoshop and Illustrator-Pagination softwares- Adobe Indesign and CorelDraw.

**(Teaching Hours 10)**

**UNIT III:**

Multimedia: Definition - Multimedia Applications - Animation - Introduction to principles and methods of digital animation - Analysis of current techniques used in computer animation - Virtual Reality-Cell animation - Fundamentals of 2D animation-Application of 2D softwares, Adobe Flash - The fundamentals of 3D modelling and animation, 3D Applications.

**(Teaching Hours 10)**

**UNIT IV:**

Web designing fundamentals-Elements of design-Factors in implementation-HTML-DHTML-Web authoring- Dreamweaver(IDE) - Applications and features-tools and functionalities.

**(Teaching Hours 10)**

**UNIT V:**

Websites-features-portals-horizontal and vertical portals-content- corporate sites-commercial sites-functions-community websites-Content planning-analysis-objectives-defining content matter.

**(Teaching Hours 10)**

DI - 07  
2018-19 - -

**Reference books:**

1. Digital Animation Bible, George Avgerakis, Tata McGraw Hill Edition
2. Internet Bible – IDG books, New Delhi 1998.
3. Internet for everyone – Leon et al, Loon Techworld, Chennai, 1998.
4. MS Office 2000, for windows for Dummies, by Wallace wang& Roger Parker, IDG Books, 2000.
5. Coral Draw 7 for Dummies by Deke MC Celland, IDG Books, New Delhi 1997.
6. Animation Writing and Development. Jean Ann Wright. Focal Press Visual Effects and Animation Series
7. Animators Guide to 2D Computer Animation, Avgeranis George
8. Multimedia - Making it work by Tay Vaughan, McGraw Hill, Ny 1998.
9. Multimedia and CD Roms for Dummies by Deke McCelland, IDG Books, New Delhi, 1998.
10. Electronic Post Production & Video Tape Editing Schneider, Arthur
11. Understanding Animation by Paul Wells, Routledge, London, 1998.
12. Photoshop for Dummies
13. Building a website - Tim Worsley, Orling Kindersley, Oxford University Press, 2008.
14. Web Design fundamentals- Daniesel Gray-Dreamtech Press, 2001.
15. How the internet works- millennium edition- Preston Gralla, paper back, 1998.
16. Practical HTML – 4 by Lee Anne Philips, Prentice hall, 2003.
17. flash Action Script Sander - Bill Sanders, Coriolis publisher-2002.

Dii - 08  
2018-19

Subject Code: \_\_\_\_\_

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**THIRD SEMESTER**  
**ALLIED: COMPUTERS IN COMMUNICATION MEDIA (PRACTICALS – III)**

To enable the students to gain practical knowledge in this software: Adobe Photoshop, Illustrator, Dream Weaver, flash and Photoshop.

Outline of the laboratory programs:

- 1.. Classified Advertisement (5Nos.)
2. Classified Display B & W (1Col. X 20 cms)
3. Display (3 col X 20 cms, corner)
4. Magazine Display (vertical half page)
5. Magazine full page (multicolour A4 size)
6. Ear panels (2 N0s)
7. Strip Advertisement
8. Product Advertisement
9. Non – Product Advertisement
10. Industrial Advertisement
11. Public service Advertisement
12. Sales promotional ad with a tear off discount / free coupon
13. Design of handbills (2 Nos.)
14. Creating Table top calendar using CorelDraw
15. Designing Logos with Illustrator (2 Nos.).
16. Creating business cards using coral draw
17. Creating Dangers using coral draw
18. Creating Formal and Informal Advertisements
19. Designing Magazine Front Page
20. Designing Event Posters and Hoarding
21. Designing Two fold brochure using CorelDraw
22. Designing carton box using CorelDraw
23. Photo collage, photo manipulation,
24. Different-types of animation in flash

(Teaching hours 45)

**Softwares Handled: Adobe Photoshop, Illustrator, Indesign, Flash, Dreamweaver, CorelDraw**

DI - 09  
2018-19

Subject Code: \_\_\_\_\_

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**THIRD SEMESTER**  
**ALLIED: COMPUTERS IN COMMUNICATION MEDIA (PRACTICALS – III)**  
**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

<b>Internal</b>	<b>External</b>		
Production techniques (Designing, Concept, Overall Appearance)	15	Exercises (I, II, III) Record	45 05
Assignments (Content and Reference Completion on time)	10	Viva	10
Model Exam	05		
Record	05		
Attendance	05		
---	---		---
	40		60
---	---		---

**(Internal 40 & External 60 marks)**

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**THIRD SEMESTER**  
**CORE: MEDIA MANAGEMENT**

**Objectives of the Subject:**

To acquaint the students with the skills of managing the media business and providing an outline on the various aspects of media management.

**UNIT I:**

Management science, objectives, scope and nature - Principles of media management and its significance - Departments and their functions

**(Teaching Hours 10)**

**UNIT II:**

Media as an industry and profession - Media ownership structures in India: Sole proprietorship, partnership, private limited company, public limited companies, trusts, cooperatives, religious institutions, franchises Organization structures of different media organizations (public as well as private ownerships).

**(Teaching Hours 10)**

**UNIT III:**

Functions in media organization: Organizing – Leading – Communicating - Coordinating and Controlling – Planning – Scheduling – Budgeting – Production - Monitoring – Distribution – Documentation -

**(Teaching Hours 10)**

**UNIT IV:**

Media management for advertising - Unique features of print media advertising - Advertising in print media - Advertising in television and film - Selecting the appropriate media - Television advertising advantages and disadvantages.

**(Teaching Hours 10)**

**UNIT V:**

Social Media Marketing – Blogging for Business - Copywriting for the Web – Face book and Twitter management - Going Viral with Social Media - Politics and Social Media – Measuring ROI.

**(Teaching Hours 10)**

**Reference books:**

1. Arpita menon, Media planning and buying, Principles and practices in the Indian context, Tata McGraw Hill, 2010.
2. Vanita Kohli - Khandekar, Indian Media Business, 3rd Edition, Sage Publications, 2010.
3. Jack Z.Sissors, Roger B.Baron, Media Planning Workbook, 7<sup>th</sup> Edition, Tata McGraw Hill Publishers, 2001.
4. Jim Surmanek, Media Planning: A Practical Guide, Third Edition, NTC Business Books.
5. Nancy Flinn, The Social Media Handbook, Principles and practices, Wiley – India Edition, 2012.

Dij - 11  
2018-19  
Subject Code: \_\_\_\_\_

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**

**THIRD SEMESTER**  
**SKILL BASED SUBJECT: MEDIA ANALYSIS**

**Objective of the subject:**

This project work imparts the students with firsthand knowledge and experience of print and television media news and content analysis. The project focuses on special issues and features such as sports, social issues, politics, and contemporary trends.

**Outline of the laboratory Programs:**

A Comparative Analysis of the Contents of the Newspaper and Television should be critically evaluated on the following basis:-

1. Political News (News Coverage – Ruling and Opposition parties in the centre).
2. Opinion story (Editorial policy, public opinion about articles).
3. Sports (Cricket/Football – Recent matches – Coverage Analysis. Tennis Grand Slam Tournament analysis).
4. Human Interest (Social Issues - Child Labour, Dowry, Female Feticide, Illiteracy, and Drug Addiction/ Eradication (For 2 issues only).
5. Entertainment (Cinema, Media, etc.).
6. Advertisements (Ratio of advertisement to news).
7. Comparative Analysis of Television news with Print news.

**(Teaching hours 25)**

**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**  
**INTERNAL**

Record	5
Political news analysis	5
Opinion story	5
Sports news analysis	5
Human Interest analysis	5

**EXTERNAL**

Analysis of TV news with print news	5	Exercise	30
Attendance	5	Record	10
Overall presentation	5	Viva Voce	20
	---		---
	40		60
	---		---

**(Internal 40 & External 60 Marks)**

DII - 12

2018-19

Subject Code: \_\_\_\_\_

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**THIRD SEMESTER**  
**CORE: INTERNSHIP - VIVA-VOCE**  
**MARKS SPLIT UP**

SUBJECT		MARKS
Print Media	By lines/Bytes/published articles/photographs	20
Broadcast Media	Jingle/commercials/television events	
Event Management / PR	No. of Events conducted	
Reference from Organization	(Detailed feed back from organization)	10
Report	(Daily/weekly detailed report	25
Attendance	Minimum 15 days = 10 marks Maximum 30 days = 15 marks One week = 5 marks	15
Time of Report Submission *		10
Viva-voce		20
	<b>Total Marks</b>	<b>100</b>

After Completion of the Internship, report should be submitted to the staff-in-charge within a month.

For those who fail to submit within a month marks for submission will deteriorate in the following order:

I<sup>st</sup> deadline (within first 30 days) = 10 Marks

II<sup>nd</sup> deadline (After 30 days ; before 60 days) = 6 Marks

III<sup>rd</sup> deadline (After 60 days ; before 10 days of viva-voce) = 3 Marks

#### **FORMAT OF THE REPORT**

- 1.- Declaration
2. Certificate
3. Acknowledgement
4. List of contents
5. Chapters about the organization
- 6.- About the Nature of work
7. Dairy of Events
8. Experience (Students Experience)
9. Conclusion

#### **FORMAT OF THE RECORD**

1. Soft Bound Record
2. Minimum of 40 Pages
3. Contents = 12 Font size
4. Heading = 16 Font size, Bold, underlined

Dn JB  
2018-19  
Subject Code: \_\_\_\_\_

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**FOURTH SEMESTER**  
**CORE: GRAPHIC PRODUCTION**

**Objectives of the Subject:**

Students will gain knowledge in the following areas:

- Introduction to Printing
- Review of old methods of printing and composition
- Detail study of the four main printing processes.
- Introduction to digital printing.
- Introduction to colour printing

**UNIT I:**

History of Printing, an over view of printing and publishing industry in India. Fundamentals of Graphic reproduction processes: Type - Face - Body - Measurement - Unit system - Spacing. Type: Classification - Identification - Characteristics. Typography: Principles - Elements - Essentials for good typography.

**(Teaching Hours 11)**

**UNIT II:**

Type composition: Hot and Cold - its types. Photo type setting - Desktop publishing. Art and Copy Preparation: Copy: Design - Designing elements and principles - Layout planning - Types of Layout - Markup of Copy. Art Preparation: Enlargements and Reductions - Cropping. Block making: Line block - Halftone block.

**UNIT III:**

Printing Process: Relief Printing Process (Principles of relief printing process)- The Gravure Process (Plate making and printing) - Offset Litho Process (Plate making and printing) – Silk Screen printing Process (Stencil preparation and printing) - Flexography Process (Plate making and printing)

**(Teaching Hours 14)**

**UNIT IV:**

Colour printing processes: Primary and secondary colours- Colour scanning - Colour separation - Colour correction - Progressive proofs - Colour filters.

**(Teaching Hours 8)**

**UNIT V:**

Print management - Printing press organization and structure - Different types of paper, ink, and plates, New technological development in printing process (3D Printing technology, zero ink printing technology, etc.,).

**(Teaching Hours 13)**

Dij - 14

2018-19

**Reference books:**

1. Handbook of advertising art production - Richard Schlemmer, Publisher: Prentice Hall.
2. Graphics of Communication -- Arthur Turnbull, 2<sup>nd</sup> Ed, Harcourt College Publications.
3. Modern trends in printing technology - V.S. Krishnamurthy, 1996.
4. Basic Typography - John Biggs, Faber, London- 1968
5. Contemporary newspaper design - Mario Garcia, Publisher: Prentice Hall College Div; 3 Sub edition (January 1993).
6. Designing the total newspaper - Arnold Edmond, Journalism Quarterly; Winter81, Vol. 58, Issue 4, p. 660-660. 3/4p.
7. Designing with type: James Craig, 1996, Publisher: Watson-Guptill; 3rd edition (February 1, 1992).
8. Printing & Practical introduction to Graphic Arts - Jackson Hartley, New York; McGraw-Hill, 1957, 8 Vol., 286 pages].
9. Printing Technology SE - J. Michael Adams, Penny Ann Dolin, 5<sup>th</sup> Edition.

D II - 15

2018-19

Subject Code:

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

**B.SC VISUAL COMMUNICATION**

**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**

**FOURTH SEMESTER**

**CORE: NEW MEDIA STUDIES**

**Objectives of the Subject:**

This paper shall acquaint the students with the technological, societal and theoretical aspects of the New Media. It shall integrate aspects of contemporary as well as traditional theories of Communication.

**UNIT I:**

Introduction to New Media Technologies- Internet and Telecommunication. Computers, FM Radio, Satellite and Cable Television, E Journals and E Books. Features and Trends. Media Convergence, Virtual Communities.

**(Teaching Hours 10)**

**UNIT II:**

Technology Uses and functions– Interpersonal, Mediated Communication, Mass Communication, Organizational Communication, Information, Education, Entertainment, Synchronous and Asynchronous Communication. (Instant Messaging, Chat, Blogs, Email, SMS Games, Computer Games, Web Browsing.)

**(Teaching Hours 8)**

**UNIT III:**

Information and Knowledge Society: Definition and characteristics. Information society: Daniel Bell. Regulation School Theory: Keynes. Network Society: Manuel Castells. Information & Democracy: Habermas. Information, Reflexivity and Surveillance - Information and Post Modernity: Anthony Giddens.

**(Teaching Hours 12)**

**UNIT IV:**

Social and cultural effects of new media: Social Networking, Information Overloaded. Digital divide - Cultural alienation - New media impact on old media. Technological determinism.

**(Teaching Hours 10)**

**UNIT V:**

New media issues: Invasion of Privacy, Piracy, Cyber crimes - IT policies, Information Bill and Regulations.

**(Teaching Hours 10)**

**Reference Books:**

1. Theories of Information Society Webster F Routledge Press London 2002.
2. Understanding Media Mc Luhan, Powell Books (1964 -1994).
3. The Language of New Media –Lev Manovich MIT Press 2001 2<sup>nd</sup> Edition.
4. A Social History of the Media from Gutenberg to the Internet Asa Briggs, Peter Burke Polity Press 2009 3rd Edition.
5. New Media Technology - Cultural and Commercial Perspective – by John v. Pavlik, Allyn and Bacon Publication.

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**FOURTH SEMESTER**  
**CORE: PHOTOGRAPHY**

**Objectives of the Subject:**

To train the students about the different types of camera angles, shots, various techniques in photography.

**UNIT I:**

Language of photography: Communicating through photography - Visual literacy - Meaning of photographs - The photographer's vocabulary - Subject, Lighting: Key, Fill, Back - Perspective: Parallel, Linear, Ariel, - Composition.

**(Teaching Hours 10)**

**UNIT II:**

Equipment: Camera - Types - Popular formats - Lens - Types and functions - Film - Types and functions - Accessories.

**(Teaching Hours 10)**

**UNIT III:**

Photo journalism - News values of pictures - Techniques of photo journalism - Photo feature - Photo essay - Photo journalism - Qualities & functions of photo journalist-introduction to Digital photography-Functions of digital camera-Role of Photoshop in photography.

**(Teaching Hours 10)**

**UNIT IV:**

Photographing subjects: People & Still life- Portrait (Bust)- Full-length - Group objects Advertising photography - Types & purposes.

**(Teaching Hours 10)**

**UNIT V:**

Photography studio: printing photographs - Types of papers - Studio setup - Studio equipments. Filters -Types & purpose. Post production. Copyright in Photography.

**(Teaching Hours 10)**

**Reference books:**

1. Handbook of Photography by James Folts, Ronald P. Lovell, Jr. Fred Zwahlen. 2005.
2. Photography by Bruce Warren, Delmar Thomson Learning, Second Edition 2002.
3. The photographer's practical handbook by Paul Harcourt Davies, F&W Publications 2005.
4. Master Lighting Guide for Portrait Photographers by Christopher Grey (Paperback - Apr. 1, 2004
5. Photojournalism the Professionals' Approach by Kenneth Kobre (Paperback - Feb. 19, 2008) Sixth Edition.

**Objectives of the Subject:** To introduce the basic applications and functions of camera. And also to make them familiar with various techniques involved in photography.

**Outline of the laboratory programs:**

1. Elements of photography (Composition & Subject).
2. Depth of field (3 Photographs).
3. Shutter speed (3 Photographs).
4. Perspective (4 Photographs).
5. Texture (2 Photographs).
6. Silhouette (2 Photographs).
7. Lighting (3 Photographs).
8. Photo features (2 Photographs).
9. Photo Essay (4 Photographs).
10. Fashion Photography (2 Photographs).
11. Architectural Photography (2 Photographs)
12. Industrial Photography (2 Photographs).
13. Still Photography (2 Photographs).
14. News photography (2 Photographs).
15. Food Photography (2 Photographs).
16. Nature (2 Photographs).
17. Sports (2 Photographs).
18. Candid (2 Photographs).
19. Wildlife (2 Photographs).
20. Product (2 Photographs).
21. B-setting (2 Photographs).
22. Macro (2 Photographs).
23. Colour correction (2 Photographs).
24. Travel (2 Photographs)
25. Colours (2 Photographs)
26. Street (2 Photographs)
27. Black & White (2 Photographs)
28. Light & Shade (2 Photographs)
29. Beautiful (2 Photographs)
30. Collage

(Teaching Hours 45)

**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

INTERNAL	MARKS	EXTERNAL	MARKS
Photography album	20	Record & Viva	10
Model Exam	10	Album	10
Record	5	Practical Work	40
Attendance	5		
-----			
40 Marks			
-----			
		60 Marks	

(Internal 40 & External 60 Marks)

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**FOURTH SEMESTER**  
**ELECTIVE I – MULTIMEDIA, 2D ANIMATIONS AND WEB GRAPHICS**

**Objective of the subject:** The new syllabus is designed in such a way that students will understand the basic requirements, considerations and constraints that are involved in developing a 2D graphics or animation in Theory.

**UNIT I:**

Introduction to 2D traditional animation - 2D animation principles - Animation techniques. (Anticipation, Action, Follow through, Staging and Compositing)

**(Teaching hours 10)**

**UNIT II:**

Conceptualizing the Animation - Story telling- Character development-Screenplay - Story board - Background - Introduction to anatomy - Character design - Character profiling - Special feature - Facial expression - Basic lip movements - Propositions and scale - Perspective theories.

**(Teaching hours 10)**

**UNIT III:**

Sequences - Scenes - Key frames - In betweens - Exposure sheet or Timeline - Camera techniques - Panning - Tucking - Zoom in Zoom out - Sound track - Lip sync and Background Score.

**(Teaching hours 10)**

**UNIT IV:**

Interactive animations for 2D games and web design: Design considerations for interactive 2D animation - Platforms - Spatial constraints - Memory constraints - File formats and constraints - Buttons - Rollovers - Multimedia and internet: Brief idea of internet and working - Tools for world wide web - Plug-ins and delivery vehicles - Designing for the WWW: Text - images - sound - animation and video for the WWW - Introduction to HTML and CSS.

**(Teaching hours 10)**

**UNIT V:**

Assembling & delivering a Multimedia Project: Planning and costing a multimedia project. Designing and producing a multimedia-product - Content and talent - Testing - Deploying a multimedia based product - Multimedia output media - CD ROM - DVD – BLUERAY.

**(Teaching hours 10)**

**Reference Books :**

1. Cartoon Animation, Preston Blair, Foster Walter Publishing, 1994, First Edition.
2. The Complete Animation Course, Chris Patmore, Thames and Hudson, 2003, First Edition.
3. Digital Animation Bible, Creating professional animation with 3ds Max, Lightwave and Maya.

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**FOURTH SEMESTER**  
**ELECTIVE I: AN INTRODUCTION TO MEDIA DATABASES**

**Objectives:** This subject would provide inputs on the fundamentals on Databases, Media Databases, Structures, Query Processing and a Case study for the Under graduate Students.

**Unit I:**

**(Teaching hours 10)**

An Overview of Database Management: What is a Database System? – What is a Database? – Why Databases? – Data Independence – Relational Systems and Others.

**Unit II:**

**(Teaching hours 10)**

Structured Query Language: DDL commands - Create Table – Alter table – Drop Table. DML Commands – Insert records – Update a record – Delete a record.

**Unit III:**

**(Teaching hours 10)**

Managing Multimedia Databases – An Introduction – Multimedia Data and Information Models – Data Modeling – Information Modeling – Meta data for Multimedia Databases – Meta data for text – Meta data for Image – Meta data for Audio – Meta data for Video data.

**Unit IV:**

**(Teaching hours 10)**

Multimedia Query Processing – Data Manipulation for Multimedia Databases – Data Manipulation functions – Query Processing – SQL for multimedia queries.  
Multimedia Storage Management: Access methods and Indexing – Storage methods.

**Unit V:**

**(Teaching hours 10)**

Case Study: tinyMediaManager – Installation – Minimum H/w and S/w requirements – Multi-OS functionality – Features - File formats – Import and Export methods- Command line support.

**References:**

1. Date C. J., “An Introduction to Database Systems”, 8th Edition.
2. Bhavani Thulasingham, Managing and Mining Multimedia Databases, CRC Press LLC, 1<sup>st</sup> Edition, 2001.
3. <http://www.tinymediamanager.org>
4. <https://github.com/tinyMediaManager/tinyMediaManager/wiki/Quick-Start-Guide>

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

**B.SC VISUAL COMMUNICATION**

**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**

**FOURTH SEMESTER**

**ELECTIVE I: E-CONTENT DEVELOPMENT**

**Objective of the subject:**

To understand the basic concepts of e-learning. To understand the technology communication in e-learning. To know the teaching and learning processes in e-learning environment.

**UNIT I: INTRODUCTION**

E-LEARNING EVOLUTION: The role of technology in learning. E- Learning and distance learning. An overview of E-learning concepts and techniques - The importance of E- learning in knowledge management and organizational learning. Barriers to E-Learning - Roles and Responsibilities. E-learning softwares.

**(Teaching hours -10)**

**UNIT II: ECONTENT PRODUCTION**

Definition of E-content, Designing of E-content, Structures, Modules, E-content Planning, Production Techniques, Softwares, Life Cycle of E-content, Content Management Systems, Templates, Standard Characteristics and, Delivery, Effectiveness of E-content, case studies, simulations, games, exercises, evaluation, SCORM Model, E-Publishing Processes -E-Author, E-Editing, E-Publishing.

**(Teaching hours -10)**

**UNIT III: MANAGEMENT & TEACHING LEARNING PROCESS**

Content: Knowledge acquisition and creation, Sharing of knowledge, Utilization of knowledge – Knowledge Management in E-Learning. Interactions: Teacher-Student –Student-Content – Teacher-Content –Content – Blended Learning – Cooperative Learning – Collaborative Learning – Multi Channel learning.

**(Teaching hours -10)**

**UNIT IV: E-LEARNING APPLICATIONS**

E-Learning: Multimedia Learning, Technology-Enhanced Learning (TEL), Computer-Based Instruction (CBI), Computer-Based Training (CBT), Computer-Aided Instruction (CAI), Internet-Based Training (IBT), Web-Based Training (WBT), Online Education, Virtual Education.

**(Teaching hours -10)**

**UNIT V: DEVELOPMENT ISSUES**

Assembling and Developing an E-Learning Project – Stages in Developing E-learning content – Applications of E-Learning Technology – Careers in E-Learning Technology - Advantages and Disadvantages of E-Learning Technology – E-Learning Output Formats.

**(Teaching hours -10)**

**Reference books:**

1. E-Learning: An Expression of the Knowledge Economy, Gaurav Chadha, S.M. Nafay Kumail, Tata McGraw-Hill Publication, 2002 (Unit I, III)
2. E-Learning: New Trends and Innovations, P.P. Singh, Sandhir Sharma, Deep & Deep Publications, 2005 (Unit II, IV, V)
3. Michael Allen's Guide to E-Learning, Michael W. Allen, Michael Allen, Wiley Publication, 2002.
4. Khan, B. (2005). Managing e-learning : design, delivery, implementation, and evaluation.
5. Aldrich, C. (2004). Simulations and the Future of Learning : An Innovative (and Perhaps Revolutionary) Approach to e-Learning. San Francisco : Pfeiffer.

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

B.SC VISUAL COMMUNICATION

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)

FOURTH SEMESTER

ELECTIVE I -- MULTIMEDIA, 2D ANIMATIONS AND WEB GRAPHICS  
(PRACTICALS)

**Objective of the subject:** To understand multimedia and web, 2D animation process and its uses. It also helps the students to gain the knowledge and experiment come-out with their innovative ideas.

**Outline of the laboratory Programs:**

**Exercise :**

- Creating an animation sequence of a Story or Advertisement for 30 seconds.
  - a) Simple story for 30 Sec
  - b) Screenplay.
  - c) Character design (Front back and Side views).
  - d) Facial expression.
  - e) Story board
  - f) Background.
  - g) Animation of Keyframes
  - h) Tweening
  - i) Frame by frame
  - j) Camera techniques.
  - k) Shot break-down.
  - l) Adding soundtrack.
- Creating a webpage using Adobe Photoshop
- Designing a Webpage in Dreamweaver with Flash buttons.
- Create an Interactive Presentation using Adobe Flash.

(Teaching hours 30)

**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

INTERNAL		EXTERNAL	
Record	10	Exercices (2x20)	40
Assignments	20	Record	10
Model Examination	5	VivaVoce	10
Attendance	5		
	---		-----
	40		60
	-----		-----

(Internal 40 & External 60 Marks)

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**FOURTH SEMESTER**  
**ELECTIVE I -MEDIA DATABASES**  
**(PRACTICALS)**

**Objective:** This Lab course will introduce basic query processing using Structured Query Language (SQL) and an Open Source software for Media Databases Handling.

**I: Core SQL exercises with Oracle/MS-Access**

1. Create a Table for storing the Movie Catalog. The Catalog may contain the fields Movie id, Volume No, Movie name, Poster/sample image, Director name, Actor/Actress name, Year of Release, Language etc.
2. Insert and Update records for the Movie Catalog Table
3. Delete a Record in the Movie Catalog Table by selecting a movie with a query.
4. Create a Table for Audio songs Catalog. Select a song with a query and list using where clause.

**II: Media Databases: tinyMediaManager - An Open Source S/w**

1. Open the tinyMediaManager Software to set the data sources using Movie section.
2. Open the tinyMediaManager Software to set the data sources using TV show section.
3. Create an Artwork (Posters, Logos etc) for a Movie or a TV Show.
4. Create a trailer for a Movie/Short film and upload.
5. Create subtitles or Title cards for a Movie/short film/TV show.

**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

<b>INTERNAL</b>	<b>EXTERNAL</b>
Record - 15	Program 1 -25
Observation - 10	Program 2 -25
Model Exam - 10	Viva Voce -10
Attendance - 5	
-----	-----
40	60
-----	-----

**(Internal 40 & External 60 Marks)**

Dij - 23

Subject Code: 2018-19

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

B.SC VISUAL COMMUNICATION

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)

FOURTH SEMESTER

ELECTIVE I: E-CONTENT DEVELOPMENT (PRACTICALS)

**Objectives of the subject:**

To understand the basic concepts of e-learning practically. And also to understand the technology of communication in e-learning.

**List of Exercises:**

1. Developing concept for E-Learning Technology
2. Layout for E-Learning Technology
3. Story Board for E-Learning Project
4. Developing Computer Based Instruction Module
5. Developing Computer Based Training Module
6. Developing Internet Based Training Module
7. Developing Web Based Training

(Teaching hours 30)

**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

INTERNAL		EXTERNAL	
Record	10	Exercices (2 x 20)	40
Assignments	20	Record	10
Model Examination	5	Viva Voce	10
Attendance	5		
	-----		-----
	40		60
	-----		-----

(Internal 40 &amp; External 60 Marks)

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

**B.SC VISUAL COMMUNICATION**

**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**

**FIFTH SEMESTER**

**CORE: TELEVISION PRODUCTION**

**Objective of the Subject:**

To train the students in the usage of camera, types of camera, handling television shows etc.

**UNIT I:**

Camera – Types: Analog to Digital Camera, Studio Camera, ENG/EFP Camera, Camcorders, Consumer camcorders. Mounting Devices. Multi Camera Directing, Single Camera Directing. Lighting – Studio Lighting Instrument, Field Lighting Instrument, Lighting Control Equipment, Colour Temperature – Lenses and types.

**(Teaching Hours 11)**

**UNIT II:**

The Television Studio – Physical Layout, Major Installations. The Studio control room – Program control, Image control, Audio Control, Lighting control. Master Control – Program input, Program storage, Program retrieval. Studio support areas – Scenery and Properties, Makeup and Dressing rooms.

**(Teaching Hours 10)**

**UNIT III:**

TV Programmes – Interviews, Documentary, Cinema Based, Cultural Programmes, Soaps and other genres. Multi Camera Programmes - Panel Discussion, Round Table Conference, Sports, and Live Show Programme-TRP-GRP.

**(Teaching Hours 9)**

**UNIT IV:**

T.V. Commercial Ideation – Brainstorming, Planning and Presentation – Preparing for the Presentation. The pre-production meeting – The Agenda – The Shooting Day – The Crew– The Client Sources of Casting – The Importance of a Casting Director – Casting Models-Previsé - PAF-Programme approval form.

**(Teaching Hours 10)**

**UNIT V:**

Production of the Commercial – Shooting on a set, Location – Sources of Music – Music as Atmosphere – Pre –scoring and Post – scoring Music. Editing the Commercial: Editing by Computer – Finishing the Audio Elements – Conforming the Picture – Special Effects – Animation.

**(Teaching Hours 10)**

**Reference Books:**

1. Video Basics, Zettl Herbert, Thomson Wadsworth, 2004, 1<sup>st</sup> Edition
2. The Creative Connection – Advertising Copywriting and Idea Visualization  
Author A. WINTERS, SHIRLEY F. MILTON, Fair Child Publication New York, 1989 3<sup>rd</sup> edition.
3. How to produce Effective TV Commercial: Hooper White III Edition. NTC Business Books, Lincolnwood, III Inoia USA.
4. The Audio Visual Hand Book – A complete guide to the world of Audio – Visual Techniques. Alan MCPHERSON & Howad Timms. Pelham Books, London.

DI - 25

Subject Code: 2018-19

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

**B.SC VISUAL COMMUNICATION****EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)****FIFTH SEMESTER****CORE: TELEVISION PRODUCTION (PRACTICALS V)****Objective of the Subject:**

To make the students create socially relevant video commercials.  
To make them produce television programmes like panel discussion, interview, news, etc with multi camera handling.

**VIDEO COMMERCIALS**

1. Social Awareness
2. Product Advertisement
3. Travelogue

**PROGRAMME MAKING**

4. Floor Management (Set Design, Art Work)
5. Costume and Make-up
6. News Production
7. Multi Camera
8. Single Camera

**NOTE: APPROVAL**

The Concept, Script and Story board has to be formed and it has to be approved by the staff before the student goes for the shoot.

**INTERNAL****EXTERNAL**

Production Techniques (Television commercial & other components) 20	Record	05	Production Techniques	40
ModelExam05	Viva Voce	05	Programme presentation (CD)	10
Record		05		
Assignments	05			
Attendance		05		
		----		----
		40		60
		----		----

**(Internal 40 & External 60 Marks)**

DB - 26

Subject Code: 2018-19

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

B.SC VISUAL COMMUNICATION

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)

FIFTH SEMESTER

CORE: MEDIA LAW AND ETHICS

**Objective of the Subject:**

To Acquaint the students with the laws and rules for media pertaining in India, to make them understand the importance of ethical practice in Media, to make students aware of the issues and problems faced by media professionals in fair practice of ethics.

**UNIT I:**

Ethics and law –Indian Constitution-salient features: Preamble, History of press legislation in India - Freedom of the Press Article 19(1) (2)-Reasonable Restrictions

(Teaching Hours 12)

**UNIT II:**

- Constitutional Provisions - Fundamental Rights and Duties- - The Press and the legislature, executive and Judiciary

(Teaching Hours 12)

**UNIT III:**

Indian Media Laws: The law of Copyright - The Working Journalist Act 1955, 1956 and 1958 - The Contempt of Court Act, 1971 - The Official Secrets Act, 1925 - The Indian Penal Code-section 124-A, 499- 500 -The Criminal Procedure Code Section 108 and 144.

(Teaching Hours 12)

**UNIT IV:**

-Ethics in Print Media (PCI code of ethics) - Ethics for Television (Broadcasting code) - New Media Ethics (Cyber laws in India) – Code for self-regulation in advertising - Ethics in Photography

(Teaching Hours 12)

**UNIT V:**

Press Commissions- Press control bodies in India –Issues in ethical practice: private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporate - Contemporary National and International issues in Media – Case study of an ethical issue.

(Teaching Hours 12)

**Reference books:**

1. Journalism Ethics and Regulations – Chris Frost, Longman 2007 Edition.
2. Media Law and Ethics Readings in Communication Regulation. Edited by Kiran Prasad, BRPublishing Corporation 2008 First Edition.
3. Media Law and Ethics – Neelamalar, M. Prentice Hall of India, latest, paperback edition.
4. Laws of Press in India DurgaDasBasu Prentice Hall, New Delhi, 1986 Edition.
5. Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet Publications, 1988

Dij-27

Subject Code: 2018-19

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

B.SC VISUAL COMMUNICATION

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)

FIFTH SEMESTER

ALLIED: AUDIO PRODUCTION

**Objective of the Subject:**

Students are given an input into sound and various aspects of sound. This paper also introduces the students into learning the various equipments used in sound and also the uses of sound in video production.

**UNIT I:**

**Perception of sound – hearing sensitivity – frequency of range – sound wave length-** Acoustics and psycho-acoustics, spatial Hearing, Reverberant Sounds. Matching Acoustics to Program Material Studio Design-Noise.

(Teaching Hours 12)

**UNIT II:**

Sound Aesthetics, Sound Design - Sound Equipment – Mics, mixers/Consoles. Analogue Recording, digital Recording, Synchronization, Signal Processing, Loud speakers and Monitors, Audio Meters, etc.

(Teaching Hours 10)

**UNIT III:**

Elements of sound structure, Functions of speech in media, sound effects and its functions, functions of sound in relation to picture, Strategies in designing sound.

(Teaching Hours 09)

**UNIT IV:**

Sound Production-Studio and Live. Miking speech, music, live shows, etc. Sound Editing, Scripting Sound, chorusing – noise reduction audio sweetening - dubbing – The mastering process - Computers in music technology.

(Teaching Hours 08)

**UNIT V:**

Audio dubbing for video production – synchronization time – code – storage – output devices – file transfer protocols – archival – Digital Audio Broadcasting.

(Teaching Hours 11)

**References Books:**

1. Strutt, John Williams, Baron. The Theory of Sound. Rayleigh. 1996.
2. -Alec Nibet. The Use of Microphones. Oxford: Focal Press, 2004.
3. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focal Press. 1996.
4. Michael Talbot – Smith. Broadcast Sound Technology. Oxford: Focal Press. 2002.
5. Francis Rumsay and TimMick. Sound and Recording: An Introduction. Oxford: Focal

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**FIFTH SEMESTER**  
**ALLIED: AUDIO PRODUCTION (PRACTICALS VI)**

**Objective of the Subject:**

To make the students create practical exercise related to audio production.

**AUDIO PRODUCTION**

1. Surprise element, Unique Production, Create a signature tune
2. Public Service advertisement
3. Radio advertisement
4. Radio jingle
5. Produce programme in different formats (RJ Talk/Anchoring/Compeering/Interviews etc.,)
6. Sync audio and video with BGM, ambience and effects

**NOTE: APPROVAL**

The Concept, Script and Story board has to be formed and it has to be approved by the staff before the student goes for the shoot.

<b>INTERNAL</b>		<b>EXTERNAL</b>	
Production Techniques	20	Production Techniques	30
Model Exam	05	Programme presentation (CD)	10
Viva Voce	05	Record	10
Record	05	Viva Voce	10
Attendance	05		
	-----		-----
	40		60
	-----		-----

**(Internal 40 & External 60 Marks)**

DI-29

Subject Code: 2018-19

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

B.SC VISUAL COMMUNICATION

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)

FIFTH SEMESTER

ALLIED: MAGAZINE PRODUCTION

**Objectives of the Subject:**

To impart students the following concepts:

- Introduction to Magazine production
- A thorough study of types of magazine
- Importance of design – Concepts of layout and content
- The methods of printing adaptable for magazine
- The economy of magazine production

**UNIT I:**

Magazine Classification - General and Specialized magazines –periodicity – weekly, fortnightly, monthly, bimonthly, annual. Characteristics of News & Non-News magazines – Significance of magazines today.

(Teaching Hours 8)

**UNIT II:**

Magazine language – Leads, Quotation and Structure – News Gathering Techniques – Research for writing – Writing Feature and Article for general Magazines and Specialized magazines

(Teaching Hours 12)

**UNIT III:**

Magazine content & layout – Typography – Graphics Pictures and Illustrations, Order and Continuity – types of Magazine Layout. Design principles – Page architecture – Cover page – back cover – classification of pages – treatment identity – designing sports, and entertainment pages.

(Teaching Hours 12)

**UNIT IV:**

Centre of Visual impact (CVI) and its significance – Colour: how to use it and how readers perceive it – Photography and design – dummy – latest trends in magazine production.

(Teaching Hours 10)

**UNIT V:**

Analysis of cases: News Magazines – The Week, India Today, Frontline and Outlook. Special audience Magazines – Women's Era, Society, Femina, Gentleman. Entertainment magazines – Star Dust, Filmfare. General Magazines – Reader's Digest.

(Teaching Hours 12)

**References Books:**

1. News paper Design - Harold Evans, Prentice Hall.; New edition (31 Dec 1986)
2. Design and Layout - Edmund Arnold, Ancient Axioms: Typography for Publications Editors (Chicago, IL: Ragan Report Press, 1978)
3. Editing a small magazine - Ravenna Ferguson.
4. Understanding Magazines - Bruce Westly, CENGAGE Learning, 3d edition.
5. Contemporary Newspaper Design - Mario Garcia, March 17th 1987 by Prentice Hall.

DI - 30

Subject Code: 2018-19

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**FIFTH SEMESTER**  
**ALLIED: MAGAZINE PRODUCTION (PRACTICALS VII)**

**Objective of the Subject:**

To introduce students to produce a magazine with special of layout and content. To make them adapt to the printing concepts of magazine.

**Outline of the laboratory programs:**

1. Identification of typefaces
2. Formal design
3. Informal design
4. Editorial page design
5. Design of sports page
6. Design of Feature page
7. Design of special page
8. Poster design
9. Development of photographs
10. Colour combinations
11. Designing magazines
12. Dummying of newspaper page
13. Cover page designing
14. Preparations of Graphs and Charts
15. Picture editing, creating captions and outlines
16. Dummying of magazine pages
17. Positioning of contents
18. Comparative evaluation of design
19. Any other practical work for which facilities are available in the college

**(Teaching hours 45)**

**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

<b>INTERNAL</b>		<b>EXTERNAL</b>	
Production Techniques (Designing)	20	Production Techniques (Designing)	35
Model Exam	10	Magazine Lab Journal Production	15
Record	5	Record	5
Attendance	5	Viva Voce	5
	-----		-----
	40		60
	-----		-----

**(Internal 40 & External 60 Marks)**

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**FIFTH SEMESTER**  
**SKILL BASED SUBJECT: SOFT SKILL TRAINING (PRACTICALS)**  
**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

**EXERCISE**

1. Resume/Report Preparation/Letter Writing
2. Presentation Skills, (Elements of an effective presentation)
3. Structure of presentation–Presentation tools
  - Voice Modulation
  - Audience analysis
  - Body Language (Video Samples)
4. Time Management
  - Articulateness – Assertiveness –Psychometrics – Innovation and Creativity
5. Stress Management & Poise–Video Samples.
6. Group Discussion.
7. Structure of GD – (Moderator–led and other GDs –Strategies in GD)
8. Team work, Mock GD – Video Samples.
9. Interview Skills, Types of Interviews (Required Key Skills)
10. Corporate culture -Mock Interview (Video Samples)

**INTERNAL MARKS**

Assignment	20	
Model Exam		5
Record		10
Attendance		5
		-----
		40 Marks
		-----

**EXTERNAL**

		<b>MARKS</b>
Exercises (2x20)		40
Viva		20
		-----
		60
		-----

**(Internal 40 & External 60 Marks)**

D11-32  
2018-19

**Reference books:**

1. Lewis, Norman, 1991. Word Power Made Easy. Pocket Books.
2. Hewings, Martin. 1999. Advanced English Grammar. A Self-Study Reference and Practice Book for South Asian Students. Cambridge University Press. New Delhi
3. Sets, Paul.W.1983. the Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associated. Prentice Hall Press. New York
4. Sasikumar.V and P.V. Dhamija. 1993. Spoken English: A Self-Learning Guide to Conversation Practice. 3 Tata McGraw-Hill. New Delhi.

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

B.SC VISUAL COMMUNICATION

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)

SIXTH SEMESTER

CORE: ELEMENTS OF FILM STUDIES

**Objective of the subject:**

To make the students well trained in the field of cinema, editing, and to encourage them to bring out innovative concepts.

**UNIT I:**

Cinema - The beginnings. Indian Cinema - Satyajitray era. Parallel cinema, Popular Cinema. The Concept of Film forms - Principles of film form - Non narrative forms, Narrative forms, Fiction and Non Fiction. Typology of film genres. Film Review and Criticism - Theatric Acting Vs Cinematic acting.

(Teaching Hours 12)

**UNIT II:**

Film as medium: Characteristics – Perception, Levels of understanding – Film theory and semiotics – formalism and neo formalism, Film language. Film as cultural identity – Ideology. Impact of globalization on Indian Cinema. Film reception aesthetics and interpretation.

(Teaching Hours 10)

**UNIT III:**

Stages of production - The Director's role: as artist, as psychologist, as technical advisor, as coordinator. Pre production activities - concept development, visualization, script formats, script writing, production method, production team, scheduling, and story board – Pre – production meeting. Casting – importance of casting for a film – Role of casting director.

(Teaching Hours 10)

**UNIT IV:**

Production : Composing shots: Spatial – Mise – en – scene – Realism – power of mise – en – scene – aspects of mise – en – scene, narrative functions of mise – en – scene. Temporal – Montage. Cinematographic properties – framing – mobile framing, pan, tilt, dolly, track and trolley and crane.

(Teaching Hours 10)

**UNIT V:**

Post – Production: Editing – montage, linear editing, non linear editing, continuity editing – basic transition devices. Sound in cinema – The power of Sound, Fundamentals of Sound, Dimensions of film sound. Current trends in film sound. Promotional activities - Recent trends. Distribution and exhibition –

(Teaching Hours 10)

**Reference Books:**

1. The Cinema of Satyajit Ray, Darius Cooper, Cambridge University Press, 2000, 1<sup>st</sup> Edition.
2. Film Production Technique, Bruce Mamer, Thomson Wadsworth, 2003, 3<sup>rd</sup> Edition.
3. Writing your own scripts and speeches, Suzan St. Maur, Mcgraw Hill, 1991, 1<sup>st</sup> Edition.
4. Film Art: An Introduction by David Bordwell and Kristin Thompson (Paperback - Nov. 27, 2006 Edition 7.
5. An Introduction to Digital Video, John Watkinson, Focal Press, 1994, 2<sup>nd</sup> Edition.
6. Sound and Digital Video, Tomlinson Holman, Focal press, 2007, 1<sup>st</sup> Edition.

D11-34

Subject Code: 2018-19

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**SIXTH SEMESTER**  
**CORE – MINI PROJECT: SHORT FILM AND DOCUMENTARY MAKING**

**Objective of the Subject:**

The main objective of this subject is to make the students learning practically about Film production techniques, Pre-production, Production and Post Production, Editing, Research for documentary films, Film Criticism.

**Outline of the laboratory programs:**

Students have to develop the concept, write narratives and scripts, to create story board and to handle video cameras and post production work (Editing, Sound, special effects, to cover the following.

1. Concept Development
2. Script writing
3. Story Board
4. Thumb nail sketch
5. Editing Techniques
6. Diffusing
7. Writing Narratives
8. Film Criticism
9. Location Identification
10. Format Preparation
11. Character creation
12. Character evaluation

(Teaching hours 60)

**References Books:**

1. Writing the Short Film, Pat Looper and Ken Dancyger, Focal Press, 2005
2. Film Script Writing, Dwight V.Swain, Focal Press, USA, 2007
3. Writing your own scripts and speeches for Audio-Visual, Suzan.St.Maur, McGraw Hill, 1991.
4. Documentary Story Telling for Film and Video Makers, Sbeila Curran Bernard, Focal Press, 2004.

	CA		TEE
Documentary screening	10	Short Film/Documentary	30
Research/Script	10	Record	10
Storyboard	10	Viva Voce	20
Proposal with budget.	05	Attendance	05
	-----		-----
	40		60
	-----		-----

(CA 40 Marks & TEE 60 Marks)

**NOTE:** To be evaluated internally.

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**SIXTH SEMESTER**

**CORE: INTEGRATED MARKETING COMMUNICATION**

**Objective of the Subject:**

To orient students towards the new marketing scenario and theoretical approaches towards Marketing Communication.

**UNIT I:**

IMC - Tools of IMC (Promotion Mix) - Communication process and IMC - The emergence and relevance of IMC - The IMC golden triangle - Establishing objectives & budgeting for IMC

**(Teaching Hours 10)**

**UNIT II:**

Consumer Behavior - The Black Box Model of Consumer Behavior - Understanding Consumer Needs - Maslow's theory of Hierarchy of Needs - AIDA Model, Think-Feel-Do-model, ELM-Elaboration likelihood model.

**(Teaching Hours 10)**

**UNIT III:**

Consumer Research - Audience Research - Identifying Target Audiences - Situational Analysis-SWOT Niche Marketing, Agency - Client Relationship - Developing and Implementing media strategies- T-plan - Evaluation and follow-up.

**(Teaching Hours 10)**

**UNIT IV:**

Direct Marketing: Strategies and evaluation - Sales promotion: Consumer oriented sales promotion - Trade oriented sales promotion - Public Relations: Role of PR - PR process - Measuring the effectiveness of PR - Personal selling: Role of personal selling and measuring Effectiveness; CRM & Brand management.

**(Teaching Hours 10)**

**UNIT V:**

Evaluation of media: Magazines – Newspapers - Traditional support media & Non-traditional support media - Internet media – Contemporary case studies - student project

**(Teaching Hours 10)**

**Reference books:**

1. Integrated Marketing Communication: Concepts and Cases - Gopalakrishnan P.S ICFAI
2. Strategic Integrated Marketing Communication: Theory and Practice, Larry Percy  
Butterworth Heinemann 2008 Paperback Edition.
3. Integrated Marketing Communication, Dr. Niraj Kumar, Himalaya, 2009, First Edition
4. Advertising and promotion An IMC Perspective, Belch and Belch - Tata Mc Graw 2005.
5. Introduction to Advertising and IMC Duncan Tom Mc Graw Hills, 2004.

DII-36

Subject Code: 2018-19

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

B.SC VISUAL COMMUNICATION

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)

SIXTH SEMESTER

SKILL BASED SUBJECT - SCRIPT WRITING

**Objective of the Subject:**

To learn the various genres and techniques of script writing.

**Outline of the laboratory programs:**

- Terminology, Concepts, Themes & Loglines - Story board - Dramatic structure (3 acts / 4 acts) – Exercises.
- Beat Sheets, Treatments & Outlines – Approaches to Developing Character and Dialogue. Exercises
- Writing Scenes and Exposition - Teleplay Structure - Sitcoms & Hour Dramas Rewriting - Practical Exercise.
- Soap, Talk Shows, Music, Variety and Live Event scripts - Documentaries, Docu-dramas and Multi-media - Practical Exercise.
- Subplots, Pitches, Commercial Campaign Troubleshooting, Marketing, Screenplay Format and Conflict and - Practical Exercise. (Narration adoption from short story).

(Teaching hours 30)

**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

INTERNAL		EXTERNAL	
Concept Development & Idea Generation	10	Record	10
Plot and story line	10	Viva Voce	20
		Exercise 2 x 15	30
Scene to scene presentation	10		
Attendance + Record	10		
	-----		-----
	40		60
	-----		-----

(Internal 40 & External 60 Marks)

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**SIXTH SEMESTER**  
**ELECTIVE II - MULTIMEDIA 3D ANIMATION, DIGITAL SOUND EDITING AND**  
**COMPOSITING**

**Objective of the subject:** The new syllabus is designed in such a way that students will understand the basic requirements, considerations and constraints that are involved in developing a 3D graphics or animation in Practice.

**UNIT I:**

Introduction to 3D animation: Working principles – usage in various industries - Hardware requirements - Software requirements – 3D industry scope and opportunities.

**(Teaching hours 10)**

**UNIT II:**

Modelling: Modelling considerations -Types of modelling - Polygons, NURBs, Deformation - Advantages. Materials: Creation of materials - Type of colours - Textures - Input for textures - Patterns - Tiling - Normal maps - Bump maps - Opacity maps - Displacement map - Material application.

**(Teaching hours 11)**

**UNIT III:**

Props and Scene Building: Developing props - backgrounds - Developing the scene according to the camera angles and rendering sequences - Input for props and scene building. Lighting: Illuminating the scene - Lighting intensity - Photometric lighting - Sun lighting - Camera - Stationary camera - Moving camera - Camera lenses.

**(Teaching hours 11)**

**UNIT IV:**

Animation: PRS animation - Parametric animation - Inverse kinematics - Biped or Bones - Motion capture - Linking the model with bones. Rendering: Rendering engines - Local illumination - Global illuminations - Output - File Formats - Pixel sizes - Broadcast standards - Alpha channel - Rendering farms and distributed rendering system - Texture baking - On the Fly Rendering or Real time Rendering engines.

**(Teaching hours 12)**

**UNIT V:**

Post Production and Compositing : Considerations on input and output File Formats - Lighting quality and colour correction - Adding and editing the sound track - Sound source - Maintaining the lip sync and fidelity of the audio - Post production rendering and output media.

**(Teaching hours 11)**

**Reference Books :**

1. 3D Art Essentials, Ami Chopine, Elsevier Inc , 2011, First Edition.
2. The Complete Animation Course, Chris Patmore, Thames and Hudson, 2003, First Edition.
3. Multimedia Making it work - Tag Vaughan –McGraw Hill Publication, 2011
4. Digital Multimedia, Nigel Chapman and Jenny Chapman.

DI-38

Subject Code: 2018-19

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

B.SC VISUAL COMMUNICATION

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)

SIXTH SEMESTER

ELECTIVE II - WEB DESIGN

**Objective of the subject:**

The goal of this course is to present an overview of the internet and provides the basic knowledge for designing a web page or websites using html. The concept of style sheets is also discussed for formatting the documents.

**UNIT I:**

Introduction – The World Wide Web (WWW) – HTML History - Fundamentals-Basic layout of HTML scripts-HEAD and BODY section. Hypertext and Hypertext Markup Language – Tags: Format - Representing 2 types of tag - Elements of an HTML Document: Text Elements -Tag Elements - Special Character elements – HTML attributes.

**(Teaching Hours 10)**

**UNIT II:**

Structural elements of HTML documents: Header tags - Body tags: Paragraphs, Titles - Lists: Numbered list - Non-Numbered lists - Definition lists. Formatting HTML Documents: Fonts, Bold, Italic, underlined, crossed, Styles, color - Controlling Line Breaks and Spaces- Block and Inline Tags - Pre-Formatted Text using the PRE Tag.

**(Teaching Hours 10)**

**UNIT III:**

Managing images in HTML: Image format - Importing images - Inline Images and the IMG Tag - Flowing Text around an Image - Breaking Lines around an Image - Image Borders\*Tags used to insert images. HTML Links - Link Tags - Types of links: Internal Links, External Links - Adding Titles to Your Links – Link to image.

**(Teaching Hours 10)**

**UNIT IV:**

Introduction - Tables in HTML - Tags used in table definition - Tags used for border thickness, cell spacing, and table size - Cell types: Titles cells - Data cells - Aligning Images with Tables. Frames Overview: Targeting Links to the Correct Frame - Hiding Frame Borders - managing forms: Interactive forms - Filling out HTML forms.

**(Teaching Hours 10)**

**UNIT V:**

DHTML: Overview – features of DHTML –Cascading style sheets – Setting up style sheets – Formatting text with style sheet- Dynamically changing text attributes – Layout styles

**(Teaching Hours 10)**

**Reference Books:**

1. HTML 4 for the World Wide Web, Elizabeth Castro, fourth Edition, Peachpit Press, Reprint 2002.
2. Web Design in a Nutshell: A Desktop Quick Reference, Jennifer Niederst, Jennifer Niederst Robbins, "O'Reilly Media, Inc.", 2<sup>nd</sup> Edition, 2001.

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**SIXTH SEMESTER**  
**ELECTIVE II -MULTIMEDIA 3D ANIMATION, DIGITAL SOUND EDITING AND**  
**COMPOSITING (PRACTICALS)**

**Objective of the subject:** To understand the process of creating animations from scratch. To equip the students with basic concepts and work flow of 3D animation, Sound Editing and Compositing.

**Outline of the laboratory Programs:**

- 3D Modelling.
- Texturing. (Texture creation and application)
- Camera and Lighting.
- Animation.(PRS animation, Parametric Animation, Timeline, Dopesheet)
- Rendering. (Rendering Parameters, Sizes and Output)
- Sound Editing and Adding Sound to Animation.
- Compositing and Output to Media.

**(Teaching Hours 30)**

**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

<b>INTERNAL</b>		<b>EXTERNAL</b>	
Record	10	Exercices (2x20)	40
Assignments	15	Record	10
Model Exam	10	Viva Voce	10
Attendance	5		
	-----		-----
	40		60
	-----		-----

**(Internal 40 & External 60 Marks)**

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**SIXTH SEMESTER**  
**ELECTIVE II - WEB DESIGN PRACTICALS**

**Objective of the subject:**

The goal of this course is to present an overview of the internet and provides the basic knowledge for designing a web page or websites using html.

**WEB DESIGN PRACTICALS**

1. Create Application form using various text formats.
2. Create sample website using HTML tags.
3. Create Mark sheet using HTML.
4. Create a page with a link at the bottom of it that when clicked will jump all the way to the top of the page.
5. Create a page with frames. Place text, image, and table in various frames.
6. Create a web Page using href tag having the attribute alink, vlink etc.
7. Create style sheets with the style elements.

**(Teaching Hours 30)**

**PRACTICAL BREAK-UP FOR EXAMINATION MARKS**

**INTERNAL**

**EXTERNAL**

**INTERNAL**

Record - 15  
Observation - 10  
Model Exam - 10  
Attendance - 5

-----  
40  
-----

Program 1 -25  
Program 2 -25  
Viva Voce -10

-----  
60  
-----

**(Internal 40 & External 60 Marks)**

**Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE**  
**B.SC VISUAL COMMUNICATION**  
**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**  
**SIXTH SEMESTER**  
**ELECTIVE III: DIRECTION**

**Objectives:**

To make the students aware of direction, roles and responsibilities of the director, different movie genre and film criticism and appreciation.

**UNIT-I: BASICS OF DIRECTION**

Idea, Theme, Outline – Deep structure of the story, Treatment, Writer's script – Shooting script – Developing the idea through brooding – Scenes & sequences – A simple sequence in terms of long, medium, and close shots.

(Teaching Hours 8)

**UNIT-II: ROLE OF DIRECTOR**

Role and responsibilities of the Film Director – Being the 'Captain of the ship' – Technical and aesthetical blend – as administrator and coordinator – Narrative strategies – creating a world using images and sound – location scouting production design – cinematographer as Director's eye – mise en scene – dynamisation of space and time – various kinds of continuity, cinematic transition from one space and time to another.

(Teaching Hours 10)

**UNIT-III: PRE PRODUCTION**

The screen writer's role- screen plan to visual plan- from script to story board- pre visualization- scheduling preparing for production- line producing and creative process and monitoring process.

(Teaching Hours 8)

**UNIT -IV: CREW AND DIRECTOR**

Break up into shots based on acting – Different film genres – Economic and Operative Break down schedule and shooting schedule – Dope Sheets – Budgeting – Directing the Actor and crew - casting actors – motivating actors – getting the performance. Role of assistant directors and apprentices – Director and technician.

(Teaching Hours 8)

**UNIT-V: SAMPLE FILM ANALYSIS**

Sample Film Analysis - 'Citizen Kane', 'Battleship Potemkin', 'Bicycle Thieves', Shaw shank Redemption 'Run Lola Run', The Way Home, Children of heaven, Inception and satyajith ray movies etc. Focus on composition, action in shot & mise-en-scene. Students will bring in their favorite chase scene for class analysis. Discuss suspense, continuity & cinematic devices used.

(Teaching Hours 10)

**Reference books:**

1. How to Read a Film – James Monaco.
2. Directing-Film Techniques and aesthetics – Michael Rabiger.
3. Film as Art-Rudolf Arnheim.
4. Lessons with Eisenstein – Nizany.
5. 5 C's of Cinematography – Josheph V. Mascelli.
6. Technique of Film make-up – Vincent J.R. Kehoe.
7. Film and the Director – Don Livingston.
8. Art of Film – Ernst Lindgren.

Dr.G. R. DĀMODARĀN COLLEGE OF SCIENCE (Autonomous), COIMBATORE

**B.SC VISUAL COMMUNICATION**

**EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2018-2021)**

**SIXTH SEMESTER**

**ELECTIVE III: BRAND MANAGEMENT AND DIGITAL MARKETING**

**Objectives:**

To enable students to gain knowledge in Brand Management - functions and scope. To provide an insight into Digital Marketing and its relevance in the current scenario.

**UNIT I**

Basic understanding of Brands – Concepts and Process – Significance of a Brand- Understanding and analyzing competition- Different types of brand- Family Brand-Individual brand- Selecting a brand name- Functions of a brand- Branding decisions – Influencing factors.

**(Teaching Hours 8)**

**UNIT II**

Brand vision- Brand Ambassador- Brand as a personality and as a trading asset-Brand Extension-Brand Positioning- Co-branding- Brand Image building- Re-launch of a brand.

**(Teaching Hours 10)**

**UNIT III**

Branding impact on Buyers and Competitors- Brand Loyalty-Loyalty Programmes-Brand Equity-Monitoring brand Performance over the product life cycle - Role of Brand Manager: Interrelations with manufacturing, Marketing, Finance, Purchase and R&D- Brand Audit.

**(Teaching Hours 10)**

**UNIT IV**

Digital Marketing: Introduction to digital marketing- Overview, Web Marketing- Search Engine optimization (SEO) - Social Media Marketing (Facebook and LinkedIn)- Mastering Google (Ad words Advertising, Analytics and Applications).

**(Teaching Hours 8)**

**UNIT V**

Micro-blogging, Twitter – Copy writing for the web, Social Media and Mobiles, Mobile marketing, E-mail Marketing- Mobile App Marketing- Podcasting (Video and Audio marketing)- You tube- I-tunes, Case studies.

**(Teaching Hours 8)**

**Reference Books:**

1. “Strategic Brand Management”, Jean Noel Kapferer, Free Press, 1992, p 31 -54
2. “Measuring Brand Equity across products & markets”, Chapter 10, D. Aaker, Building Strong Brands, Free Press, p 303 - 338
3. “Brand Extensions, the good, the bad and the ugly”, Chapter 9, D. Aaker, “Managing Brand Equity”, p 206-37.
4. Strategic Brand Management, Kevin Lane Keller, Person Education, New Delhi-2003.
5. Brand Architecture”, Chapter 5, D. Aaker and E.Joachimstahler,
6. E - Marketing in Digital Age 2nd Edition (English, Paperback, Vinod V. Sōple), Publisher: Dreamtech Press, ISBN: 9789351192428, 9351192423, Edition: 2nd Edition, 2013.
7. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns (Wiley India Pvt Ltd, Hardcover, Ian Dodson), Publisher: Wiley India Pvt Ltd, ISBN: 9788126564408, 8126564407, Edition: 1, 2016