B.Sc. Visual Communication

Curriculum and Syllabus

Regulations 2021

(Based on Choice Based Credit System (CBCS)

and

Learning Outcomes based Curriculum Framework (LOCF))

Effective from the Academic year

2021-2022

Department of Visual Communication

School of Mass Communication

VISION STATEMENT

The vision of the Department of Visual Communication at VISTAS is to set global standards for media education research, training, and industry collaboration through high-quality skill-based education and practical exposure for building a knowledge-driven student community, thereby contributing to societal development and the development of entrepreneur skills along with universal values and ethics.

MISSION STATEMENT

The mission of the Department of Visual Communication at VISTAS is to create a skill-based learning environment that nurtures new ideas, creativity, and research, the department aims at cultivating an appreciation of media's role in the development of leaders, innovators, and entrepreneurs in the domain of media and mass communication.

PROGRAM EDUCATIONAL OBJECTIVES(PEO)

PEO 1: To impart the basic knowledge of Visual communication and related creative concepts of media.

PEO 2: To prepare students for media industry ready professionals and entrepreneurs by developing professional media skills, life skills, media literacy and digital competency.

PEO 3: To inculcate professional ethics, values and social responsibility to work in global media environment.

PEO 4 : To apply appropriate communication skills across ambiance, rationale and audiences.

PEO 5: To prepare the graduates with sense of responsibility and entrenched in community involvement with a global perspective.

PEO 6: Participate as leaders in their fields of expertise and in activities that support for the socio economic development of the country.

PROGRAM OUTCOME (PO)

PO1: To demonstrate effective creative skill, effective writing and listening skills for visual communication in personal, public, and media areas.

PO2: To demonstrate the ability to observe events, gather information, write creative reports and story, understanding audiences.

PO3: To demonstrate the ability to understand and analyse the latest trends in the media in society also to examine critically and recognize how media shapes the society.

PO4: To demonstrate the ability to recognize the power of persuasion and ethical responsibilities of

Visual communicators at all levels through different platform of communication.

PO5: To demonstrate an understanding of the roles of communication in fostering interaction and

Interdependence across gender, race, and culture.

PO6: To demonstrate the ability to apply communication theories and practical concepts to analyze contemporary issues.

PO7: To demonstrate an understanding of the history, development, and practice of the print

media, electronic media, and the new media technology

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1: Obtain a significant knowledge on fundamental and advanced aspects of Visual Communication concepts.

PSO2: Gain in-depth knowledge on pre-production, production and post-production process in Fiction and non fiction film making.

PSO3: Gain proficiency in studio techniques such as photography, audiography and videography.

PSO4: Grasp the fundamental concepts of Computer graphics and Visual effects.

PSO5: Gain insight into the various aspects of script writing, direction and editing.

PSO6: Assimilate technical skills on photography, cinematography, audio and video editing 2D &3D Animation and Dubbing.

Board of Studies (BOS) Members

S.No	Name	Affiliation	Role
1	Dr.P Sri Jothi	Associate Professor and Head Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Chair Person
2	Mr.P. Natarajan	Assistant Professor and Head SRM Arts and Science College, Kattangulathur. Chennai.	External Expert
3	Mr.M. M. Rengasamy	Film Maker, Chennai.	External Expert
4	Ms. Sruthi Nair	Simply Sruthi, YouTube Channel Entrepreneur	Alumni Member
5	Mr S Kalaiselvan	Assistant Professor and Head Department of Animation School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member

6	Mrs.Mary Genila	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member
7	Dr.Chitramai	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member
8	Mr.Kalimuthu	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member
9	Mr.Branesh	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS), CHENNAI

CHOICE BASED CREDIT SYSTEM (CBCS)
and
LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (LOCF)

UG REGULATIONS 2021
(For ALL Arts, Science, Commerce and Humanities Programmes)
(Applicable to all the candidates admitted from the academic year 2021-22 onwards)

1. DURATION OF THE PROGRAMME

1.1. Three years (six semesters)

1.2. Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from July to November of each year and the even semesters from January to May of each year.

1.3 There shall be not less than 90 working days for each semester.

2. ELIGIBILITY FOR ADMISSION

2.1. The details of Eligibility for Admission

3. MEDIUM OF INSTRUCTION

The medium of instruction for all UG programmes is English excluding Tamil, Hindi and French Language Papers

4. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

A Candidate shall be eligible for the award of Degree only if he/she has undergone the prescribed course of study in VISTAS for a period of not less than three academic years and passed the examinations of all the prescribed courses of Six Semesters earning a minimum of 140 credits as per the distribution given in for Part I, II, III and also fulfilled such other conditions as have been prescribed thereof.

5. COURSE

Each course / subject is to be designed under lectures / tutorials / laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

6. COURSE OF STUDY AND CREDITS

The Course Components and Credit Distribution shall consist Part I, II & III:

The UG programme consists of a number of courses. The term 'course' is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a 'paper' in the conventional sense. The following are the various categories of courses suggested for the UG programmes.

Part I – Language Courses (LC) (any one of Tamil, Hindi, French or special subject designed in lieu of the above).

Part II – English Language courses (ELC) or special subject designed in lieu of.

The Language courses and English Language Courses are 4 each / 2 each in number and the LC and ELC are meant to develop the students communicative skill at the UG level.

Part III – Core courses i.e. major courses that compulsorily required for each of the programme of study (CC), Ability Enhancement Course (AHC), Discipline Specific Elective Course (DSE) and Skill Enhancement Course (SEC).

For each course, credit is assigned based on the following:

Contact hour per week   CREDITS

1 Lecture hour	-	1 Credit
1 Tutorial hour	-	1 Credit
2 Practical hours	-	1 Credit

(Laboratory / Seminar / Project Work / etc.)

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

7.1. **Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Board of Management from time to time.

7.2. **Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

7.3. **Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the HODs shall condone the shortage of attendance on medical grounds up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after paying the prescribed fee towards the condonation of shortage of attendance. The students with attendance of less than 65 and more than 50% shall be condoned by VC on the recommendation of HODs on genuine grounds, will be permitted to appear for the regular examination on payment of the prescribed condonation fee.

7.4. **Detained students for want of attendance:** Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

7.5. **Transfer of Students and Credits:** The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

    7.5.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature, provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.

    7.5.2. The marks obtained in the courses will be converted into appropriate grades as per the University norms.

7.5.3. The transfer students are not eligible for Ranking, Prizes and Medals.

7.5.4. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental / University Committee are allowed to transfer of their credits. Marks obtain in the courses will be converted into Grades as per the University norms and the students are eligible to get CGPA and Classification.

8. EXAMINATION AND EVALUATION

8.1. EXAMINATION:

i) There shall be examinations at the end of each semester, for odd semesters in the month of October / November, for even semesters in April / May. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed courses in the subsequent examinations to be held in October / November or April / May.

ii) A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulations prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.

iii) The results of all the examinations will be published through University Website. In the case of passed out candidates, their arrear results, will be published through University Website.

8.2 **To Register for all subjects**: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination, except for the shortage of attendance programs. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

8.3. Marks for Continuous Internal Assessment (CIA) Examinations and End Semester Examinations (ESE) for PART I, II, III

8.3.1 There shall be no passing minimum for Continuous Internal Assessment (CIA) Examinations.

8.3.2 For End Semester examination, passing minimum shall be 40% (Forty Percentage) of the maximum marks prescribed for the Course/Practical/Project and Viva-Voce.

8.3.3 In the aggregate (CIA and ESE) the passing minimum shall be of 40%.

8.3.4. He / She shall be declared to have passed the whole examination, if he/she passes in all the courses wherever prescribed in the curriculum by earning 140 CREDITS in PartI, II, III.

9. Question Paper Pattern for End Semester Examination

SECTION – A   10 questions 10 X 2 = 20 Marks

SECTION – B   5 questions either or pattern X 16 = 80 Marks

Total 100 Marks

10. SUPPLEMENTARY EXAMINATION: Supplementary Examinations are conducted for the students who appeared in the final semester examinations. Eligible criteria for appearing in the Supplementary Examinations are as follows:

10.1. Eligibility: A Student who is having a maximum of two arrear papers is eligible to appear for the Supplementary Examination.

10.2. Non-eligibility for those completed the program: Students who have completed their Program duration but having arrears are not eligible to appear for Supplementary Examinations.

11. RETOTALLING, REVALUATION AND PHOTOCOPY OF THE ANSWER SCRIPTS:

11.1. Re-totaling: All UG Students who appeared for their Semester Examinations are eligible for applying for re-totaling of their answer scripts.

11.2. Revaluation: All current batch Students who have appeared for their Semester Examinations are eligible for Revaluation of their answer scripts. Passed out candidates are not eligible for Revaluation.

11.3. Photocopy of the answer scripts: Students who have applied for revaluation can download their answer scripts from the University Website after fifteen days from the date of publication of the results.

12. The examination and evaluation for MOOCs will be as per the requirements of the regulatory bodies and will be specified at the beginning of the Semester and notified by the university NPTEL-SWAYAM Coordinator (SPOC).

13. CLASSIFICATION OF SUCCESSFUL STUDENTS

13.1. PART I TAMIL / OTHER LANGUAGES; PART II ENGLISH AND PART III CORE SUBJECTS, ALLIED, ELECTIVES COURSES AND PROJECT: Successful Students passing the Examinations for the Part I, Part II and Part III courses and securing the marks

a) CGPA 9.00 to 10.00 shall be declared to have passed the examination in **First class with Outstanding**.

b) CGPA 7.50 to 8.99 shall be declared to have passed the examination in **First class with distinction**.

c) CGPA 6.00 to 7.49 shall be declared to have passed the examination in **First Class**.

d) CGPA 5.00 to 5.99 in the aggregate shall be declared to have passed the examination in the **SECOND** Class.

e) CGPA 4.00 to 4.99 shall be declared to have passed the examination in the **THIRD** Class.

14. **MARKS AND GRADES:** The following table shows the marks, grade points, letter grades and classification to indicate the performance of the Student:

14.1. Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

GPA for a Semester: $= \sum_i C_i G_i \div \sum_i C_i$ That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

Where, C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

CGPA for the entire programme: $= \sum_n \sum_i C_{ni} G_{ni} \div \sum_n \sum_i C_{ni}$ That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

Vels Institute of Science and Technology and Advanced studies (VISTAS)

Courses of Study and Scheme of Assessment

(Minimum Credits to be earned :140)

B.Sc Visual Communication course Components

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	Total Credits
Core Courses & Languages	17+6	16+6	13+6	11+6	8	11	**100**
Ability Enhancement t Courses (AECC)	2		2				**4**
Discipline Specific Elective (DSE) & Generic Elective (GEC)			3	3	12	8	**26**
Skill enhancement Course(SEC)		2	2	2	2	2	**10**
Total Credits	**25**	**24**	**26**	**22**	**22**	**21**	**140**

1.   Introduction

The learning outcomes based curriculum framework (LOCF) for B.Sc Visual Communication is intended to prepare a curriculum which enables the graduates to respond to the current needs of the industry and equip them with skills relevant for national and global standards. The framework will assist in maintaining international standards to ensure global competitiveness and facilitate student/graduate mobility after completion of B.Sc Visual Communication program. The framework intends to allow for greater flexibility and innovation in curriculum design and syllabus development, teaching learning process, assessment of student learning levels.

The LOCF for B.Sc Visual Communication is prepared on the contours and curricular structure provided by the UGC, and may be modified without sacrificing the spirit of CBCS and LOCF.

2.   Learning outcomes based approach to Curriculum Planning

The learning outcomes based approach implies that when an academic programme is planned, desirable learning outcomes are identified and considered in formulation of the plans. Course contents, learning activities and assessment types are designed to be consistent with the achievement of desired learning outcomes. The learning outcomes are in terms of knowledge, Professional attitude, work ethics, critical thinking, self managed learning, adaptability, problem solving skills, communication skills, interpersonal skills and group works. At the end of a particular course/program, assessment is carried out to determine whether the desired outcomes are being achieved. This outcome assessment provides feedback to ensure that element in the teaching and learning environment are acting in concert to facilitate the nurturing of the desired outcomes. The expected learning outcomes are used as reference points that would help formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes which in turn help not only in curriculum planning and development, but also in delivery and review of academic programmes.

The overall objectives of the learning outcomes based curriculum framework are to

- Help formulate graduate attributes, qualification descriptors, program learning outcomes and course learning outcomes that are expected to be demonstrated by the holders of qualification;
- Enable prospective students, parents, employers and other to understand the nature and level of learning outcomes or attributes a graduate of a programme should be capable of demonstrating on successful completion of the programme of study.
- Maintain national standards and international comparability of learning outcomes and academic standards to ensure global competitiveness, and to facilitate student/graduate mobility.
- Provide higher education institutions an important point of reference for designing teaching-learning strategies, assessing student learning level, and periodic review of programme and academic research.

2.1   Nature and extent of B.Sc Visual Communication

B.Sc Visual Communication is a professional program which needs to develop a specialized skill set among the graduates to cater the need of industries. In recent years, Visual and Communication has made unprecedented growth in terms of new technologies, new ideas and principles. The research organizations and industries that work in this frontier area are in need of highly skilled and technically oriented manpower. This manpower can be available only with flexible, adaptive and progressive training programs and a cohesive interaction among the research organizations, academicians and industries. The key areas of study within subject area of Drawing, Graphic design, Visual communication concepts, Television production, Multimedia applications & Photography and production techniques for various digital media platforms etc.

B.Sc Visual Communication covers topics that overlap with areas outlined above and with applied fields such as Mass media , advanced computer and multimedia communication, reporting, editing, Photography and storytelling, digital media production etc.

The present learning outcomes based model curriculum of B.Sc Visual Communication, is designed to provide better learning experience to the graduates. Besides, imparting disciplinary knowledge, curriculum is aimed to equip the graduates with competencies like creative skill, problem solving, analytical reasoning and leadership which provide them high professional competence.

2.2 Aim of B.Sc Visual Communication

The overall aims of the B. Sc Visual Communication are to:

- Provide students with learning experiences that develop broad knowledge and understanding of key concepts of Visual Communication and equip students with advanced creative, scientific/technological capabilities for analyzing and tackling the issues and problems in the field of Mass media.
- Develop ability in student's to apply knowledge and skills they have acquired to the solution of specific creative, theoretical and applied problems in media and communication.
- Develop abilities in students to design and develop innovative solutions for benefits of society, by diligence, leadership, team work and lifelong learning.
- Provide students with skills that enable them to get employment in industries or pursue higher studies or research assignments or turn as entrepreneurs.

3.   Graduates Attributes

Graduates Attributes (GAs) form a set of individually assessable outcomes that are the components indicative of the graduate's potential to acquire competence to practice at the appropriate level. The Graduate Attributes of B.Sc Visual Communication are listed below:

GA1. Scholarship of Knowledge: Acquire in-depth knowledge of specific discipline or professional area, including wider and global perspective, with an ability to discriminate, evaluate, analyze and synthesize existing and new knowledge, and integration of the same for enhancement of knowledge.

GA2. Critical Thinking: Analyze complex scientific/technological problems critically; apply independent judgment for synthesizing information to make intellectual and/or creative advances

for conducting research in a wider theoretical, practical and policy context.

GA3. Problem Solving: Think laterally and originally, conceptualize and solve scientific/technological problems, evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health and safety, cultural, societal and environmental factors in the core areas of expertise.

GA4. Usage of modern tools: Create, select, learn and apply appropriate techniques, resources, and modern techniques and digital tools, including prediction and modeling, to complex scientific/technological activities with an understanding of the limitations.

GA5. Collaborative and Multidisciplinary work: Possess knowledge and understanding of group dynamics, recognize opportunities and contribute positively to collaborative-multidisciplinary scientific research, demonstrate a capacity for self-management and teamwork, decision-making based on open-mindedness, objectivity and rational analysis in order to achieve common goals and further the learning of themselves as well as others.

GA6. Creative Communication: Communicate with the creative scientific/technological community, and with society at large, regarding complex scientific/technological activities confidently and effectively, such as, being able to comprehend and write effective reports and design documentation by adhering to appropriate standards, make effective presentations, and give and receive clear instructions.

GA7. Life-long Learning: Recognize the need for, and have the preparation and ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence continuously.

GA8. Ethical Practices and Social Responsibility: Acquire professional and intellectual integrity, professional code of conduct, media ethics of research and scholarship, consideration of the impact of research outcomes on professional practices and an understanding of responsibility to contribute to the community for sustainable development of society.

4.   Qualification Descriptors

A qualification descriptor indicates the generic outcomes and attributes expected for the award of a particular type of qualification. The learning experiences and assessment procedures are expected to be designed to provide every student with the opportunity to achieve the intended programme learning outcomes. The qualification descriptors reflect followings:

1. Disciplinary knowledge and understanding
2. Creative Skills & Ability
3. Global competencies that all students in different academic fields of study should acquire/attain and demonstrate.

4.1 Qualification descriptors for B.Sc Visual Communication programme: Some of the expected learning outcomes that a student should be able to demonstrate on completion of a B.Sc Visual Communication programme may include the following:

Knowledge & Understanding

- Demonstrate extensive knowledge of the disciplinary foundation in the various areas of mass media communication, as well as insight into contemporary research and development.
- Demonstrate specialized methodological knowledge in the specialized areas of mass media visual communication about professional literature, statistical principles and reviewing scientific work.

Creative Skills & Ability

- Demonstrate ability to apply creative knowledge & experimental skills critically and systematically for assessment and solution of complex mass communication problems and issues related to communication tools, mass society, multimedia technology, photography, digital media and media production and other specialized areas of media production.

- Demonstrate ability to model, simulate and evaluate the phenomenon and systems in the advanced areas of mass communication.

- Demonstrate ability to apply one's artistic and creative knowledge, experimental skills, scientific methods & advanced design, simulation and validation tools to identify and analyze complex real life problems and frame technological solutions for them.
- Demonstrate ability to design and develop creative production, processes and digital creation while taking into account the circumstances and needs of individuals, organizations and society with focus on economical, social and environmental aspects.

Competence

- Communicate his or her conclusions, knowledge & arguments effectively and professionally both in writing and by means of presentation to different audiences in both national and international context.
- Ability to work in collaborative manner with others in a team, contributions to the management, planning and implementations.
- Ability to independently propose research/developmental projects, plan its implementation, undertake its development, evaluate its outcomes and report its results in proper manner.
- Ability to identify the personal need for further knowledge relating to the current and emerging areas of study by engaging in lifelong learning in practices.

5. Program Learning Outcomes of B.Sc Visual Communication

The following program outcomes have been identified for **B.Sc Visual Communication.**

PLO1	An advanced and systematic or coherent understanding of the academic field of Media, its different learning areas and applications, and its linkages with related disciplinary areas/subjects
PLO2	The skills and knowledge gained has intrinsic beauty, which also leads to proficiency in creativity.
PLO3	Procedural knowledge that creates different types of professionals related to the disciplinary including professionals engaged in Media house, research and development, teaching and government/public service.
PLO4	Skills in areas related to one's specialisation area within the disciplinary and current and emerging developments in the field of Visual Communication.
PLO5	Communication skills involving the ability to listen carefully, to read texts and research papers analytically and to present complex information in a concise manner to different groups/audiences
PLO6	To demonstrate the ability to apply communication theories to analyze contemporary problems through ICT skills
PLO7	Personal skills such as the ability to work both independently and in a group.

7. Teaching learning Process

The teaching-learning process should be aimed at systematic exposition of basic concepts so as to acquire knowledge of respective discipline in a canonical manner. Students have great freedom of

choice of subjects which they can study. The various components of teaching learning process are summarized in the following.

1. The most common method of imparting knowledge is through lectures. There are diverse modes of delivering lectures such as through blackboard, power point presentation and other technology aided means. A judicious mix of these means is a key aspect of teaching-learning process.

2. Assimilating ideas, deepening understanding, and gaining mastery of new concepts all take time, commitment, and intelligent effort. To reinforce learning, to monitor progress, and to provide a regular pattern of study, tutorials are essential requirements. During these tutorials, difficulties faced by the students in understanding the lectures, are dealt with.

3. Necessary and sufficient infrastructural facilities for the, laboratories and libraries equipped with adequate modern and modular furniture and other requirements.

4. Home assignments at regular intervals and project work involving applications of theory are necessary to assimilate basic concepts of the respective discipline. Hence, it is incumbent on the part of a learner to complete open-ended projects assigned by the teacher.

5. The teaching-learning process needs to be further supported by other activities devoted to subject-specific and interdisciplinary skills, summer and winter internships in their discipline. During these internships it is expected that a learner will interact with experts and write a report on a topic provided to the learner.

6. Institute visit by a learner is also a part of learning process. During such visits a learner has access to knowledge by attending academic activities such as seminars, colloquia, library consultation and discussion with faculty members. These activities provide guidance and direction for further study.

7. Special attempts should be made by the institution to develop problem-solving skills and design of laboratory experiments for demonstration at the UG level. For this purpose a mentor system may be evolved where 3-4 students may be assigned to each faculty member.

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS)

B.Sc. Visual Communication

COURSES OF STUDY AND SCHEME OF ASSESSMENT

(MINIMUM CREDITS TO BE EARNED: 140)

| Code No. | Course | Hours/Week | | | | Maximum Marks | | |
		Lecture	Tutorial	Practical	Credits	CA	SEE	Total
SEMESTER 1								
LANG	Tamil I/ Hindi / French	3	0	0	3	40	60	100
ENG	English I	3	0	0	3	40	60	100
CORE 1	Basics Of Communication	3	2	0	5	40	60	100
CORE PRAC 1	Graphic Design I	0	2	4	4	40	60	100
CORE PRAC 2	Drawing I	0	2	4	4	40	60	100
CORE PRAC 3	Anatomy Study	0	2	4	4	40	60	100
AECC	Communication Skills	1	0	2	2	40	60	100
SEC	Orientation/Induction programme / Life skills	-	-	-	-	-	-	-
		10	8	14	25			

SEMESTER 2

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
LANG	Tamil II / Hindi / French	3	0	0	3	40	60	100
ENG	English II	3	0	0	3	40	60	100
CORE 2	Introduction To Visual Communication	3	1	0	4	40	60	100
CORE 3	Basics of Photography	3	1	0	4	40	60	100
CORE PRAC 4	Graphic Design-II	0	2	4	4	40	60	100
CORE PRAC 5	Drawing-II	0	2	4	4	40	60	100
SEC	Soft Skills - I / Sector Skill Council Course	2	0	0	2	40	60	100
SEC	NSS / NCC / Swachh	-	-	-	-	-	-	-

		Bharat / Inplant Training							
			14	6	8	24			

CA - Continuous Assessment   SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

B.Sc. VISUAL COMMUNICATION

		Hours/Week				Maximum Marks		
Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total

SEMESTER 3

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
LANG	Tamil III / Hindi / French	3	0	0	3	40	60	100
ENG	English – III	3	0	0	3	40	60	100
CORE4	Introduction to Journalism	3	1	0	4	40	60	100
CORE 5	Advertising	3	1	0	4	40	60	100
DSE	DSE- I	0	1	4	3	40	60	100
CORE PRAC 6	Computer Graphics	0	1	4	3	40	60	100
AECC	Environmental Studies	2	0	0	2	40	60	100
CORE PRAC 7	Practical Photography	0	0	4	2	40	60	100
SEC	Soft Skills - II / Sector Skill Council Course	2	0	0	2	40	60	100
SEC	Capacity enhancement course / Value Added Course	-	-	-	-	-	-	-
		16	4	12	26			

SEMESTER 4

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
LANG	Tamil IV / Hindi / French	3	0	0	3	40	60	100
ENG	English IV	3	0	0	3	40	60	100
CORE 6	Elements of Film Studies	3	1	0	4	40	60	100
DSE	DSE- II	0	1	4	3	40	60	100

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
CORE 7	Television Production	3	1	0	4	40	60	100
CORE PRAC 8	Audio Production	0	1	4	3	40	60	100
SEC	Soft Skills III / Sector Skill Council Course	2	0	0	2	40	60	100
		14	4	8	22			

CA - Continuous Assessment   SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

B.Sc.VISUAL COMMUNICATION

		Hour / Week				Maximum Marks		
Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total

SEMESTER 5

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
CORE 8	Media, Culture and Development	3	1	0	4	40	60	100
DSE	DSE III	0	1	4	3	40	60	100
DSE	DSE IV	0	1	4	3	40	60	100
DSE	DSE V	0	1	4	3	40	60	100
CORE PRAC 9	TELEVISION PRODUCTION PRATICAL	0	2	4	4	40	60	100
DSE	DSE VI	0	1	4	3	40	60	100
SEC	Internship / Mini Project / Sector Skill Council Course	0	0	4	2	40	60	100
SEC	Skill Enhancement Training/ Industrial Visit / Student Club Activities	-	-	-	-	-	-	-
		3	7	24	22			

SEMESTER 6

Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
CORE 9	Media Law and Ethics	4	1	0	5	40	60	100
DSE	DSE VII	0	1	4	3	40	60	100

DSE	DSE VIII	0	1	4	3	40	60	100
GE	GE I	2	0	0	2	40	60	100
SEC	SEC	2	0	0	2	40	60	100
CORE 10	PROJECT	0	3	6	6	40	60	100
SEC	Technical Seminar / Innovation Council / Start up Initiative	0	0	14	1	40	60	100
		8	6	10	21			

CA - Continuous Assessment   SEE - Semester End Examination

Generic Electives

1.Consumer Affairs   2. Disaster Management   3. Universal Human Values

List of Discipline Specific Elective Courses:

S.No.	Code	Course
1.	DSE	Script Writing
2.	DSE	Art Direction
3.	DSE	Web Designing
4.	DSE	Creative video editing
5.	DSE	Copywriting
6.	DSE	Radio & Video Jockey Practice
7.	DSE	2D Animation and Graphics
8.	DSE	3D Animation and Graphics
9.	DSE	Digital Marketing
10.	DSE	Visual Effects

List of Ability Enhancement Compulsory Courses:

Code	Course
AECC	Environmental Studies

List of Skill Enhancement Course (SEC)

Subject Code	Title of the Paper
SEC-1	Soft Skill -I
SEC-2	Soft Skill – II
SEC-3	Soft skill - III
SEC-4	National Service Scheme
SEC-5	Entrepreneurship Development

Syllabus

Core Courses

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பருவம்-1, தமிழ்மொழிப்பாடம்-1

பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.

தாள்-1

இக்காலக் கவிதைகள் – உரைநடை – பண்பாடு – மொழித்திறன்

</div>

அலகு 1:   மரபுக்கவிதை   9 மணி நேரம்

1. பாரதியார் - பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள்.
    (பாடல் எண்கள் 1, 6, 7, 9, 12, 13)

2. பாரதிதாசன் – தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை.

3. தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல் என்னும் தலைப்பிலான கவிதை

4. முடியரசன் - காவியப் பாவை – "புண்படுமா" என்னும் கவிதை.

அலகு 2:   புதுக்கவிதை   9 மணி நேரம்

1. நா. காமராசன் - *கறுப்பு மலர்கள்* தொகுப்பில் *காகிதப்பூக்கள்* என்னும் தலைப்பிலான
    கவிதை.

2. அப்துல் ரகுமான் - *ஆலாபனை* தொகுப்பில் *போட்டி* என்னும் தலைப்பிலான கவிதை

3. ஈரோடு தமிழன்பன் - *ஒரு வண்டி சென்றியு* தொகுப்பில் தேர்ந்தெடுக்கப்பட்ட சென்றியு
    கவிதைகள்

4. ஆண்டாள் பிரியதர்ஷினி – *முத்தங்கள் தீர்ந்துவிட்டன* தொகுப்பில் *'இங்கே வரும் போது'*
    என்னும் தலைப்பிலான கவிதை

அலகு 3:   உரைநடை   9 மணி நேரம்

1. **மாணாக்கரும் தாய்மொழியும்** - திரு.வி.க.,
2. **மன வலிமை வேண்டும்** - மு.வரதராசனார்
3. **செம்மொழித் தமிழின் சிறப்புகள்**
4. **பண்டைத் தமிழரின் சாதனைச் சுவடுகள்**

அலகு 4:   தமிழர் வாழ்வும் பண்பாடும்   9 மணி நேரம்

பண்பாடு – வாழ்வியல் முறை – அகம், புறம் - உணவு முறை - விருந்தோம்பல் - நம்பிக்கைகள் – விழாவும் வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை – கூத்து – தொழிலும் வணிகமும் – அறிவியல் நோக்கு.

அலகு 5: மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம்   9 மணி நேரம்

1. எழுத்துப் பிழை, தொடர்ப் பிழைகள்
2. வேற்றுமை இலக்கணம்
3. செய்யுள் நலம் பாராட்டல்
4. பாடம் தழுவிய இலக்கிய வரலாறு (மரபுக் கவிதை, புதுக்கவிதை, உரைநடை)

மொத்தம்: 45 மணி நேரம்

Course outcome:

Students will able to

CO1: Recall and recognize heritage and culture of Tamils through History of Tamil Language.

CO2: Interpret the cultural life style of Ancient Tamils.

CO3: Evaluate social and indivituals moral value after studying Epics and Ethics Literature.

CO4: Build the humanistic concept and moral life skills after studying divine and minor Literature.

CO5: Improve their own creativity and writing skills after studying history of Modern Tamil Litrature.

பார்வை நூல்கள்

1. *தமிழர் நாகரிகமும் பண்பாடும்,* டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம்
2. *தவறின்றித் தமிழ் எழுதுவோம்,* மா. நன்னன், ஏகம் பதிப்பகம்
3. *தவறின்றித் தமிழ் எழுத* - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம்
4. *தமிழ் இலக்கிய வரலாறு,* வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி ,
5. *புதிய தமிழ் இலக்கிய வரலாறு,* நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி

6. **செம்மொழி தமிழின் சிறப்பியல்புகள்** - முனைவர் மறைமலை இலக்குவனார்;
   https://www.youtube.com/watch?v=HHZnmJb4jSY

7. **பாடநூல் தேடலுக்கான இணையம் -** https://archive.org/

HINDI   **3 0 0 3**

I year-I Sem (Prose,Letter writing& Technical words)

Course Objective:
- To enable the students to develop communication skills
- To train students in official language
- To enrich their knowledge in Hindi literature

Unit I   -   ' Ek atuut kadi',letter writing,Technical words.   **9**

Unit II   'Devi singh' , letter writing, Technical words.   **9**

Unit III   ' kabiraa ki kaashi ', letter writing, Technical words**.**   **9**

Unit IV   ' kabiraa ki kaashi ', letter writing, Technical words**.**   **9**

Unit V   ' bharathiya vigyan ki kahaani '- 'hamne diyaa ,hamne liyaa' ,

              letter writing,   **9**

                                                           Total hours   45

Course Outcome
At the end of this course
CO 1   Students will be familiar with official letter writing
Co 2   will be trained in writing various letters.
CO 3   students will be moulded with good character understand
           human values
CO 4   students will gain knowledge about ancient India
CO 5   will know the equivalent hindi words for scientific terms

Text Book   Gadya Khosh , Prashasanik shabdavali, Patra lekhan

OBJECTIVE:
To introduce French language.
To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

UNIT:I INTRODUCTION   **9**
Introduction-Alphabet-comment prononcer, écrire et lire les mots-base: les prénoms personnel de 1er , 2eme et 3eme personnes-conjugaisons les verbes être et avoir en forme affirmative, négative
Et interrogative.

UNIT II- LECON 1-3   **9**
Leçon 1 :Premiers mots en français- 2.Les hommes sont difficiles 3.Vive la liberté-Réponses aux questions tires de la leçon-Grammaire: Les adjectives masculines ou féminines-Les article définies et indéfinis-Singuliers et pluriels.

UNIT III-LECON 4-6   **9**
Leçons 4. L'heure c'est l'heure 5.Elle va revoir sa Normandie 6.Mettez-vous d'accord groupe de nom-Réponses aux questions tires de la leçon-Grammaire :A placer et accorder l'adjectif en groupe de nom-Préposition de lieu-A écrire les nombres et l'heure en français

UNIT :IV-LECON 7-9   **9**
Leçon 7.Trois visage de l'aventure , 8. A moi Auvergne 9.Recit de voyage-Réponses aux questions tires de la leçon- Grammaire : Adjectif processif- Les phrases au présent de l'indicatif-Les phrases avec les verbes pronominaux au présent.

UNIT :V- COMPOSITION :   **9**
A écrire une lettre a un ami l'invitant a une célébration différente ex :mariage-A faire le dialogue- A lire le passage et répondre aux questions.

                                        Total: 45 Hours

      Course Outcome

• Through the story students will be familiar with the writing style of great writer "sri Jayashankar Prasad",&can understand the situation of country during Mughal period .

• To make the children understand the importance of selecting a profession according to one's own interest.

• To describe the present situation;politian's behaviour& their selforiented activities.

 • To explain the importance of computer in daily life in all the fields.

- This story helps the students to understand the Writing style of writer "Fanishwarnath renu" who Is wellknown for his village type Stories .

TEXTBOOK :
Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi Edition 2014.

REFERENCE BOOKS:
DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.
Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi Edition 2014.

<div align="center">**ENGLISH I - PROSE**   **- 3 0 0 3**</div>

Course Objective:

- To enable students to develop their communication skills effectively. To make students familiar with usage skills in English Language.
- To enrich their vocabulary in English
- To develop communicative competency.

                                                                             Credit Hours

UNIT I   **09**

1. Dangers of Drug Abuse - Hardin B Jones
2. Tight Corners - E. V. Lucas

UNIT II   **09**

3. Futurology - Aldous Huxley
4. If You are Wrong, Admit it - Dale Breckenridge Carnegie

UNIT III   **09**

5. Industry - Dr.M.Narayana Rao & Dr.B.G.Barki
6. Turning Point of My Life - A.J Cronin

UNIT IV   **09**

7. Excitement - Mack R. Douglas
8. The Kanda Man Eater - Jim Corbett

UNIT V   **09**

9. Vocabulary and Exercises under the Lessons

                                                Total   **45 Hours**

Note: Lessons prescribed are from various anthologies and respective exercises therein will be taught.

Course Outcome

         At the end of this course students will be able to,

CO1   Examine the language of prose.
CO2   Utilize instructions on fundamentals of grammar
CO3   Develop their own style of writing after studying diverse prose essays.
CO4   Classify different essays on the basis of their types.
CO5   Critically comment on the textual content of prose.

Books Prescribed:

- English for Communication Enrichment: by Jeya Santhi June 2015.
- Dr. M. Narayana Rao and Dr. B. G. Barki – Anu's Current English for Communication (AnuChitra). June 2012.
- Dr. Ananthan , R. Effective Communication. Ed. Chennai : Anu Chithra Pub.2010.

Web Sources:

- https://www.gradesaver.com/

- https://www.enotes.com/
- https://www.jstor.org/
- https://www.sparknotes.com/

https://www.cliffsnotes.com/

BASICS OF COMMUNICATION   3 2 0 5

Course Objective:

1. To provide an understanding about the concept of "Communication" with a historical perspective.
2. To know the types of communication and body language used in everyday life.
3. To learn the informative speaking skills and the power of persuasion in communication.
4. To gain knowledge on the communication theories and its effects in a society.
5. To enhance the public communication skills through visual aids.

Detailed Course

Unit I   **15**

1.1 Introduction to Communication.

1.2. History of Communication.

1.3. Nature and forms of Communication.

1.4. Components in Communication

1.5. Barriers in Communication.

Unit II   **15**

2.1. Introduction to verbal communication.

2.2. Verbal and Non verbal communication.

2.3. Features and functions of verbal and non verbal communication.

2.4. Basics of non verbal communication

2.5. Understanding Body language.

Unit III   **15**

3.1. Introduction to Listening.

3.2. Types of Listening

3.3. Challenges of effective listening.

3.4. Introduction to persuasive and informative speaking.

3.5. Creating a persuasive message.

Unit IV   **15**

4.1. Mass communication theories.

4.2. Understanding group and its characteristics.

4.3. Communication in groups.

4.5. Strategies in group communication

Unit V   **15**

5.1. Presentation Skills through visual aids.

5.2. Using effective body language

5.3. Audience analysis.

5.4. Types of presentation aids.

5.5. Effective public speaking

Total: 75 Hrs

 Practical / Assignments

• Make a presentation with a visual aid.

• Writing an assignment on mass communication theories.

COURSE OUTCOMES:

1: To make the students familiar with the communication concepts.

2: To develop an understanding of the different types of communication and different forms of
      media.

3: The students will be able to understand the techniques involved in media and understand
      audience media relationship.

4: To understanding of the models of communication and different forms of media.

5: The students will be able to understand the public communication concepts.

TEXT BOOKS:

1. B.Adler Ronald, Rodman George ,Understanding Human Communication, 2006, Oxford
University Press.

2. Vito De, Joseph, Human Communication-The Basics Course,2007,Pearson, Boston.

3. Wood, Julia,Communication mosaics: An introduction to the field of communication (3rd ed.). Belmont, CA: Thomson/Wadsworth, 2004.

REFERENCE BOOK:

1. Denis McQuail: McQuail's Mass Communication Theory, London/New Delhi: Sage, 2007.
2. Kincaid, Lawrence and Wilbur Schramm [1974] Fundamentals of Human Communication, East West Communication Institute, Honolulu.
3. Harry. C [1957] On Human Communication, John Wiley & Sons, New York.

Website:

- https://open.lib.umn.edu/businesscommunication/chapter/1-2-what-is-communication/
- https://www.communicationstudies.com/communication-theories

Web Sources:

- https://www.youtube.com/watch?v=akfatVK5h3Y
- https://prezi.com/c0yyuy096ogj/models-of-communication/

<div align="center">**GRAPHIC DESIGN – I**   0 2 4 4</div>

Course Objective:

1. To introduce students the basics of graphic design.
 2. To inculcate the knowledge of elements of graphic design
3. To acquaint them with important design aspects of graphic design..
4. To develop the knowledge and skills of graphic design
 5. To enhance understanding of the technical terms ,typography ,calligraphy,and elements of graphic design

Detailed Course

Unit-I   12
1.1 History of graphic Design. Basic design: development of aesthetic sensibility towards design
1.2 Elements of Design: Line, shape, forms, space, colors etc
1.3 Introduction to design, impact/function of Design
1.4 Indigenous Design practices
1.5 Horizontal line, vertical line, ascending descending lines, S form, C form, O form

Unit – II   12
 2.1 Principles of graphic design
2.2 Understanding the most essential aspect of design
2.3 Different principles like harmony, rhythm, unity and perspective.
2.4 Communication Techniques
 2.5 Gutenberg to digital in graphic design process

Unit – III   12
3.1 Role of design
3.2 Role of design in the changing social scenario
3.3 Role and responsibility of Designers
3.4. Design skills and techniques
3.5 Varieties of tools - printing / publishing technology

Unit – IV   **12**

4.1 Pattern design

4.2 Creating pattern design with use of one geometrical shape

4.3 Creating pattern design with use of two geometrical shape

4.4 Creating pattern design with use of three geometrical shape

4.5. Creating 2D cut pattern design with basics of two dimensional design including the elements and principles of graphic design

Unit – V   **12**

5.1 Design principle for typography

5.2. Legibility, similarity, alignment, uniformity or consistency, contrast

5.3. Lettering / Fonts and their implication

5.4 Typography and calligraphy Creation

5.5 Modification and presentation society and Articulation, design, Motifs, patterns etc. from society

Practical / Assignments

•Students will write a history of graphic design

•Students will have to prepare assignments in graphic design

• Students will prepare a design with typography and calligraphy principles

•Visit to important media centers to observe their functioning

Course Outcomes

1. Students will able to understand the Graphic design
2. Students will able to inculcate the knowledge in elements of Graphic design
3. Students will able to acquaint them with important aspects of the process of Graphic design
4. Students will able to develop the knowledge of Graphic design
5. Students will able to enhance understanding of the technical terms and industrial design process

Total: 60 Hrs

TEXT BOOKS:

1. Ellen Lupton & Jennfer Cole Phillips, "Graphic Design: The New Basics" Princeton Architectural Press Revised and updated edition 2015

2. David Dabner & Sandra Stewar t& Eric Zempol,   "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition   2014

REFERENCE BOOKS:

1. Peter Dawson & John Foster& Tony Seddon, "Graphic Design Rules: 365 Essential Design Dos and Don'ts", Frances Lincoln Publishers Ltd, Flexi bound edition, 2012

2. Steven Heller, "Typography Sketchbooks", Thames & Hudson Ltd, 2012

Website

https://www.upwork.com

https://www.freelancer.com

Web sources

https://www.shillingtoneducation.com/blog/50-free-resources-graphic-design-projects/

https://99designs.com/blog/design-resources/graphic-design-resources/

DRAWING - I   0 2 4 4

Course Objectives
1. To introduce students to the basics of Drawing.
2. To teach the knowledge of elements of Drawing.
3. To Teach important of the Drawing and Deign.
4. To develop the knowledge and skills of Creativity, Drawing and Design.
5. To improve the contemporary field needs and design solution.

Detailed Course

Unit   I   12

1.1 Introductions to the Art

1.2 Elements of Drawing: lines shape, forms.

1.3 Materials Handling and Understanding

1.4 Space managements and composition

1.5 Free hand drawings.

Unit   II   12

2.1 Important Of Light and Dark

2.2 Tonal Value

2.3 Elements Of Light and Dark

2.4 Styles Of Shadings.

2.5 Texture Creating Using Light and Dark

Unit   III   12

3.1 Elements Of Perspective

3.2 Variety Of Perspective

3.3 One Point, And Tow point Perspectives

3.4 Three Point Perspective

3.5 Techniques in Perspectives Drawings

Unit   IV   12

4.1 Geometrical study of objects

4.2 Composing methods and styles

4.3 Organic still life's

4.4 Inorganic still life's

4.5 Still life rendering

Unit V   **12**

5.1 Skull forms in different views
5.2 Keys sketch of portrait in different views
5.3 Anatomy of eyes
5.4 Anatomy of nose
5.5 Anatomy of lip and ear

Total: 60Hrs

Practical's / Assignments

- **Students Will Have To Submit Drawings Record Book (Life Drawing, Still Life, Perspective Drawings, And Basics Of Portrait).**
- **Assignments for art elements and tonal value (written 20 pages)**

Course Outcomes
1. Students Would Be Able To Understand The Art and Master The Techniques of Drawing And Painting.
2. Students Would Be Able to acquire knowledge to express ideas in the form of Drawing and Paintings.
3. Students would be able to produce problem solving design for the media industry.
4. Students can develop the knowledge of pre protection art skills in the field media.
5. Students would be able to enhance their knowledge through practising art

TEXT BOOKS:

1. Novak and Henry C. Spencer, "Basic Technical Drawing," Student Text, Glencoe/Mcgraw-Hill; 6th Revised edition, March 1994

2. Wayne Enstice and Melody Peters, "Drawing: Space, Form, and Expression," Pearson, 2 edition, Aug. 7. 1995.

REFERENCE BOOKS:

1. Philip W. Metzger "The Art of Perspective", North Light Books; illustrated edition, 2007

2. Wolf Rachel, "Basic Drawing Techniques", North Light Books, Sept. 15 1991.

WEBSITE

1.https://www.frieze.com

2.https://whitehotmagazine.com

WEB SOURES

1.https://www.classcentral.com/subject/visual-arts

2.https://www.classcentral.com/course/swayam-introduction-to-indian-art-an-appreciation-6708

ANATOMY STUDY   **0 2 4 4**

Course Objectives

1. To Introduce Students To The Basics Of Anatomy Drawing.

2. To Teach The Knowledge Of Human Forms And Poses.

3. To Teach Important Of The Anatomy Study Studies For Artist.

4. To Develop The Knowledge And Skills Of Creativity In Composing Human Group Foe Art.

5. To Improve The Story Board Skills And Technique.

Unit-I   **12**

1.1 Introductions To The Human Anatomy In Art

1.2 Human Figure Proportions

1.3 Male And Female Forms Understanding.

1.4 Measurements Of Anatomy

1.5 Hand Drawing   Practice.

Unit – II   **12**

2.1 Important Of Skelton Study

2.2 Skull Study Male And Female

2.3 Male And Female Differences In Forms

2.4 Single Bone And Multiple Bone Study

2.5 Bone Movements In Difference Actions

Unit – III   **12**

3.1 Front, Back, Side Views

3.2 Variety Of Movement Poses

3.3 Gesture Drawing With Pencil, Charcoal. Master Techniques

3.4 Chiaroscuro With Charcoal On Paper

3.5 Techniques Of Composing

Unit – IV   **12**

4.1 Stick Figure Study

4.2 Composing Methods And Styles

4.3 Hand And Leg Movement Study

4.4 Simple Pose Study

4.5 Sports Movement Study

Unit – V   **12**

5.1 Live Model Study

5.2 Static Pose Study With Lighting

5.3 Dynamic Pose Study With Speed Sketch

5.4 Group Composition

5.5 Daily actions study

Total 60 Hrs

Practical / Assignment

Students Will Have to Submit Drawings Record Book (basic skeleton forms, human muscle form, anatomy measurement study, live study drawings).

Assignments For methods of study human anatomy for drawing (Written 20 Pages)

Course Outcomes

1. Students Would Be Able to understand the important of the anatomy study for the art

2. Students Would Be Able to Acquire Knowledge to Express Ideas in the Form Of story boarding.

3. Students Would Be Able to produce the best character design.

4. Students can develop the skill choosing characters for film and short film and also any visual media.

5. Students Would Be Able To Enhance Their Knowledge through Practising Art

TEXT BOOKS:

1. Gottfried Bammes, "Complete Guide to Life Drawing", Search Press, October 1, 2011.

2. George B. Bridgman, "Constructive Anatomy", Dover Publications, June 1, 1973.

REFERENCEBOOKS:

1. David K, "The Human Figure", Penguin Books; Reissue edition Sept 15, 1975.
2. Eliot Goldfinger, "Human Anatomy for Artists",Oxford University Press, 1st edition November 7, 1991.

WEBSITE

1.https://yourartpath.com/

2.https://www.proko.com/

WEB SOURES

1.http://senshistock.com/sketch.php

2. https://yourartpath.com/best-9-free-pose-reference-sites-to-practice-figure-drawing-online

<div align="center">**COMMUNICATION SKILLS**   **1 0 2 2**</div>

Course Objective:

- This course is to subject the students to practise the components in various units.
- To make students ready for placement interviews within campus.
- To infuse confidence to face job situations.

	Credit Hours
UNIT I	**06**

- Resume and CV Writing
- Complaint Letter
- Social Correspondence
- Letter of Enquiry

UNIT II	**06**

- Short Essay Writing

UNIT III	**06**

- Explaining Proverbs

UNIT IV	**06**

- Use of Prepositions

UNIT V	**06**

- Synonymous Words

	Total	**30 Hours**

Course Outcome:

CO1   To enhance learners' confidence level.
CO2   To make learners' feel the assimilation of skills.
CO3   To engage in a conversation with others to exchange ideas.
CO4   To impart leadership qualities among the participants.
CO5   To express opinions to enhance their social skills.

Books Prescribed

- For Unit I – V   Effective Communication For You – V. Syamala
  Emerald Publishers, Chennai.
- Cameron, David. Mastering Modern English, Hyderabad: Orient Blackswan, 1978 (rpt. 1989, 1993, 1995, 1998).
- Freeman, Sarah. Written Communication in English, Hyderabad: Orient Blackswan, 1977 (21st Impression, 2007).

- Singh, Vandana R. The Written Word. New Delhi: Oxford university Press, 2003 (3rd Impression, 2007)
- Seely, John. Oxford Guide to Effective Writing and Speaking. New Delhi: Oxford University Press, 2000 (4th Impression, 2008)

Web Sources:

- https://www.myperfectresume.com/career-center/resumes/how-to/write
- https://www.englishgrammar.org/
- https://www.thesaurus.com/browse/

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.

தாள்-2

அற இலக்கியம் – சிற்றிலக்கியம் – சிறுகதை – பயன்பாட்டுத் தமிழ்

அலகு 1: **அற இலக்கியங்கள்** 10 மணி நேரம்

1. திருக்குறள் - வான் சிறப்பு(அறம்), ஊக்கமுடைமை(பொருள்), குறிப்பறிதல்(இன்பம்) – மூன்று அதிகாரங்கள் முழுமையும்.
2. நாலடியார் – மூன்று பாடல்கள். (2, 3, 5)
3. பழமொழி நானூறு – மூன்று பாடல்கள் (74, 75, 78)
4. திரிகடுகம் – மூன்று பாடல்கள் (10, 12, 22)
5. இனியவை நாற்பது – மூன்று பாடல்கள் (1, 12, 16)

அலகு 2: **சிற்றிலக்கியம்** 10 மணி நேரம்

1. முத்தொள்ளாயிரம்

   சேரன் – வீரம் 14, 15 பாடல்கள்

   சோழன் – காதல் 23, 24 பாடல்கள்

   பாண்டியன் – நாடு 87, 88 பாடல்கள்

2. தமிழ்விடு தூது – முதல் 20 கண்ணிகள்
3. திருக்குற்றாலக் குறவஞ்சி – மலைவளம் கூறுதல் – முதல் 5 பாடல்கள்
4. முக்கூடற்பள்ளு – மூத்த பள்ளி நாட்டு வளம் கூறுதல் 3 பாடல்கள், இளைய பள்ளி நாட்டு வளம் கூறுதல் 3 பாடல்கள்.
5. கலிங்கத்துப் பரணி – பாலை பாடியது – முதல் 5 பாடல்கள்

அலகு 3: **சிறுகதை** 9 மணிநேரம்

1. அறிஞர் அண்ணா - செவ்வாழை
2. புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும்
3. ஜெயகாந்தன் - யுகசந்தி
4. கு.அழகிரிசாமி - காற்று
5. அம்பை - காட்டில் ஒரு மான்

அலகு 4: பேச்சுத் தமிழ்   8 மணி நேரம்

பேச்சுத் திறன் – விளக்கம் – பேச்சுத்திறனின் அடிப்படைகள் – வகைகள் –
மேடைப்பேச்சு – உடையாடல் - பயிற்சிகள்

அலகு 5: எழுத்துத் தமிழ், இலக்கிய வரலாறு, இலக்கணம்   8 மணி நேரம்

1. கலைச் சொல்லாக்கம் – தேவைகள் – கலைச்சொற்களின் பண்புகள் – அறிவியல்
   கலைச் சொற்கள் – கடிதம் – வகைகள் – அலுவலகக் கடிதங்கள் – உறவுமுறைக்
   கடிதங்கள்.
2. பாடம் தழுவிய இலக்கிய வரலாறு (அற இலக்கியம், சிற்றிலக்கியம், சிறுகதை)
3. அணி இலக்கணம்
4. விண்ணப்பக் கடிதம் எழுதுதல்

மொத்தம்: 45 மணி நேரம்

Course outcome:

Students will able to

CO1:   Measure human mind through the studying of Tamil classical literature in the aspect of moral value.

CO2:   Justify the contemporary social issues through studying Tamil Epics.

CO3:   Build the life skills after studying of the poetry.

CO4:   Develop narrative skill after reading short stories.

CO5:   Improve their own style of writing after studying Terminology methods

பார்வை நூல்கள்

1. **பேசும் கலை,** முனைவர் கு.ஞானசம்பந்தன் விஜயா பதிப்பகம்
2. **தமிழ் இலக்கிய வரலாறு,** வரதராசன், மு., சாகித்திய அக்காதெமி , புது தில்லி
3. **தமிழ் நடைக் கையேடு,** மொழி அறக்கட்டளை

4. **பயன்பாட்டுத் தமிழ்**, முனைவர் அரங்க இராமலிங்கம், முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007

5. **மொழிபெயர்ப்பியல் அடிப்படைகள்,** கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை

6 பாடநூல் தேடலுக்கான இணையம்

- http://www.tamilvu.org/library
- https://archive.org/

HINDI   **3 0 0 3**

I year-II Sem (kahani , Natak &Translation)

Course Objective:
- To train students in translation
- To develop reading & writing skills
- To create interest towards reading different types of literature

Unit I   -   ' zaruurath' <u>(kahani),</u> Translation- Definition,Types   9

Unit II   'Pandit kouun ' (kahani), Translation -   Anuvadak ke gun   9

Unit III   -   'Pandit kouun (kahani) , Translation Practice   9

Unit IV   -   Rajani (<u>naatak),</u> Translation Practice   9

Unit V   -   Rajani (<u>naatak),</u> Translation Practice   9

                                                                  Total Hours :45

Course Outcome
At the end of this course

CO 1   Students will know the importance & process of translation
Co 2   They can develop the skill of translation
CO 3   will know the different writing skills of authors
CO 4   gain knowledge in hiindi literature
CO 5   will acquire knowledge in hindi sahithya

 Text book : Gadya khosh

COURSE OBJECTIVE:
To fortify the grammar and vocabulary skills of the students.
To enable the students have an idea of the French culture and civilization

UNIT:I LECON 10-11   **9**
Leçons :10 Les affaires marchent,11 un repas midi a problèmes- Réponses aux questions tires de la leçon-grammaire ;présent progressif passe récent ou future proche-complément d'Object directe-complément d'objet

UNIT II- LECON 12-13   **9**
Leçons 12 :tout est bien qui fini bien,-13 aux armes citoyens-réponses aux questions tires de la leçon-grammaire :les pronoms<<en ou y>> rapporter des paroles-Les pronoms relatifs que, qui ou ou.

UNIT III-LECON 14-15   **9**
Leçons 14.Qui ne risque rien n'a rien-15.la fortune sourit aux audacieux-réponses aux questions tires de la leçon-grammaire : comparaison-les phrases au passe compose.

UNIT :IV-LECON 16-18   **9**
Leçons 16 la publicité et nos rêves 17 la France la monde 18 campagne publicitaire réponses aux questions tires de la leçon-grammaire :les phrases a l'imparfait-les phrases au future

UNIT :V- COMPOSITION :   **9**
A écrire une lettre de regret//refus a un ami concernant l'invitation d'une célébration reçue-a écrire un essaie sur un sujet générale-a lire le passage et répondre aux questions.

Total 45 Hours

Course outcome

CO1. This enable students to learn the language without any grammatical errors.

CO2. As a result of the content makes the students to known about the types of pronouns and their useage.

CO3. This imparts the students in order to develop their basic writing skills.

CO4. Enable students for framing the basics sentence.

CO5. Making the students community to know the french format of letter writing and essay writing.

TEXTBOOK :

Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi Edition 2014.

REFERENCE BOOKS:

DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.

Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi Edition 2014.

Course Objective:

- To enable students to develop their communication skills effectively.
- To enrich their vocabulary in English
- To develop communicative competency.

	Credit Hours
UNIT I	**09**

1. Growing Old - Winston Farewell
2. Ecology - A. K. Ramanujan

UNIT II	**09**

3. Stopping by Woods on a Snowy Evening - Robert Frost
4. Our Casuarina Tree - Toru Dutt

UNIT III	**09**

5. Goodbye Party for Miss Pushpa T.S. - Nissim Ezekiel
6. The Bull - Ralph Hodgson

UNIT IV	**09**

7. If - Rudyard Kipling
8. The Drowned Children - Louise Glück

UNIT V	**09**

9. Australia - A.D.Hope
10. A Far Cry from Africa - Derek Walcott

	Total	**45 Hours**

Course Outcome

At the end of this course students will be able to,

CO1   Learn to employ Poetic expressions in the course of daily speech.
CO2   Prove their better communicative ability.
CO3   Prove their skill in writing sentences with poetic impact.
CO4   Develop different sensibilities in approaching life.
CO5   Solve life's problems as highlighted in the selections.

Books Prescribed:

- Selections from Caribbean Literature. Mahaam Publishers, Chennai.
- Our Casuarina Tree - Vasan Publication By Dr.A Shanmugakani

Web Sources:

- https://www.gradesaver.com/
- https://www.enotes.com/
- https://www.jstor.org/

- https://www.sparknotes.com/
- https://www.cliffsnotes.com/

INTRODUCTION TO VISUAL COMMUNICATION   3 1 0 4

Course Objective:

1. To provide an understanding about the concept of "Communication"
2. To study the key elements in a communication process.
3. Through various communication theories students will be able to understand how technology influences communication and the major characteristics of media.

UNIT I   **12**

1.1 Visual Communication- history, definition & concept;

1.2 Characteristics of Visual Communication;

1.3 Types of visual communication

1.4 Creativity Tools

1.5 Process of developing ideas to different medium.

UNIT II   **12**

2.1 Perception- definition & concept;

2.2 Types of Perception- Visual Perception & Graphical Perception;

2.3 Basics of Illusion

2.4 Colour theory

2.5 Gestalt theory & Principles

UNIT III   **12**

3.1 Semiotics- definition & concept;

3.2 Types of Semiotics and symbols

3.3 Sign- Icon, Index & Symbol; Saussurean model of Sign;

3.4 Codes

3.5 Denotation, Connotation

UNIT IV   **12**

4.1 Communication process

4.2 Introduction to Communication Models

4.3 Aristotle's definition of Rhetoric

4.4 Lasswell's model, Berlo's SMCR Model,

4.5 Osgood and Schramm's model, Diffusion of Innovation Model.

Unit V: **12**

5.1 Introduction to mass media,

5.2 Evolution of Print, Radio, and Television in India,

5.3 Recent developments in communication technologies,

5.4 Globalisation and Mass Media in India

5.5 Effect of New Information Technology.

                                         Total :60 Hrs

Course Outcome

At the end of the course, learners will be able to:

1. **U**nderstand the visual communication and the various factorsthat affect the communication   system.
2. **G**ain knowledge about perception.
3. Understand semiotics sign and sign system.
4. Understand creativity & Visual communication and lateral thinking
5. Gain knowledge in application of Visual communication in commercial context.

Practical / Assignments

• Make a presentation with a visual aid.

• Writing an assignment on Communication models.

TEXT BOOKS:

1. Signs and Symbols: Their Design and Meaning by, Adrian Frutiger; Ebury Press; New edition edition,2010

2. The Art of Color: The Subjective Experience and Objective Rationale of Color, Johannes Itten; Wiley Publications,2005

3. Language of Vision, Gyorgy Kepes; Dover Publications Inc. 2004

Reference Books:

1. Ways of Seeing, John Berger, Penguin Books,2002

2. Art and Visual Perception, Rudolf Arnheim. University of California Press;2010

3. Visual Thinking, Rudolf Arnheim, University of California Press; 2004

4. Cognition and the visual arts by Robart L Solo MIT Press,2000

Website:

- https://plato.stanford.edu/entries/peirce-semiotics/
- https://virtualspeech.com/blog/visual-aids-presentation

Web Sources:

- https://onlinecourses.nptel.ac.in/noc21_ar17/preview
- https://prezi.com/p/xiizelz1bng6/visual-communication/

BASICS OF PHOTOGRAPHY   3 1 0 4

Course Objective:

1. To make students to experience the art of photography.
2. Photography record should contain at least 3 Photographs under each exercise.
3. Each exercise should include all the necessary details (colour, exposure time, lens type etc.).
4. Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

UNIT-I   12

1.1 History of Photography,Camera

1.2 Different types of camera, lens

1.3 Basic principles of photography

1.4 Digital Photography

1.5 Editing digital photographs

UNIT-II   12

2.1 Photographic Composition,

2.2 Camera angle

2.3 Aspects of Balancing,

2.4 Different types of composition

2.5 Perspectives

UNIT-III   12

3.1 Colour Temperature

3.2 Different types of Lights based on Manufacturing and photography purpose

3.3 Lighting techniques

3.4 Genres of photography

3.5 Lighting accessories and its uses

UNIT-IV   12

4.1 Basics of News Photography

4.2 Types of News photographs

4.3 Planning of shooting script

4.4 Layout and design techniques

4.5 Qualities for a Photojournalist

UNIT-V   **12**

5.1 Basic Techniques and Equipments

5.2 Commercial Photography

5.3 Fashion Photography

5.4 Ethics of photography

5.5 Event photography

Total: 60 Hrs

COURSE OUTCOME:
At the end of the course, learners will be able to:

1. Gain knowledge about handle the camera to shoot Landscape, Monimental Photography and Seascape photography

2. Gain knowledge about handle the camera to shoot photo Journalism, Photo Feature like any social issues

3. Gain knowledge about handle the camera to shoot Fashion Photography, Product photography, Industrial photography,Event Photography

4. Gain knowledge about handle the camera to shoot Portray Humans and Monuents

5. Gain knowledge about handle the camera to shoot Silhouette Photography, Special Effects, Freezing Movement Photography, Panorama

Practical / Assignments
•Students will take different perspective photographs
•Students will have to prepare assignments in different composition
• Students will submit assignment using various lighting techniques
•Visit to important media centers to observe their functioning

TEXT BOOKS:

1. [James Folts](), [Ronald P. Lovell](), [Jr. Fred Zwahlen]() "Hand Book of Photography" Thompson Delmar Learning; 6 edition, 2005.
2. Tom Aung, "Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras", Knopf (November 25, 2008)

REFERENCE BOOKS:
1. Richard Zakia, Leatie Stroebel, "The encyclopedia of photography", Focal Press – London,
   3rd edition -1993.
2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, "The Manual of Photography", Focal Press, 9th Edition (2000).

Websources:
https://expertphotography.com/a-beginners-guide-to-photography/

Websites:
https://photographylife.com/photography-basics
https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presention-20112.pdf

Course Objectives

1. To introduce students the basic objectives, principles, and methods used in graphic design..
 2. To inculcate the knowledge of principles of graphic design
3. To acquaint them with important design aspects of graphic design..
4. To develop the knowledge and skills of graphic design
 5. To enhance understanding of the technical terms of creating logos, visiting card and poster design etc..

Detailed Course
Unit-I   12
1.1 Introduction to colors .
1.2 Importance of colors in design process
1.3 Color harmonies like - achromatic - monochromatic - polychromatic - color wheel - warm colors - cool colors - analogous colors complementary colors - split compliments - incongruous - traits and tetrads.
1.4 Color psychology
1.5 Color meanings and color attributes - hue - value - saturation

Unit – II   12
 2.1 Principles of logo design
2.2 Understanding the most essential aspect of logo design
2.3 Types of logos design and its importance
2.4 Contemporary logos and its design protection
 2.5 Creating logo design for Advertising Agency, film Production Unit - Commercial Organization, Corporate, Non - Profit Organization, government Agency - Satellite Television Channels & Service Industry

Unit – III   12
3.1 History of visiting card and letter head
3.2 Introduction to visiting card

3.3 Introduction to letter head

3.4. Designing Visiting card for 6 Organizations mentioned above using the Logo Created for the organizations.

3.5 Designing Letter Head for 6 Organizations mentioned above using the Logo Created for the organizations.

Unit – IV   **12**

4.1 Introduction to poster design

 4.2 History of poster designing

4.3 Design of the Poster deal with layout, color, text size , Style and Type

4.4 Paragraph Formatting, Visuals, Space. Criteria of a Good Poster- Clarity , Relevance, Concision, Appeal, Readability

4.5. Designing poster for 6 Organizations mentioned above using the Logo Created for the organizations.

Unit – V   **12**

5.1 Introduction to Brochure design

5.2. History of Brochure designing

5.3. Components of a Brochure - Headline, Subheading, Body Copy, Signature, Disclosures, Terms or Conditions, Illustrations

5.4 Design Considerations - The Rule of Thirds, Type, White Space etc.

 5.5 Creating 6 brochure design. Single brochure, single-fold brochure, three-fold brochure

Practical / Assignments

•Students will write a history of graphic design

•Students will have to prepare assignments in graphic design

• Students will prepare a design with logos ,visiting card ,letter head, poster and brochure design principles

•Visit to important media centers to observe their functioning

Course Outcomes

 1. Students will able to understand the Graphic design
 2. Students will able to inculcate the knowledge in elements of Graphic design

3. Students will able to acquaint them with important aspects of the process of Graphic design
4. Students will able to develop the knowledge of skills graphic design
5. Students will able to enhance understanding of the technical terms and industrial design process

Total: 60 Hrs.

TEXT BOOKS:
1. Ellen Lupton & Jennifer Cole Phillips, "Graphic Design: The New Basics", Princeton Architectural Press; Revised and updated edition 2015
2. Leslie Cabarga, "Logo Font & Lettering Bible",   Published by David & Charles 2004

REFERENCE BOOKS:
1. Alex W. White, "The Elements of Graphic Design",published by allworh press 2nd Revised edition 2011
2. Steven Heller& Veronique Vienne, "100 Ideas that Changed Graphic Design", Laurence King Publishing, 2012

Website

1.https://www.fiverr.com

2. https://dribbble.com

Web sources

1.https://material.io/design/typography/understanding-typography.html

2. https://www.designhill.com/logo-design/

<center>**DRAWING - II**   0 2 4 4</center>

Course Objectives
1. To introduce students to the basics of Color and its usage.
2. To teach the knowledge of Color theory.
3. To Teach important of the colours.
4. To develop the knowledge and skills of painting and design making.
5. To improve the Color handling and understanding skills.

Detailed course

Unit-I   12
1.1 Introductions to Water Colours
1.2 Water Colours mixing and applying methods
1.3 Brush handling and stroks
1.4 Landscape paintings
1.5 Cityscapes

Unit – II   12
2.1 Introductions to Poster Colour
2.2 Color mixing methods
2.3 Mono Color paintings
2.4 Texture creating.
2.5 Light and Dark works

Unit – III   12
3.1 Study of different folding style
3.2 Study of different textured cloth
3.3 study of light and dark of different cloth
3.4 Academic style shading study
3.5 Hatching style of shadings

Unit – IV   12
4.1 Mountain landscapes
4.2 Cloudy landscapes
4.3 Boatyard landscapes
4.4 Rivers capes
4.5 Villages capes

Unit – V   12
5.1 Skull study in Color
5.2 Monocular portrait
5.3 Different skin tone practice
5.4 Old man portrait painting
5.5 Women portrait

<div align="right">**Total 60 Hrs**</div>

Practical's / Assignments

Students Will Have to Submit Drawings Record Book (Water Colours, Basics of Portrait in Colour, Landscape Painting, and Drapery study).
Assignments for Indian and western art (written 20 pages)

Course Outcomes
1. Students Would Be Able To Understand The Art and Master The Techniques of And Painting.
2. Students Would Be Able to acquire knowledge to express ideas in the form of Paintings.
3. Students would be able to create posters and banners thumbnail for media.
4. Students can develop the knowledge of recreation of any image.
5. Students would be able to enhance their Color knowledge through practising painting

TEXT BOOKS:
1. Jean Haines, "World of Watercolor", Search Press 1 edition, 2015.
2. Gordon MacKenzie , "The Complete Watercolorist's", North Light Books**,** 2010.

REFERENCE BOOKS:
1. Margaret Kessler, "Painting Better Landscapes", Watson-Guptill, Reprint edition, 1992.
2. Barron's, "Drawing and Painting Fantasy Landscapes and Cityscapes", Barron's Educational Series, 2006.

WEBSITE

1.https://www.skillshare.com

2.https://www.artspace.com

WEB SOURES

1.https://www.artisera.com/pages/fine-art

2.https://www.sitebuilderreport.com/inspiration/artist-websites

பருவம்-3, தமிழ்மொழிப்பாடம்-3, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.

தாள்-3

பக்தி இலக்கியம் – காப்பியம் – புதினம் - மொழிபெயர்ப்பு

அலகு 1: பக்தி இலக்கியம்   10 மணி நேரம்

1. **மாணிக்கவாசகர்** - திருவாசகம் – மூன்று பாடல்கள்
   ✓ புல்லாகி பூடாகி (சிவபுராணம்)
   ✓ எல்லாப் பிறப்பும் (சிவபுராணம்)
   ✓ உற்றாரை யான் வேண்டேன் (திருப்புலம்பல்)

2. **ஆண்டாள்** - திருப்பாவை – மூன்று பாடல்கள் (1, 3, 4)
   ✓ மார்கழித் திங்கள் … (பாசுரம் 1)
   ✓ ஓங்கி உலகளந்த… (பாசுரம் 3)
   ✓ ஆழிமழைக் கண்ணா… (பாசுரம் 4)

3. **வீரமாமுனிவர்** - தேம்பாவணி – மூன்று பாடல்கள்
   ✓ நீ ஒரு தாய்; ஒரு தாதையும் நீ (698 - சூசை இறைவனின்தாயைப்போற்றுதல்)
   ✓ அணிக் கலத்து அழகு அழுந்திய (1089 - வானவர் இயேசு நாமத்தைப் போற்றி வணங்கிய செய்தி)
   ✓ வான் புறத்து இலகும் செஞ் சுடர் காண (3510 - இறைவன் சூசை முனிவர்க்கு ஏழு மணிகள் புறத்தில் ஒளிவிடும் முடியைச் சூட்டுதல்)

4. **குணங்குடி மஸ்தான் சாகிபு**- பராபரக் கண்ணி 1-10 கண்ணிகள்

5. **திருமூலர்** - திருமந்திரம் – மூன்று பாடல்கள்
   ✓ உடம்பார் அழியின் உயிரார் அழிவர் (திருமந்திரம்: 724)
   ✓ படமாடக் கோயில் பகவற்கு ஒன்று ஈயில் (திருமந்திரம்: 1857)
   ✓ மரத்தை மறைத்தது மாமத யானை (திருமந்திரம்: 2290)

6. **இராமலிங்க அடிகள்** - திருவருட்பா – மூன்று பாடல்கள்
   ✓ எத்துணையும் பேதமுறா… (5297)
   ✓ ஒருமையுடன் நினது திருமலரடி நினைக்கின்ற (2938)
   ✓ கோடையிலே… (4091)

அலகு 2: காப்பியம்-1   9 மணி நேரம்

1. சிலப்பதிகாரம் – அடைக்கலக் காதை

    (தெரிவுசெய்யப்பட்ட பாடல் அடிகள் 120-199)

2. சீவக சிந்தாமணி – விமலையார் இலம்பகம்

    (தெரிவுசெய்யப்பட்ட பாடல்கள்)

அலகு 3: காப்பியம்-2   9 மணி நேரம்

1. கம்பராமாயணம் – மந்தரை சூழ்ச்சிப் படலம்

    (தெரிவு செய்யப்பட்ட பாடல்கள்)

2. பெரியபுராணம் – பூசலார் நாயனார் புராணம்

    (தெரிவு செய்யப்பட்ட பாடல்கள்)

அலகு 4: புதினம்   8 மணி நேரம்

1. கல்மரம் - கோ. திலகவதி

அலகு 5: மொழிபெயர்ப்பு, இலக்கணம், இலக்கிய வரலாறு   9 மணி நேரம்

1. அலுவல்சார் மொழிபெயர்ப்பு

2. இலக்கணக் குறிப்பு

3. பாடம் தழுவிய இலக்கிய வரலாறு (பக்தி இலக்கியம், காப்பியம், புதினம்)

மொத்தம்: 45 மணி நேரம்

Course outcome:

Students will able to

1. Utilizing fundemendal Tami Grammer in their practical life.

2. Improve their oratorical skill after studying of concept of oratory.

3. Develop their own style of Translation Studies

4. Translate english passage to Tamil.

5. Apply their knowledge into journals, articles writings.

பார்வை நூல்கள்

1. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., சாகித்திய அக்காதெமி , புது தில்லி

2. **தமிழ் நடைக் கையேடு,** மொழி அறக்கட்டளை

3. **பயன்பாட்டுத் தமிழ்**, முனைவர் அரங்க இராமலிங்கம் முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007

4. **மொழிபெயர்ப்பியல் அடிப்படைகள்,** கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை

5 பாடநூல் தேடலுக்கான இணையம்

- http://www.tamilvu.org/library
- https://www.tamildigitallibrary.in/book

HINDI   **3 0 0 3**

II year-III SEM (Ancient poetry,Hindi sahitya ka Ithihas)

Course Objective:
- To enrich the knowledge of students through Tamil literature
- Enable them to learn ancient poems
- To develop interest in learning history of hindi literature

Unit I   -   **'**Thirukkural', Hindi Sahitya ka ithihas (aadikal)   **9**

Unit II   - **'**Kabir ke pad', Hindi Sahitya ka ithihas (aadikal)   **9**

Unit III   - 'Sur ke pad',   Hindi Sahitya ka ithihas (bhakthi kal)   **9**

Unit IV   - Thulsi ke pad, Hindi Sahitya ka ithihas (bhakthi kal)   **9**

Unit V   - Thulsi ke pad, Hindi Sahitya ka ithihas (Rithikal)   **9**

Total Hours :45

Course Outcome
At the end of this course

    CO 1   Students will know the valuable messages in Thirukkural
    Co 2   will create interest in knowing ancient poems .
    CO 3   Gain knowledge in Hindi literature
    CO 4   will know the difference between Hindi & the languages used by
         ancient poets
    CO 5   will be familiar with different styles of poetry writing

   Rererence books
 1. Thirukkural translation by Venkata krishnan
 2. Hindi Sahitya ka Ithihas   by Dr.Nagendra,Dr.Hardayal   mayur paper bags
 Noida

FRENCH III   **3 0 0 3**

OBJECTIVE:
To strengthen the Grammar and Composition in French language.
To train the students to enhance his skills in French language for
communication

UNIT:I LECON 1   **9**
Leçon 16-La famille Vincent. Page 44-Grammaire :Passe compose. Leçon 29-
Vers l'hôtel.Page80- Grammaire :Impératif, a mettre phrases Singulier, Pluriel.

UNIT II- LECON 12-13   **9**
Leçon 40-L'Epicerie les Légumes et les Fruits. Page 112-Grammaire;Présent del'indicatif. Leçon
44 La poste. Page-124 l'Grammaire :A mettre les phrases a
l'impératif

UNIT III-LECON 14-15   **9**
Leçon 51-Le café et tabac page142- Grammaire :A changer les phrases en
interrogatif. Leçon 58-La chasse et la pèche.Page160-Grammaire :Le plus que
parfait

UNIT :IV-LECON 16-18   **9**
Leçons 61-Un mariage a la campagne. Pagé-170 -grammaire :a changer au
participe présent.

UNIT :V- COMPOSITION :   **9**
A écrire une lettre a un ami l'invitation d'une célébration différente
ex :Mariage-a faire un essaie sur un sujet générale-a lire le passage et répondre
aux questions.

   Total 45 Hours

   Course outcome

   CO1• This enable students to learn the language without any grammatical errors.

   CO2• As a result of the content makes the students to known about the types of pronouns
   and their useage.

   CO3• This imparts the students in order to develop their basic writing skills.

   CO4• Enable students for framing the basics sentence.

CO5• Making the students community to know the french format of letter writing and essay writing.

TEXTBOOK :
Les leçons ont été choisi et tire de i & ii degré de gauger<<Cours de Langue et de Civilisation Française>> The Millenium, Publication Hachette, édition 2002

REFERENCE BOOKS:
DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.

ENGLISH III - DRAMA AND COMPOSITION   **3 0 0 3**

Course Objective:

- To train students in the use of English language in varied literary and non-literary contexts.
- To teach them soft skills and strengthen their foundation in grammar and composition.
- To evaluate their comprehension skills.

                                                                                          Credit Hours

UNIT I   **09**
- Introduction to Drama .

UNIT II   **09**
- Shakespeare: Funeral Oration (Act III Scene II Julius Caesar) &
- Monkey's Paw - W.W.Jacobs

UNIT III   **09**
- Comprehension

UNIT IV   **09**
- Precis -Writing and Note Taking

UNIT V   **09**
- General Essay on Current Topics

                                                                          Total: 45 Hours

Course Outcome

At the end of this course students will be able to,

CO 1   Estimate the dramatic scenes in the light of appeal of values.

CO 2   Prioritize pragmatic day- to - day communication through comprehension.

CO 3   Develop dramatic skill after reading the scenes of plays.

CO 4   Improve their own style of writing after an expose to the prescribed dramatic pieces.

CO 5   Adapt themselves to life - context wherein soft skill demonstration is a must.

Books Prescribed:
- An Introduction to Drama. IInd Edition by George Whitfield

- Reading Comprehension for College Students Paperback – Import, 1984 by Reinhart G. Kussat (Author)
- The Monkey's Paw By W. W. Jacobs Publisher: Perfection Learning

Web Sources:

- https://www.gradesaver.com/
- https://www.enotes.com/
- https://www.jstor.org/
- https://www.sparknotes.com/
- https://www.cliffsnotes.com/

INTRODUCTION TO JOURNALISM   3 1 0 4

Course Objectives

1. To introduce students to the basics of journalism.
 2. To inculcate the knowledge of elements of journalism.
3. To acquaint them with important aspects of the process of Journalism.
4. To develop the knowledge of skills of journalism.
 5. To enhance understanding of the technical terms and jargons of Journalism.

Detailed Course

Unit-I   12

1.1 Journalism: Concept, nature, scope, function and types
1.2 Role of Journalism in Society
1.3 Journalism and Democracy
1.4 Concept of Fourth Estate and Concept of Mass Communication
 1.5 Mass Communication in India.

Unit – II   12

 2.1 Journalism: Contemporary Issues in Journalism
2.2 Debates in Journalism
2.3 Elements of Journalism
2.4 Types of Journalism
 2.5 Alternative Journalism

Unit – III   12

3.1 Process of Journalism
3.2 Citizen Journalism
3.3 Yellow Journalism
 3.4 Investigative Journalism
3.5 Advocacy Journalism.

Unit – IV   12

4.1 Skills of journalism
 4.2 Convergence

4.3 Changing technology

4.4 Online journalism

4.5 New trends in journalism

Unit – V   12

5.1 Technical terms of Journalism

5.2 Jargons of Journalism

5.3 Introduction to regional Journalism

5.4 Journalism and globalization

5.5 Journalism and society

Practical / Assignments

•Students will write a human interest news story

•Students will have to design a tabloid newspaper

• Students will prepare a profile of newspaper writings (types and style).

•Visit to important media centers observing their functioning and writing reports thereof.

Course Outcomes

1. Students would be able to understand the basics of journalism.
2. Students would be able to inculcate the knowledge of student elements of journalism.
3. Students would be able to acquaint them with important aspects of the process of journalism.
4. Students would be able to develop the knowledge of skills of journalism.
5. Students would be able to enhance understanding of the technical terms and jargons of journalism.

TEXT BOOKS:

1. Seema Hasan, " Mass Communication Principles and Concepts", CBS Publishers & Distributors, Second Edition, 2013.
2. Vir Bala Aggarwal. V. S. Gupta, " Handbook of Journalism and Mass Communication", Concept Publishing Company, First Edition, 2002.
3. K.M. Shrivastava, "News Reporting & Editing" , Sterling Publishers (P) Ltd., New Delhi, 2001.

REFERENCE BOOKS:
1. Ian Hargreaves, "Journalism A very short Introduction", Oxford University Press, Second Edition, 2014.
2. Graham Greer, "A new Introduction to Journalism", Juta & Co. Ltd, First Edition, 1999.

Web Sources:

http://studylecturenotes.com/journalism-mass-communication/

https://mopu6803.wordpress.com/lecture-notes/

Websites:

https://www.docsity.com/en/lecture-notes/literature-and-communication/online-journalism/

https://en.students-library.com/library/categories/9-journalism-and-communication---lecture-notes

ADVERTISING   3 1 0 4

Course Objective:

1. To understand the principles the principles and practices of advertising,

2. To learn the persuasive communication tools in the field of marketing.

3. To know the structure of AD agency and its functions.

4. To inculcate the skill of copywriting with creative elements.

5. To learn the skill of advertising products through campaigns

Detailed Course

Unit I   12

1.1. Introduction to advertising.

1.2. Scope of Advertising.

1.3. Functions of Advertising.

1.4. Role of Advertising

1.5. Importance of Advertising.

Unit II   12

2.1. Introduction to Target audience.

2.2. Types of Advertising and classification.

2.3. Introduction to online advertising

2.4. Types of web advertising

2.5. Media in advertising.

Unit III   12

3.1. Introduction to Advertising Agency

3.2. Structure and types of Ad agency

3.3. Understanding consumer behavior

3.4. Ethical issues of advertising

3.5. Legal aspects in advertising

Unit IV   12

4.1. Creating a Client Brief and strategy

4.2. Introduction to brand management

4.3. Communication plan for advertising

4.4. Creating a brand image for a product

4.5. Case studies in advertising.

Unit V   **12**

5.1. Conceptualization and Ideation in advertising

5.2. Designing and layout for an advertisement

5.3. Introduction to copy writing

5.4. Logo and Slogan creation.

5.5. Advertising campaign techniques.

                                                        Total 60 Hours

 COURSE OUTCOMES:

1: Increase students understanding of the advertising process.

2: To help students identify, understand, and apply integrated brand promotion

3: To translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world advertising experiences.

4: To help students identify, understand, and apply integrated marketing communication.

5: To learn the art of copy writing.

Practical / Assignments
• Presentation on the types of advertisement.
• Creating an advertisement for a product.

Text Books

1. Sandage, Fryburger and Rotzoll (l996) Advertising Theory and Practice. AAITBS

Publishers

2. Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third

Edition

References Books

1. Advertising Handbook: A Reference Annuakon Press TV , Radio and Outdoor
2. Advertising. Different Years ATLANTIS Publications
3. Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill
4. Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning

Website

- https://torontopubliclibrary.typepad.com/business_personal_finance/2011/10/a-history-of-advertising.html
- https://www.indianmediastudies.com/types-of-advertising/

Web Sources:

- https://onlinecourses.swayam2.ac.in/cec21_ge23/preview
- https://prezi.com/20zpnvoelqru/market-segmentation/

COMPUTER GRAPHICS I   0 1 4 3

Course Objective:

1. Graphic Design course is designed to enhance the principles of graphic design, illustration and Photo manipulation.
2. The students will learn the role of words, images and layouts to communicate an idea, primarily for marketing
3. To develop an understanding the physical media as newspapers, magazines and posters,
4. To understand the field now encompasses multimedia such as websites
5. To learn cell phone displays to the students.

Detailed course

Unit I   **9**

1.1 Introduction about scalar and Vector

1.2 Role of computer graphics in society (marketing, Entertainment, Publishing, e- Learning) .

1.3 Interface of pixel and vector software

1.4 Understanding colour mode

1.5 Various standard templates.

Unit II   **9**

2.1 Pixel design

2.2 Image editing tools

2.3 Layer concept and effects

2.4 Photo effects

2.5 Major tools and effects

Unit III   **9**

3.1 Preparing graphical shapes

3.2 Logo and illustration by using pen tool,

3.3 Working on shape tools

3.4 Brushes and shape tools

3.5 Blend tools and tracing

Unit IV 9

4.1 Understanding the typography

4.2 Usages in graphic designs

4.3 Text editing

4.4 Understanding the filters

4.5 Graphic effects

Unit V 9

5.1 Creating print and digital contents

5.2 Designing brochure, pamphlet, dangler, invitation,

5.3 Infograpics for business communication,

5.4 Front page web advertisement, flyers, DVD covers, package design,

5.5 Calendar design for various service and products.

Total: 45 Hrs

COURSE OUTCOMES:

1. To help understand and learn graphic design principles.

2. To conceptualize ideas in a graphic form and produce designs creatively.

3. To learn to create designs using software.

4. To conceptualize ideas for typography and design aesthetically.

5. To learn to create printing designs using software.

Practical / Assignments

• Presentation on the commercial communication designs.
• Creating an advertisement copy for a product.

TEXT BOOKS:

1. Donald Hearn and M. Pauline Baker, "Computer Graphics C Version", Pearson Education, 2003.

2. Alina Wheeler,"Designing Brand Identity: An Essential Guide for the Whole Branding Team",4th edition, Wiley,2013.

REFERENCE BOOKS:

1. David Dabner , Sandra Stewart , Eric Zempol, "A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Wiley, 2014.

2. Foley, Vandam, Feiner and Huges, "Computer Graphics: Principles and Practice", 2nd Edition, Pearson Education, 2003.

Websource:

https://ocw.mit.edu/courses/electrical-engineering-and-computer-science/6-837-computer-graphics-fall-2012/lecture-notes/

http://www.svecw.edu.in/Docs%5CCSECGLNotes2013.pdf

Web Site:
https://lecturenotes.in/subject/59/computer-graphics-cg
https://www.geektonight.com/computer-graphics-notes/

PRACTICAL PHOTOGRAPHY   0 0 4 2

Course Objective:
1. To make students to experience the art of photography.
2. Photography record should contain at least 3 Photographs under each exercise.
3. Each exercise should include all the necessary details (colour, exposure time, lens type etc.).
4. Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

Detailed course

Unit I   6
1.1 Various forms & Specializations in Photography
1.2 Agriculture - sports – Table top - Commercial
1.3 Scientific Application –Photography
1.4 Aerial Photography
1.5 Underwater Photography – Macro Photography – Micro Photography

Unit II   6
2.1 Photojournalism
2.2 Photo Feature
2.3 Photographers as Social documentaries
2.4 Types of Photojournalism,Editorial – Ethics
2.5 Digital Technology Electronic publishing

Unit III   6
3.1 Fashion photography
3.2 Product Photography
3.3 Advertising Photography
3.4 Uses and importance of Medium Format and Large Format Cameras
3.5 Event Photography

Unit IV   6
4.1 Portray humans and monuments effectively
4.2 Light arrangements – Lenses and exposure
4.3 Working with challenging subjects like children and pets
4.4 Editing your portraits
4.5 Developing an online presence

Unit V   **6**

5.1 Silhouette - Special effects

5.2 Freezing Movement

5.3 Panorama

5.4 Light Painting

5.5 Multiple exposure

                                                                                      Total 30 Hrs

Course Outcome:

At the end of this course, the Student will be able to

1. Understand the importance of light in the photography
2. Understand the various elements of cameras
3. Understand the photography grammar and Knowledge about output preparation materials
4. Learn how to take a photos with proper photographic sense.
5. Studying the nature and it's important for background animation or VFX process

Practical / Assignments

•Students will take different genre photographs

•Students will have to prepare assignments in different composition

• Students will submit assignment using various lighting techniques

•Visit to important media centers to observe their functioning

TEXT BOOKS:

3. James Folts, Ronald P. Lovell, Jr. Fred Zwahlen "Hand Book of Photography" Thompson Delmar Learning; 6 edition, 2005.
4. Tom Aung, "Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras", Knopf (November 25, 2008)

REFERENCE BOOKS:

3. Richard Zakia, Leatie Stroebel, "The encyclopedia of photography", Focal Press – London,
   3rd edition -1993.
4. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, "The Manual of Photography", Focal Press, 9th Edition (2000).

Websources:

https://expertphotography.com/a-beginners-guide-to-photography/

Websites:

https://photographylife.com/photography-basics

https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presention-20112.pdf

பருவம்-4, தமிழ்மொழிப்பாடம்-4, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.

தாள்-4

சங்க இலக்கியம் – நாடகம் – வளர் தமிழ் - பொதுக்கட்டுரை

அலகு 1: சங்க இலக்கியம் - 1   10 மணி நேரம்

1. புறநானூறு (மூன்று பாடல்கள் - 183, 184, 192)

2. பதிற்றுப்பத்து (இரண்டு பாடல்கள் – 14, 69)

3. பட்டினப்பாலை (காவிரியின் சிறப்பு பாடல் அடிகள் 01-07, சோழநாட்டு வளம் பாடல் அடிகள் 20-28, பல்பொருள் வளம் பாடல் அடிகள் 183-193)

4. மதுரைக் காஞ்சி (பாண்டியர் பரம்பரை பாடல் அடிகள் 01-23, மன்னர்க்கு மன்னன் பாடல் அடிகள் 64-74, பாண்டியன் புகழ் பாடல் அடிகள் 197-209).

அலகு 2: சங்க இலக்கியம் - 2   9 மணி நேரம்

1. நற்றிணை (இரண்டு பாடல்கள் - 1, 172)

2. குறுந்தொகை (மூன்று பாடல்கள் – 3, 40, 135)

3. ஐங்குறுநூறு (மூன்று பாடல்கள் – 281, 283, 286)

4. அகநானூறு (இரண்டு பாடல்கள் – 4, 86)

5. கலித்தொகை (இரண்டு பாடல்கள் – 9, 133)

அலகு 3: நாடகம்   8 மணி நேரம்

1. ஆட்டனத்தி ஆதிமந்தி – கவிஞர் கண்ணதாசன்

அலகு 4: வளர்தமிழ்   9 மணி நேரம்

1. ஊடகத் தமிழ் – கணினித் தமிழ் அறிமுகம்

ஊடகத் தமிழ்: அச்சுக்கலை – இதழியல் - ஊடக வகைகள் - அச்சு ஊடகங்கள் - மின்னணு ஊடகம் -இதழியல் முன்னோடிகள் - அச்சு ஊடகங்களில் தமிழ் - கருத்துப் பரிமாற்றம் - மொழி நடையின் தன்மை - நாளிதழ்கள் - வார, மாத இதழ்கள் - மின்னணு ஊடகங்களில் தமிழ் - வானொலி- தொலைக்காட்சி- திரைப்படம்.

கணினித் தமிழ்: கணினித் தமிழின் அடிப்படையும் பயன்பாடும் -கணிப்பொறியின் வரலாறும் வளர்ச்சியும், கணினியும் தமிழும், விசைப்பலகை (Keyboard) - எழுத்துருக்கள்

(Fonts) - தமிழைத் தட்டச்சு செய்ய உதவும் மென்பொருள்கள், தமிழைத் தட்டச்சு செய்யும் முறைகள் - தமிழ் தட்டச்சுப் பயிற்சி - இணையமும் தமிழ்ப் பயன்பாடும் - தேடுபொறி (Search) - வலைப்பூ (Blog), மின்னூலகம் (Online e-Library), - மின்னகராதி (e-Dictionary), - மின் செய்தித்தாள் - e-Paper, - இணையவழித் தமிழ்க் கற்றலும்-கற்பித்தலும் - மின்வழிக் கற்றல் - e Learning.

அலகு 5: பொதுக்கட்டுரை, இலக்கிய வரலாறு, இலக்கணம்   9 மணி நேரம்

1. பொதுக்கட்டுரை வரைதல்
2. பாடம் தழுவிய இலக்கிய வரலாறு (சங்க இலக்கியம், நாடகம், வளர்தமிழ்)
3. இலக்கணம் (பொருளிலக்கணம்) திணை, துறை விளக்கம்.

மொத்தம்: 45 மணி நேரம்

Course Outcome

Students will able to

1. Interpret the cultural life style of Ancient Tamils.

2. Formulated their new methods of fine arts through the sprite of ancient art of Tamils.

3. Find out the solutions for the problems of life throgh the philosophical ideology of Tamil religions.

4. Aquire the Knowledge and understanding theories of Media Tamil - Introduction of Tamil Computing

5. Formlate the art of life through Tamil traditional scientific approach.

பார்வை நூல்கள்

1. **கணினித்தமிழ்**, முனைவர் இல.சுந்தரம், விகடன் பிரசுரம்
2. **கணிப்பொறியில் தமிழ்**, த.பிரகாஷ், பெரிகாம்
3. **தமிழ்க் கணினி இணையப் பயன்பாடுகள்**, முனைவர் துரை. மணிகண்டன், மணிவானதி பதிப்பகம்
4. **இதழியல் கலை**, டாக்டர் மா. பா. குருசாமி, குரு - தேமொழி பதிப்பகம், திண்டுக்கல்

5. **அச்சுக் கலை வழிகாட்டி**, பாலசுப்பிரமணியன், ஆ., சென்னை : தனசு பதிப்பகம், 1966

6. **தொலைக்காட்சிக் கலை,** முனைவர் வெ. நல்லதம்பி, மங்கைப் பதிப்பகம்,
   சென்னை 42

8 பாடநூல் தேடலுக்கான இணையம்

- http://www.tamilvu.org/courses/nielit/Chapters/Chapter1/11.pdf
- https://www.tamildigitallibrary.in/

II year-IV SEM (Modern Poetry, Hindi sahithya ka ithihas –Adhunik kal,,Journalism, Advertisement writing)

Course Objective:
- To develop interest in modern poetry
- To teach them the importance & development of hindi journalism.
- To train them in advertisement writings

Unit I   - 'Adhunik kavitha(Sansar), Journalism   **9**

Unit II   - 'Adhunik kavitha (Mouun nimanthran), Journalism   **9**

Unit III   - Adhunik kavitha ('rah rahkar Tuutthaa rab kaa kahar),   **9**
                  Journalism

Unit IV   -' Adhunik kavitha ('samarpan'), Advertisement writing   **9**

Unit V   - 'Adhunik kavitha ('panthrah agasth kii pukaar '), Advertisement   **9**
                 writing

                                                    Total Hours : 45

Course Outcome
At the end of this course
CO 1   Students will be familiar with modern poetry
Co 2   Students will understand the origin& development of Hindi journalism
CO 3   will know about different sources of jourmalism &their qualities
CO 4   will get the ability to write various types of advertisement
CO 5   will understand the different methods adopted in writing them

Rererence books
1. Padya khosh
2. Hindi patrakaritha   ek parichaya

OBJECTIVE:
To strengthen the Grammar and Composition in French language.
To train the students to enhance his skills in French language for communication.

UNIT:I   9
Leçon 20 : Une grande Nouvelle-Grammaire Le future.
Leçon 46 :Le mètre ;l'autobus-Grammaire-A former ou a changer
L'adjectif masculin ou féminine a l'adverbe-Trouvez les noms qui correspondent aux verbes suivants.

UNIT :II   9
Leçon 48 : A la préfecture de police-Grammaire Les pronoms relatifs.
Leçon 63 :les sports-Grammaire le conditionnel présent.

UNIT :III   9
Leçon :56 A Biarritz la page-Grammaire le future antérieure.
Leçon :57 Dans les Pyrénées-Grammaire le future antérieure suite.

UNIT :IV   9
Leçons 65-a fin des vacances Grammaire-a changer les phrases du pluriel au singulier, le présent du subjonctif.

UNIT :V   9
Grammaire et composition :Transduction - réponses aux questions sur les passage-essaie sur un sujet générale, :lettre :Ecrire une lettre a une amie.

Total 45 Hours
TEXTBOOK :
Les leçons ont été choisi et tire de i & ii degré de gauger<<Cours de Langue et de Civilisation Française>> The Millenium, Publication Hachette, édition 2002

REFERENCE BOOKS:
DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.

ENGLISH IV - PRACTICAL ENGLISH (CONVERSATION PRACTICE) - 3 0 0 3

Course Objective:

- To train students in the use of English language in varied literary and non-literary contexts.
- To teach them soft skills and strengthen their foundation in grammar.
- To evaluate students to sensitivity in conversational competency.

	Credit Hours
UNIT I	**09**

   i. At the Airport
  ii. In a Bank
 iii. On a Bus

UNIT II	**09**

  iv. In Flight
   v. In a Hotel
  vi. In a Library

UNIT III	**09**

  vii. Tea Time
 viii. On a Train
  ix. In a Restaurant

UNIT IV	**09**

   x. On a Picnic
  xi. In a Police station
 xii. In a Post office

UNIT V	**09**

 xiii. In a travel agency
 xiv. Asking the way
  xv. At the theatre

	Total	**45 Hours**

Course Outcome

    At the end of this course students will be able to,

CO1   Feel confident to speak in different situations.

CO2   Learn befitting vocabulary words.

CO3 Have the ability to visualize speaking situations.

CO4   Be conversant with other conversational situations.

CO5   Categorize the nature of questions asked usually in interviews.

Books Recommended:

- English Conversation Practice, D.H.Spencer, Oxford.
- Communicative English by Department of English, National College(Autonomous), Trichy.

Web Sources:

- https://self-publishingschool.com/how-to-write-dialogue/
- https://www.masterclass.com/articles/how-to-write-dialogue

Elements of Film studies 3 1 0 4

Course Objective:

1. This course provides an overview of film history and exposes
2. Understand the various film movements in cinema.
3. Students will learn about film and its narrative structure.
4. It covers the core concepts of production design and the various phases of production such as concept to script.

Detailed course

Unit I 12

1.1 Film Form and Film History,

1.2 Early Cinema (1893-1903), Development of Classical Hollywood Cinema (1903-1927).

1.3 Growth of Indian Cinema

1.4 History of Tamil Cinema

1.5 Recent Trends in Tamil Cinema.

Unit II 12

2.1 Mise-en-scene,

2.2 Cinematography

2.3 Montage shot

2.4 Single camera verses Multi camera production

2.5 Digital intermediate and format.

Unit III Film Production Process 12

3.1 Pre-Production Process

3.2 Production Process

3.3 Post production Process

3.4 The importance of sound in cinema

3.5 Distribution & Exhibition.

Unit IV   **12**

4.1 The concept of form in films

4.2 Types of film genres,

4.3 Cinema of reality,

4.4 Principles of film, films of expression,

4.5 Narrative form, non-narrative form

Unit V   **12**

5.1 German Expressionism (1919-1924).

5.2 French Impressionism and Surrealism (1917-1930).

5.3 Soviet Montage (1924-1930), The French New Wave (1959-1964),

5.4 The Classical Hollywood Cinema, Italian Neo-Realism (1942-1951).

5.5 Japanese Cinema Movement- Cinema of Korea- Film Society

                                                   Total Hrs 60

Practical / Assignments
•Students will present different film genres
•Students will have to prepare assignments in different directors touch
• Students will submit assignment using various techniques
•Screening various movies in the class hours

COURSE OUTCOMES:

1. Students understand the fundamentals of film as a form of communication & to develop a technical approach to film.
2. To learn the camera techniques and aesthetic aspects of camera
3. The students will be able to understand the techniques involved in production of film
4. To develop an understanding of the different genres of film.
5. The students will be able to understand the film movements world wide

TEXT BOOKS

1. Film theory— Focal press, 20021
2. Film Form, Film Sense— Sergi Eisenstein,2000
3. Nelmes Jill. An Introduction to Film Studies, Routledge, London,1996
4. Monoco,James, How to read a Film, Routledge, London,2001
5. Arora: Encyclopedia of Indian Cinema,2015

REFERENCE

1. Roberge, Gaston (1977): Films for an ecology of Mind
2. Thoraval, Yves(2000) The Cinema of India(1896-2000)
3. Roberge, Gaston: The Subject of Cinema,2010

Website:
 https://www.windsor-forest.ac.uk/images/images/Art_and_Design_-
_Yr11_Resources/Film_Studies_-_The_Basics_Amy_Villarejo.pdf
https://slideplayer.com/slide/9508293/
Web resources: https://www.slideshare.net/jphibbert/introduction-to-film-studies-27124738

TELEVISION PRODUCTION   3 1 0 4

Course Objectives:

1. Gain In-depth knowledge in production methods through conducting interview in a studio

2. Students will learn how to create a quality audio & video work using multi-camera setups

3. Students will understand the live recording and live editing methods

4. Students will learn to direct and produce fiction film within the available resources

5. Deeper understanding various types of various new formats and digital making methods

Detailed Course

Unit: 1   12

1.1 Single camera setup and shooting

1.2 Production design and the role of floor manager

1.3 Production of a TV program

1.4 Selection of program- time slot, duration and available resources

1.5 Shooting in indoor and outdoor with the available light sources

Unit: 2   12

2.1 Preparation for shooting a program with multi camera setups

2.2 Handling the equipments and devices.

2.3 Nonfictional movie making

2.4 Understanding the Mise-en scene

2.5 Practice of creating Mise-en-scene with BGM and voice

Unit: 3   12

3.1 Pre production processes such as script and storyboard development

3.2 Adaptation of short stories

3.3 Selection of three acts and five act structure for a short film making

3.4 Understanding the characters in a program

3.5 Shooting a short film for TV broadcasting

Unit: 4   **12**

4.1 TV program genres and its requirements

4.2 Audience feedback and TVP rating scales

4.3 Importance of makeups and costumes, properties

4.4 Handling the actors and developing characters

4.5 Understanding the TV media industry through field visits

Unit: 5   **12**

5.1 Understanding the structure of a TV media

5.2 Functioning of various departments and its roles in TV production

5.3 Working an in a multidimensional and dynamic setups

5.4 Opportunities in Doordharsan and private channels

5.5 Understanding the requirements and specialization needed for TV

Total: 60 Hrs

Practical

- The student should develop a script for a serial program (20 minutes minimum).
- The student should submit a interview program for a TV channel. (minimum 20 minutes to maximum 40 minutes)

Course outcome:

1. Students will learn about the interview production process and techniques
2. Students will understand the production of nonfiction films
3. Students will learn and understand the script writing and developing stories of TV production
4. Students will get the knowledge of TV program production and its requirements
5. Students will get the practical knowledge about the TV media industry and its opportunities.

TEXT BOOKS:

1. Herbert Zettl, "The Television Production Handbook", Cencage Publisher, Edition 2011.

2. Patricia Holland, " The Television Handbook", Routledge publisher, Edition 1997.

3. Jim Owens (2012). Television Production, First Edition, Focal Press, UK

4. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK

REFERENCE BOOKS:

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, Edition 1993.

2. P. Javis,"Shooting on Location", BBC Television Training, Borchamwood, 1986.

Web site:

https://sites.google.com/view/tvptheory

Web resources:

https://www.slideshare.net/amit9901/studio-production

https://www.slideshare.net/ronmahinayjr/lightings-tv-production

AUDIO PRODUCTION   0 1 4 3

Course Objectives:

1. Understanding the Sounding Techniques ,file types, Perception of sound Genre & music styles , Ambient sounds, spot effects, Foley effects
2. To impart basic knowledge of DAW software tools and its applications.
3. Basic audio techniques. Sound Spectrum & Frequency , Principles of sound design & production techniques, audio editing, voice mixing and effects posting
4. Understanding the basic tools. Trim, Edit, normalize, volume compile, Equalize, leveling, basic mixing, types of Effects, audio plug-ins.
5. Balance the final audio and balance the mix with effects and render a mixed master output.

Detailed Course

Unit I   9

1.1 Fundamentals of Sound, Perception of sound ,Understanding DAW Systems,
1.2 Incorporating the various techniques audio engineers to create & produce.
1.3 User Interfaces & Tools ,Recording Audio /Import media, organize Create bins
1.4 Analyzing Media and segments, leveling & Equalization
1.5 Setting project parameters, Set, Insert, overwrite edits, transitions.

Unit II   9

2.1 Sound Spectrum & Frequency tables, Sound Bandwidth
2.2 Dynamics & Compression, experimenting the Audio components in music
2.3 Mixing & Editing types Techniques, Sound Intensity & tone controls, Equalization
2.4 Sound Ambient sounds, spot effects, Foley sound effects
2.5 planning the work flow in Audio production & Introduction to Mixing concepts

Unit III   9

3.1 Creating and working in DAW, Noise floor & headroom. Routing & recording
3.2 Dynamics, voice processing tools, Compressions & overdrive tools
3.3 Parametric, Paragraphic and other types of Equalization, transitions, Noise filters,
3.4 Concepts & tools used in audio editing & sound balancing modes.
3.5 Audio tracks, Audio transitions, Rendering & Exporting/ Multi channel of sounds.

Unit IV   9

4.1 Principles of editing, audio effects, mixing techniques

4.2 Understanding Psycho Acoustics**,** balancing Sound, voice, music & effects
4.3 Panning Effects, Surround effects, Reality EFX & Simulation EFX,
4.4 Voice accent, stingers & modulation
4.5 Study of Multitrack Sound, mixing concepts, Mono, Stereo, Surround sound file exporting

Unit V   9

5.1 Understand video formats and, Chroma keying and other special effects
5.2 Professional style of 3 way color correction, create high quality motion title graphics
5.3 color correction, incorporating, graphics and animation
5.4 Planning for sound, scouting mixing process and the preview
5.5 methods of delivery and exporting project required for each industry

Practical / Assignments

- Listening & analyzing music & voice genres
- Study and prepare a list , Types of Input/output devices
- Voice Recording & music balancing , track posting &Dubbing
- Make a short audio voice with Bgm & effects posted

Course outcome:

1. Students expertise in Audio production tools & DAW software
2. Students understood the Tools & Parameters of sound design & Mixing
3. Students developed the skills in making the sounding & Psycho Acoustics
4. Students exposed to the knowledge of music mixing, voice balancing,
5. Students gained practical knowledge about the sound production and mixing tools.

Total. 60 Hrs.

Practical / Assignments

- Listening & analyzing music & voice genres
- Voice Recording & music balancing , track posting &Dubbing
- Make a short audio voice with Bgm & effects posted

TEXT BOOKS:

1. Mike Senior, "Mixing Secrets for the Small Studio", Focal Press.2011,
   https://www.ugex.ru/sound_books/mixing/mssfss.pdf
2. "Understanding Audio" - By Daniel M. Thompson
3. "Sound-Recording and reproducing" 2013. By E.G.M. Alkin, Glyn Alkin

REFERENCE BOOKS:

1. A Mixing Engineer's Guide- by Amos Clarke

Web sources:

1. https://producer.musicradiocreative.com/how-to-make-radio-jingles/

2. https://bellocollective.com/getting-started-with-audio-editing-in-reaper-7be2a779c0da

3. https://filmstro.com/blog/the-top-audio-editing-tutorials-you-must-watch

4. https://docs.google.com/document/d/1-LTCSXDFg0F3beAuQFil8Q2zLAIobGogourUKd6OK1Q/edit

5. https://www.yummy-sounds.com/intros-jingles/

MEDIA CULTURE AND DEVELOPMENT   3 1 0 4

Course Objective:

1. To understand the basic concepts of media and communication.
2. To gain knowledge about the media production and content
3. To have complete knowledge about role of media in the shaping and development of culture
4. To know the media performance and content from a gender perspective
5. To get an awareness about the relationship between the media and various social problems prevailing in the society

Detailed course

Unit: I   12

1.1 Media conglomerates and their agenda

1.2 Concentration of media ownership

1.3 Media Convergence

1.4 Media Saturation

1.5 Media Ideologies set ideas or beliefs

Unit II   12

2.1 Definition of media audience

2.2 Classification of Audiences

2.3 Types of Groups

2.4 Public and Public Opinion

2.5 Effects of Media

Unit: III   Media and Culture   12

3.1 Media and Emerging cultural changes

3.2 Media culture of young generation

3.3 Media and portrayal of violence

3.4 Cinema and Society

3.5 Social Media and Political participation

Unit: IV   **12**

4.1 Social Media and social issues

4.2 Media as a tool for social change

4.3 Media framing

4.4 Stereotyping

Unit: V   Media and Development   **12**

5.1 Media and Indian Rural Development

5.2 Role of Media in Information and Education

5.3 Media and Women Empowerment

5.4 Media trends and technology towards education

5.5 Media as a catalyst of social change

                                                                    Total:60hrs

Practical / Assignments

Write any two issues in which media was used as a tool for social change. Submit a report of it which is more than 800 words.

Course outcome:

1. Students gained knowledge about the role of media in shaping and development of culture

2. Students understood the relationship between the media and various social problems prevailing in the society

3. Students gained knowledge about the social role of the media

4. Students will get the knowledge about media performance and content from a gender perspective

TEXT BOOKS:

1. Paul Hodkinson, [2010] Media, Culture and Society: An Introduction, SAGE Publications Ltd.

2. Neil Postman, [2005] Amusing Ourselves to Death: Public Discourse in the Age of Show

Business Penguin Books.

3. Peter L. Berger (1967) The Social Construction of Reality: A Treatise in the Sociology

Of Knowledge, Anchor.

REFERENCE BOOKS:

1. Alvarado, Gutch and Wollen, [1987] Learning Media, Macmillan Education Ltd.

2. Tim O'Sullivan and Brian Duttar, [2003] Studying the media- An introduction, Arnold, London.

3. Michael O'Shaughnessy, Jane Stadler, [2005] Media and society an introduction, Oxford University press.

Websources:

1.https://www2.palomar.edu/users/lpayn/115/GC115-Understanding-Media-and-Culture-An-Introduction-to-Mass-Communication.pdf

2.https://www.pearson.com/content/dam/one-dot-com/one-dot-com/us/en/higher-ed/en/products-services/course-products/manza-2e-info/pdf/manza-chapter6.pdf

Websites:
1. https://www.ehu.eus/documents/3120344/3356415/Culture_Development.pdf/837c2fac-4627-4a29-a21b-f41ddbf52ab2
2. https://core.ac.uk/download/pdf/72802219.pdf

TELEVISION PRODUCTION PRATICAL   **0 2 4 4**

Course Objective:

1. Gain In-depth knowledge in production methods through conducting interview in a studio

2. Students will learn how to create a quality audio & video work using multi-camera setups

3. Students will understand the live recording and live editing methods

4. Students will learn to direct and produce fiction film within the available resources

5. Deeper understanding various types of various new formats and digital making methods

.
Class Exercise

1. Practicing with Camera parts & Tripod
2. Working with Lens
3. Practicing with Visual Mixer
4. Framing
5. Composition
6. Different Shots & Camera Angles
7. Camera Movements
8. Multi Camera Setup
9. Understanding Lighting Equipments
10. Practicing Lighting Techniques

Record Work:

1. Short Film (Maximum 5 mins)
2. Video Album (Maximum 3 mins)
3. Advertisement/Corporate Film (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Total 60 Hours

Course Outcome

At the end of the course, learners will be able to:

1. Know about the difference between the TV medium and Film medium.

2. Acquire the significant knowledge about the various types of video formats and television production methods.

3. Understand the grammar of studio production and the key roles of production team.

4. Understand the Production & Post production process in detail.

5. Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.

TEXT BOOKS:

1. Herbert Zettl, "The Television Production Handbook", Cencage Publisher, Edition 2011.

2. Patricia Holland, " The Television Handbook", Routledge publisher, Edition 1997.

3. Jim Owens (2012). Television Production, First Edition, Focal Press, UK

4. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK

REFERENCE BOOKS:

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, Edition 1993.

2. P. Javis,"Shooting on Location", BBC Television Training, Borchamwood, 1986.

Website: https://sites.google.com/view/tvptheory

Web resources: https://www.slideshare.net/aryan2abhishek/tv-production-23699479

INTERNSHIP   **0 0 4 2**

Course Objective

1. To help student get exposed to actual situations and functioning of the media industry and experience reality.
2. To expose and experience live media projects
3. Understand the industry needs and techniques
4. Develop the industrial skill to become an entrepreneur
5. Gain the career oriented skill to meet the industry standard

For a period of one month (150 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry.

A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

• Weekly Report

• Presentation

• Final Report

• Submission of the presentation and final Report Presentation with the Aids and with works of the students.

Viva through the presentation and subject knowledge.

Total 30 Hours

Course Outcome

At the end of the course, learners will be able to:

1. Gain practical exposure from the industry.

2. Acquire the significant knowledge and skill about their area of interest

3. Understand the ethical values of media industry.

4. Understand the industrial work flow and process in detail trained to be an entrepreneur.

5. Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of media fields.

MEDIA LAW AND ETHICS   4 1 0 5

Course Objective:
1. To understand the basic knowledge of the Indian constitution.
2. To gain various laws related to media in India.
3. To throw light on Intellectual Property Rights.
4. To educate the students on the ethics to be possessed by media professionals.
5. To provide knowledge on Cyber law in India.

UNIT – I   15
1.1 Fundamental rights in the Indian Constitution
1.2 Directive principles of state policy
1.3 Powers and privileges of parliament
1.4 Freedom of press and restrictions
1.5 Role and responsibilities of the Press and the public opinion.

UNIT – II   15
2.1 Media agenda
2.2 Media conglomeration
2.3 Media and politics
2.4 Press council's code of ethics for journalists
2.5 AINEC code of ethics

UNIT- III   15
3.1 Official Secrets Act
3.2 Working Journalists Act
3.3 Press Council Act,
3.4 Cinematograph Act
3.5 Prasar Bharati Act
3.6 Intellectual Property
3.7 The Copyright Act

UNIT – IV   15
4.1 Media and the Judiciary
4.2 Legislature and the Executive
4.3 Media censorship
4.4 News values
4.5 Journalists as gatekeepers

UNIT-V   15
5.1 Role and powers of Press Council

5.2 Responsibilities of the Advertising Standards

5.3 Broadcasting codes

5.4 Prasar Bharati

5.5 Film Censor Board

Practical / Assignments

Do any two case studies on the topic Media ethics.

Course outcome:

1 Student will be familiar with media law and ethics.
2 Student can understand different media functions and realize the different media determinants
3 Students will be able to understand the laws involved in media industry
4 Student can understand media policy and guidelines
5 Student can understand the ethical values of media industries.

TOTAL 75 Hrs.

TEXT BOOKS:
1. Media law and Ethics, Dr.M.Neelamalar, PHI Publication, 2010

REFERENCE BOOKS
1. Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: SurjeetPublications, 1988.
2. Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.

Websites:

1.https://www.imediaethics.org

2.https://lint.springer.com

Websources:

1.https://www.slideshare.net

2.https://www.ethics.journalism.wisc.edu

PROJECT   **0 3 6 6**

Course Objectives:

1   The main objective of Project is to inculcate specialisation interest to the students

2   Give them an opportunity to explore innovation in various latest techniques in the field of

    media and communication studies.

3   To gain industry standard exposure

4   Gain more practical and task oriented skill

5   Develops entrepreneur skill

I Submission:

The Students identify the area of specialization and to expertise themselves, they do new creative
projects based on their interesting field. Art and Illustraion, 2D/3D Animation and Graphics, Advertising,
Photography, Audio / Video Production, Multimedia production, Web based production.

II PROJECT REVIEWS:

The students should present before the review committee to finalise the work,

> ➢   First-review to present their Phase Icreative ideation, scope and purpose of the work.

> ➢   Second-Review to present the Phase II-Production stage .

> ➢   Third- review to present their output after completion of Phase III.

III FINAL VIVA-VOCE EXAMINATION AND PROJECT SUBMISSION:

The final evaluation will be by the expert evaluation, where the students have to present their output

through a presentation and also by submitting the work. The students have to follow VITAS

guidelines for the project preparation.

                                                                                      Total 90 Hours

COURSE OUTCOMES

1   At the end of the semester the students will create new media works.

2   Employ new techniques and tools to emphasize good output.

3   And students will gain confidence in working on a contemporary creative area independently under a guidance.

4   Trained as media specialist to become an entrepreneur

5   Enhance the creative and technical skill by the innovation production

Syllabus

Discipline Specific Elective Courses

SCRIPT WRITING   0 1 4 3

Course Objectives:

1. Intro to Elements of drama—such as plot, character, diction, theme, and spectacle
2. To understand the scripting elements, combine to create an art of writing.
3. Demonstrate the form of writing the content and structure in a script and
   Use of Fictional elements in their writing.
4. To develop the skill for their own writing, that of their peers creativity
5. Knowledge of the limitations and opportunities particular to theatre and film and audience relations.

Detailed Course

Unit I   6

1.1 Script writing as a creative tool for thinking and imagination
1.2 Elements of script writing
1.3 The various stages in the craft of script writing
1.4 Script writing- basic story idea, Plot, narrative synopsis,
1.5 Create an outline. Rough Draft & Full-fledged script.

Unit II   6

2.1 The narrative structure – Beginning – middle – End
2.2 Conflict, development, climax and denouement
2.3 Storyline, plot, and treatment, Three Act Structure
2.4 The principles of suspense
2.5 The principles of surprise

Unit III   6

3.1 Understanding the Narrative techniques, texture of various objects and surfaces
3.2 Point of attack, exposition
3.3 planting, point of view, pace
3.4 Tone, subject matter, title
3.5 Openings, contrast, coincidence, tension release laughter.

Unit IV   6

4.1 Characterization is an important element of a film
4.2 To engage the audience in the narrative, with interesting characters
4.3 A brief on character biography
4.4 Stereotyping; two - dimensional versus three - dimensional characters
4.5 guiding principles for evolving effective and credible characters.

Unit V **6**

5.1 Understanding the Script formats
5.2 Various types of script formats
5.3 Two, Three, Four Column Script
5.4 Techniques involved in developing scripts.
5.5 Concepts related to Script formats and developments

Practical / Assignments

- Character development -At least 5 types of Characters (E.g.: Positive, Negative…,)
- Create a plot , outline story ,Screenplay, Scene wise breakdown,
- Write a short story for a short film for about 10 mins
- Create a two column Production Script for a short film

Total: 30 Hrs.

Course Outcome:

1. Learns the purpose about film and television screenplay structure.

2. Analysing the dramatic strategies in film and television.

3. Learning and applying correct script form.

4. Creatively encaging in the various stages of original scriptwriting.

5. Understanding the elements of screenplay with well-developed plot, characters and setting.

TEXT BOOKS:
1. Cooper, Pat, and Ken Dancyger, "Writing the Short Film", USA: Focal Press, (2nd Edition). 1999.
2. Phillips, William, "Writing Short Scripts", USA: Syracuse University Press, 2nd Edition, 1999.

REFERENCE BOOK:
1. Zettle, Herbert, "Television Production Handbook", USA: Wordsworth, 10th Edition, 2010.

Web source:
1. https://www.screenwriting.info/
2. https://www.studiobinder.com/blog/how-to-write-a-screenplay/
3. http://www.movieoutline.com/articles/scriptwriting-for-beginners-learning-the-basics-of-screenwriting.html
4. https://www.filmdaily.tv/film-school/learn-how-write-film-script
5. https://writersstore.com/blogs/news/how-to-write-a-screenplay-a-guide-to-scriptwriting

ART DIRECTION   0 0 4 2

Course Objectives

1. To introduce students the basics of Art direction
 2. To inculcate the knowledge of history and development of Art direction and production design
3. To acquaint them with important aspects of art direction..
4. To develop the knowledge and skills of Art direction
5. To enhance understanding of the technical terms and design a final presentation using breakdowns,researchboards,conceptual illustrations, drawings, and models in set design

Detailed Course

Unit-I   6
1.1 Introduction to Art direction
1.2 History of Production design
1.3 A brief historical perspective on production design in motion pictures
1.4 The role and responsibilities of the production designer
1.5 The production designer's place-picture begins to move –drafting-materials-lighting –lines and dots

Unit – II   6
 2.1 Ground plan drawing
2.2 Ground plan of a set to be built and location , elevation of all walls of built set
2.3 Scenic building blocks
2.4 Types of flats and materials –platforms –backings

 2.5 The construction drawings types of construction drawings off the blue print

Unit – III   6
3.1 Model making
3.2 Model making –types of models-making the models
3.3. Supervising construction and set up supervising
3.4. Set dressing board -furniture, fabrics, carpets, drapery,etc
3.5 Set decoration – the prop master –keeping records –the critique

Unit – IV   **6**
4.1 Set design
4.2 Basic ground plan and all stationary scenic elements
 4.3Composite ground plan and all moving scenic elements, indicating both their
 4.4 Front elevation of every scenic elements, and additional elevations of units
4.5. Staging a talk show, News show, Panel show, Quiz show, reality show, music
concert

Unit – V   **6**
5.1 Storyboarding in set design
5.2. Types of layouts
5.3. Concept and story developing, idea
5.4 Script foreground, Middle Ground and Background
 5.5 Developing Drawing Skills, Shot, Angles, Building the Storyboard, study of
Classic Film Examples.

Practical / Assignments
•Students will write a history of set design
•Students will have to prepare a ground plan
• Students will prepare a model in given topic
•Visit to shooting spots like cinema,tv ,and other set design

Course Outcomes
1. Students will able to understand the set design
2. Students will able to inculcate the knowledge in ground plan
3. Students will able to acquaint them with important aspects of the process of set design
4. Students will able to develop the knowledge of materials and tools handles in making of set design process
5. Students will able to enhance understanding of the technical terms and industrial experience in production design

TEXT BOOKS:

1.Michael Rizzo, "The Art Direction Handbook for Film",   Focal press 2005

2.Vincent lobrutto, "The filmmakers guide to production design". Allworth press, 2002

REFERENCE BOOKS:

1.Nicholas proferes, "film directing fundamentals", Focal Press, 3 edition, 2008

2**.** Fionnuala Halligan, "Filmcraft: Production Design**",**Focal Press2012

Website

1.https://alistapart.com

2.https://www.smashingmagazine.com

Web sources

1.https://www.princetonreview.com/careers/215/web-art-director

2. https://www.indiefolio.com/project/5b67e22ac143d/material-design-stationery-design

WEB DESIGN   0 0 4 2

Course Objective:

1. The objective is to learn the techniques of website creation through tools and utilize them.
2. Students will know the process of using the tools for various digital outputs like website layout Learn to create, static and dynamic webpages
3. Understand using scripts for delivering small animations and attractive web pages
4. Learn web hosting through server and creating their own web pages.
5. Thus enhancing the quality of digital web media.

Unit I   6

1.1 Introduction to HTML elements

1.2 Basic tags- Attributes- -Creating HTML page

1.3 HTML links- List types and its tags

1.4 Creating HTML tables- Adding pictures

1.5 Advance HTML - Use of Frames and Forms in web pages

Unit II   6

2.1 Designing and Planning Web Pages

2.2 Working with Graphics -Overall Site Design and -Management

2.3 Web Authoring Tools- Uploading/FTP -Flash Enhancements- Embedding Video- Accessibility

2.4 Introduction to Dreamweaver

2.5 Designing with Cascading Style Sheets-

Unit III   6

3.1 Basics of dynamics web designing

3.2 Action script 2.0- Movie clip animation with script

3.3 Web animation in action script

3.4 Basics of flash gaming script

3.5 Advanced flash action script 3.0.

Unit IV   6

4.1 Basic E-learning Theory

4.2 Basic Graphics Theory -Basic graphics tools training using different software's –

4.3 Basic sketching skills training -Tips N Tricks of fast creations-

4.4 Clients Specification Study -SB creation –

4.5 Graphics Content creation-Media Rich Creation Techniques -

Unit V   6

5.1 Illustrations - Publishing website

5.2 Hosting portals – ERP in portals

5.3 Maintenance of Management Information System through websites

5.4 Creating Flash for E-learning

5.5 Interface designs-UX-UI experience

Total: 30 Hrs

Course Outcomes
1. Students will able to design a portfolio webpage
2. Students will able to inculcate the review techniques
3. Students will understand Testing -Packaging techniques -Industry overview – Industrial Visits

Course Outcome:
At the end of the course, learners will be able to:

1. Gain knowledge about scripting language like HTML

2. Understanding webpage designs, slicing and exporting

3. Gain knowledge about style sheath (CSS)

4. Understand software used for web designing

5. Have an in-depth knowledge about exporting and publishing Webpages

TEXT BOOKS:

1. David Pitt, "Modern Web Essentials Using JavaScript and HTML5, , published May 2014.
2. Tablet Web Design Best Practices, Mobify,2013

REFERENCE BOOKS:

1. "Losing Our Religion: The Liberal Media's Attack", S. E. Cupp, Rupa Release, Edition I, 2001
2. "Media Planning and Buying – Principles and Practice in the Indian Context", by Arpita Menon, MacMillan India Public Limited, First Edition, 2007
3. Spring Into HTML and CSSAuthor: Molly E. Holzschlag [Emeritus]
   Publisher: Addison-Wesley Professional

Web source

1. https://www.computer-pdf.com/web-programming/css/387-tutorial-web-design-an-introduction.html

2. https://www.jotform.com/pdf-templates/web-design

3. https://www.w3schools.com/whatis/

CREATIVE VIDEO EDITING   0 0 4 2

Course Objective:

Course Objectives:

1. Understanding the file types, formats, Codecs, and NLE user interface
2. To impart basic knowledge of NLE software tools and its applications.
3. An idea About Ingest and transcoding, analyze and organize the media.
4. Understanding the edit tools. Basic design principles and techniques, 3 point editing,
5. Types of cuts, NLE techniques and color correction EFX, Add audio ,Titles, render a final output

Detailed Course

Unit I   **6**

1.1 Understanding NLE Video Editing Systems
1.2 Incorporating the various techniques editors use to construct stories.
1.3 User Interfaces & Tools ,Capturing Video/Import media, organize Create bins
1.4 Save, scratch disk Sequence, Settings   playing, marking clips in/out.
1.5 Cutting project Set, Insert, overwrite edits, transitions.

Unit II   **6**

2.1 Analyzing Media Segregating NG and OK takes
2.2 Editing types online editing & Off-line, NLE Editing Techniques
2.3 Sequencing the scenes, refining the cuttings, adding transiting, effects and titling
2.4 Editing Continuity Film, cut away. Music track composing, audio special Effects
2.5 Creating and working in Sequences

Unit III

       6

3.1 Principles of video editing & concept editing, Editing Grammar
3.2 Ingesting, Arrange a Sequence, time-line basic cuts, 3-point edit, project management
3.3 Style-cutting for genre, transitions, key framing, applying filters,
3.4 Multiple shot compositing, color correction & color grading, titling and sub titling
3.5 Audio tracks, Audio transitions, Rendering & window burn Exporting.

Unit IV   **6**

4.1 Principles of editing- seamless editing, video/audio effects
4.2 Titling techniques, compositing, alpha channel, color option, video effects and rendering
4.3 matching action, Sense of direction, continuity, matching tone, timing, pace, rhythm
4.4 selection of shots, cut in, cut away, Jump cut, Aspect ratio, and parallel and cross cutting
4.5 Video, audio voice over recording, voice over editing, audio mixing

5.1 Understand video formats and, Chroma keying and other special effects
5.2 Professional style of 3 way color correction, create high quality motion title graphics
5.3 color correction, incorporating, graphics and animation
5.4 Planning for sound, scouting mixing process and the preview
5.5 methods of delivery and exporting project required for each industry

Practical / Assignments

- Create a photo Story with a concept (duration 2mins).
- Create a Fast cut video song with basic transitions (duration 2 mins).
- Edit a Blue/Green Matte Video with Background Change (duration 3mins).
- Create a Advs/Teaser/promo video for a product/commercial for 1 mins

Course outcome:

1. Learn a good knowledge of NLE Editing systems (Adobe premiere & FCP).

2. Gain knowledge to analyses and organize in NLE, EFX, Transitions .

3. Understand formats and concepts in different editing style.

4. Develop skills in Audio Edits for video

5. Learn the nuances of editing and exporting file techniques

TEXT BOOKS:

1. Ken Dancyger, "The Technique of Film and Video Editing", Focal Press, 2010.

2. Roy Thompson, Christopher J. Bowen ,"Grammar of the Edit", Focal Press, 2013.

REFERENCE BOOKS:

1. Bobbie O'Steen, "The Invisible Cut: How Editors Make Movie Magic",Michael Wiese

Productions, 1st edition, 2009

2.Gael Chandler, "Film Editing: Great Cuts Every Filmmaker Should Know", Michael Wiese

Productions 2009

Websource:

1. https://atomisystems.com/tutorials/ap8/basic-audio-and-video-editing-cut-copy-delete-and-crop/

2. https://www.borrowlenses.com/blog/how-to-edit-video-for-beginners/

3. https://filmstro.com/blog/the-top-audio-editing-tutorials-you-must-watch

4. https://www.videocopilot.net/tutorials/

5. https://www.redgiant.com/tutorials/

6. https://www.artofvfx.com/

COPYWRITING   0 0 4 2

Objectives:
1. To develop skills in visualizing and illustrating potential layout for complex ideas.
2. To acquire knowledge and skill to execute design graphics for information
3. To develop content for the creative advertisements
4. To design information graphical content for business communication
5. Students will gain knowledge on developing branding strategy

Detailed Course

Unit I   **6**
1.1 Product mix-distribution channel
1.2 Marketing communication
1.3 Advertising collaboration
1.4 Advertising creative strategy
1.5 Purpose of copy and Illustration.

Unit II   **6**
2.1 Principles and qualities of good illustration
2.2 Concept and visualization; creative process;
2.3 Visualizing advertisement
2.4 Structure and types of layout
2.5 Creating messages

Unit III   **6**
3.1 Business and Information Graphics
3.2 Targeting Your Message for Effective Communication

3.3 What are Infographics?
3.4 Ethical, Cultural; Information Design
3.5 Role of Graphics in Business, Visual Topologies

Unit IV   **6**
4.1 Typography & type design
4.2 Publication design, image making, packaging,
4.3 Print and digital design
4.4 Corporate and brand identity
4.5 Digital communication and its strategy

Unit V   **6**
5.1 Understanding information design
5.2 How to Write for Various Media Platforms as a Copywriter

5.3 Information Architecture and Design
5.4 Copywriters Tools: How to Use Words to Sell

5.5 Writing for TV Commercials, Radio, and Multimedia Presentations

Total 30 Hours

Course Outcome:

1. Learns the purpose about Marketing communication for business.

2. Understand the strategies of visualization and its concepts

3. Learn the techniques of infographics for marketing communication

4. Creatively encaging in the various stages of original copywriting and design

5. Understanding the elements of information design based on the concepts.

TEXT BOOKS
1. Simon Jennings, [1980] The Complete Guide toAdvanced Illustration and Design, Chartwell Books Inc.,NJ.
2. Richard M. Schelemmer, [1990] Handbook ofAdvertising Art Production, Prentice Hall, Englewoodcliffs, NJ.

Reference:
1. Harvey R. Levenson, [1981] Art and Copy Preparation,Graphic Art Technical Foundation, USA.
2. Raymond F. Stock, [1976] Sales Literature for Industry,McGraw Hill.

Websources:

http://www.apcollege.in/wp-content/uploads/2015/10/Copywriting-Notes-17.pdf

https://copyblogger.com/copywriting-101/

Websites:

https://www.quicksprout.com/complete-guide-to-copywriting/

https://www.universalclass.com/articles/writing/basics-of-copywriting.htm

Radio & Video Jockey   0 0 4 2

Course Objectives

1. To understand the voice modulation, pronunciation and building an image with the use of words
2. To develop the speaking skills which in turn would help them to become successful radio jockey
3. Gain knowledge about conducts live shows and concerts
4. To understand the creating online videos and content that keeps the audience engaged
5. To understand the Video Editing, Photography, Animation, and Sound Mixing.

Detailed Course

Unit I   **6**

1.1 Introduction to radio industry

1.2 Anchoring and its importance

1.3 Writing for radio production

1.4 Body language and soft skills

1.5 Importance of using voice

Unit II   6

2.1 Introduction and use of sound effects

2.2 Technique of radio production in the studio

2.3 Live demo

2.4 Recording for radio

2.5 Commercial and Non-Commercial Educational Radio

Unit III   6

3.1 Video editing technique

3.2 Presenting content on spot and dealing with callers

3.3 Video Editing & Mixing

3.4 Present latest music and related information via radio or video

3.5 Engage in one/two sided conversation with people

Unit IV   6

4.1 Advanced and Comprehensive Knowledge of Art, Music and Films

4.2 Networking skills

4.3 Lighting Design

4.4 Interpersonal skills

4.5 Own style of communication

Unit V   **6**

5.1. Play music or live talk shows

5.2. Interaction with an audience

5.3. Creating Video with latest film songs

5.4. Hosting the roadshows

5.5. Conducts live shows and concerts

Practical / Assignments

1. Creating Video with live talk shows
2. Creating Video with Interaction with an audience
3. Creating Video with latest film songs
4. Creating Video with hosting the roadshows

Course Outcome

1. Understand the medium of broadcasting and basic of radio jockeying
2. Understanding Sound Studio Jargon & Dubbing
3. Hosting programs including public gatherings, public events and music videos that are further telecasted on-air through television or social media.
4. Know the importance of Voice Modulation, Public Speaking, News Reading and Voice Overs
5. Understanding the importance of major responsibilities, they even handle hosting the roadshows, theme parties, etc.

TEXT BOOKS:

1. How To Become a VJ: In 12 Steps Kindle Edition, by VJ E.N.T.E.R.T.A.I.N.I.N.G (Author) Format: Kindle Edition, 2012.

REFERENCE BOOKS:

1. The Radio Jockey Hand Book Paperback – 1 June 2005, by Simran Kohli (Author)

2. Let's Talk On-Air: Conversations with Radio Presenters (City Plans) Paperback – 11 February 2019 by Rakesh Anand Bakshi (Author)

3. How to Become a Radio DJ: A Guide to Breaking and Entering by Mike Staff

Websources:

https://www.sarvgyan.com/courses/radio-video-jockey

https://www.youtube.com/watch?v=gnStD_KmdKg

2D Animation and Graphics   0 0 4 2

Course Objectives

1. To understand the fundamentals of Animation and its Concepts.

2. To gain knowledge about the 2D Animation Techniques.

3. To inculcate the knowledge about Developing the Creativity.

4. To develop knowledge in creating 2D showreel

5. To gain knowledge develop 2D stories

Detailed course

Unit-I   6

1.1 What is Animation?

1.2 History of Animation

1.3 Fundamentals of Animation

1.4 Types of Animation

1.5 Importance of Animation and Graphic Design.

Unit-II   6

2.1 Introduction to Graphic Design

2.2 Elements and Principles of Graphic Design

2.3 Understanding of Visual Communications

2.4 How to initiate creativity in animation production

2.5 Tools and Techniques

Unit-III   6

3.1 2D Production Pipeline

3.2 12 Principles of Animation

3.3 Intro's and Outro's

3.4 Fundamentals of Key frame Animation

3.5 Kinetic Typography

Unit-IV   **6**

4.1 Character Creation

4.2 Background Creation

4.3 Applying the 12 Principles in Animation

4.4 Working with different Types of Animation

4.5 Importance of Framing and Angles

Unit-V   **6**

5.1 Concepts involved in Compositing

5.2 Importance of Pre-Compositing

5.3 Basics of Colours and Lighting

5.4 Audio Video Editing

5.5 Rendering

                                                    Total 30 Hours

Practical's / Assignments

Students will do a practise and bring their ideas in visual output

Course Outcomes

1. Students would be able to understand the fundamentals of Animation and its Concepts

2. Students would be able to understand the difference between 2d and 3d animation.

3. Students would be able to implement their creativity and ideas through animation

4. Students would be able to acquaint themselves with the 12 principles of animation and also principles involved in Graphic Design

5. Students would be able develop their own through or idea to Visual form

Text Books:

1. Cartoon Animation (Collector's Series) Paperback – 1 January 1994

2. The Animator's Survival Kit Paperback – 5 November 2009

3. Character Animation Crash Course! Paperback – 7 July 2008

Reference Books:

1. Draw Great Characters and Creatures: 75 Art Exercises for Comics and Animation Paperback – Illustrated, 3 December 2019
2. Creating Characters for the Entertainment Industry: Develop Spectacular Designs from Basic Concepts Paperback – 10 August 2019
.

Websites:

https://www.cgspectrum.com/blog/what-is-2d-animation

https://homepages.inf.ed.ac.uk/tkomura/cav/presentation1.pdf

3D ANIMATION   **0 0 4 2**

Course Objectives:

1. To impart basic knowledge of 3D Animation software and its development

2. Know the practical aspects of 3d interior and object creation

3. To understand the texture and shades of 3D objects

4. To inculcate the knowledge of 3D lighting and painting

5. Gain knowledge about animation film production and its rendering phases

Detailed Course

Unit I   **6**

1.6 Development of animation technology and software

1.7 Introduction to user interface design and tools of a 3D software

1.8 Creating objects using polygons and nurbs

1.9 Developing 3D objects using extrude, revolve, and loft tools

1.10   Understanding the layers and properties of a 3D software

Unit   II   **6**

2.1 Extruding surfaces to create interior views

2.2 Grouping, linking, and Parenting objects

2.3 Cloning, arraying, modifying tools

2.4 Editing primitive polygon and nurbs

2.5 Creating and working with extensive primitives

Unit III   **6**

3.1 Understanding texture of various objects and surfaces

3.2 Adding materials and using material modifiers

3.3 Creating glass materials and changing its properties

3.4 Basic 3D lighting and camera setups

3.5 Changing light and camera properties

Unit IV   **6**

4.1 Basic 3D animation-frame by frame animation

4.2 Attach to motion path option

4.3 Understanding the slow motion and fast motion

4.4 Animating 3d camera on a path to create a walkthrough

4.5 Animating lights and its properties

Unit V   **6**

5.1 Animation films post production phase-Arnold renderer

5.2 Types rendering files-software

5.3 Saving and exporting 3D files for compositing works

5.4 Theories related to file formats and developments

5.5 Theories related to the animation industry and its growth

                                                                              Total: 30 Hrs

Practical

- 3D model making (At least ten numbers of 3D models)
- Exterior and interior view of a house
- Steps involved in making a 3d object (Example: computer)

Course outcome:

1. Students will learn about the 3D software technology and its development
2. Students will understand the basics of 3D modeling
3. Students will learn and understand the Texturing and materials
4. Students will get the knowledge of animation and path animation

5. Students will get the theoretical and practical knowledge about the file formats, converting options, and industry

TEXT BOOKS:

1. Kelly L. Murdock – "Kelly L. Murdock's Autodesk 3ds Max 2015 Complete Reference Guide"- Perfect Paperback – 8 Oct 2014

2. Kelly L. Murdock – "Autodesk Maya Basics Guide 2015", 21 November 2014

REFERENCE BOOKS:

1. Randi L. Derakhshani (Author), DariushDerakhshani (Author) "Autodesk 3ds Max 2015 Essentials" , Autodesk Official Press 1st Edition – 2015

2. Matt Chandler "3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and Lighting Paperback" , – Import, 1 Mar 2014

Web site:

https://sites.google.com/view/bsc3danimation

Web resources:

https://www.youtube.com/watch?v=bAHGEeV0oJ4

https://www.youtube.com/watch?v=knsclf0qNIM

Digital Marketing   **0 0 4 2**

Course Objectives

1. To understand the fundamentals of the Digital Marketing.

2. To gain knowledge about the Digital Marketing.

3. To inculcate the knowledge about Online Platform and Marketing Scope.

4. To understand the social media network communication

5. To devise a digital communication strategy

Unit-I   **6**

1.1 Introduction to Digital Marketing
1.2 Modules of Digital Marketing
1.3 Fundamentals of Digital Marketing
1.4 Traditional Marketing Vs Digital Marketing
1.5 Importance of Digital Marketing

Unit-II   **6**
2.1 Introduction to SEO, Content Marketing
2.2 PPC and Digital Analytics
2.3 How SEO works, Types of SEO & Keywords Research
2.4 Content Marketing Strategy
2.5 Understanding of PPC and Google Analytics

Unit-III   **6**
3.1 Introduction to Social Media

3.2 Mobile Marketing and Digital Strategy

3.3 Facebook, Instagram, Youtube, Twitter Marketing

3.4 Mobile Advertising, Integration with Marketing Mix

3.5 Digital Marketing Strategy planning based on Customer Needs

Unit-IV   **6**

4.1 Web Analytics

4.2 Managing Analytics

4.3 Advance SEO- Google Ads

4.4 Social Media Strategy and Planning

4.5 Website Management and Optimization

Unit-V   **6**

5.1 E-Mail Marketing

5.2 Video Marketing

5.3 Content Marketing

5.4 Affiliate Marketing

5.5 Reputation Management

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Total 30 Hours

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Practical's / Assignments

Students will do a case study from the above selected topics and present it through ppt.

Course Outcomes

1. Students would be able to understand the fundamentals of the Digital Marketing

2. Students would be able to gain knowledge about the Digital Marketing.

3. Students would be able to inculcate the knowledge about Online Platform and Marketing Scope

4. Students would be able to acquaint themselves with more technical analytics involved in Digital Marketing.

5. Students would be able to do a compete planning and strategy in digital marketing

Text Books:

1. Digital   Marketing   Essentials   You   Always   Wanted   to   Know Paperback   – 1 January 2020

2. Digital Marketing: Strategy & Tactics Paperback – 1 November 2020

3. Fundamentals of Digital Marketing , Second Edition, Pearson Paperback – 30 June 2019

Reference Books:

    1. Digital Marketing Paperback – 1 November 2017

    2. Facebook Marketing Advertising: Best Tips and Strategies to ... with   Facebook Ads - Paperback – Import, 16 December 2019

Websources:

https://www.slideshare.net/neilkelley/digital-marketing-lecture-one

https://www.studocu.com/en-gb/document/canterbury-christ-church-university/introduction-to-digital-marketing/lecture-notes/digital-marketing-lecture-notes-all/1546769/view

Websites:

https://www.studeersnel.nl/nl/document/rijksuniversiteit-groningen/digital-marketing/college-aantekeningen/lecture-notes-digital-marketing-all-lectures/373424/view

https://www.thinkswap.com/au/usyd/mktg3110-digital-marketing/mktg3110-full-lecture-notes

VISUAL EFFECTS   **0 0 4 2**

Course Objectives:

1. To learn the techniques of visual effects
2. Understanding the various methods and tools
3. Developing skills and techniques to create special effects
4. To know the interface used in creating visual effects.
5. To know the physical properties of environmental fields to apply in the effects.

Detailed Course

Unit I   **6**

1.1 What is VFX?

1.2 History of Visual Effects

1.3 Understanding of VFX Production Pipeline

1.4 Basic Concepts of VFX Film Making

1.5 Importance of Visual Effects

Unit II   **6**

2.1 Introduction to dynamics and explaining how it uses the rule of physics to simulate natural forces

2.2 Overview of particles such as dots, streaks, spheres, blobby surfaces

2.3 Animating particles by using different types of fields by 2D and 3D grid particle

2.4 Instancing the geometry to particles, Instancing strokes from paint effects,

2.5 Understanding the difference between Hardware render and software render.

Unit III   **6**

3.1 Understanding the behavior of soft body and rigid body

3.2 Rigid body Constraints of like nail, pin, hinge, barrier and spring.

3.3 Painting the soft body weights tool

3.4 Change or turning off the constrain type

3.5 Convert rigid body animation to keys.

Unit IV   **6**

4.1 Introduction to Fluid Effects

4.2 Coloring the fluids, Designing Clouds Background

4.3 Designing Fog Effects, Explosion Effects and Fire Effects with flames,

4.4 Space Effects and designs, Designing Thick Smoke,

4.5 Water effects with fluids, Fluid stimulation for special effects.

Unit V   **6**

5.1 Designing Special Effects

5.2 Designing effects of Fur and shape, Designing Fur Effects,

5.3 Designing Cloth & Clothes and effects, Fire effects,

5.4 Lighting, Shatter, Curve flow, Surface flow, Basics of dynamics and cloth

5.5 Special effects rendering techniques.

                                                                    Total: 30 Hrs

Course Outcome:

At the end of this course, the Student will be able to

1. Understand the process of visual effects production
2. Planning shooting techniques for VFX
3. Handling green or blue screen shooting methodology
4. **Design and Adding special effects**
5. Understand the importance of vfx data collection

TEXTBOOKS:

1. Doug Kelly. "Digital Compositing in Depth", Coriolis Publication, 2003.

2. Angie Taylor. "Creative After Effects 5.0", Focal Press, 2002.

REFERENCE BOOKS:

1. Ron Brinkmann, " The Art and Science of Digital Compositing: Techniques for Visual

Effects,Animation and Motion Graphics (2nd Edition), Morgan Kaufmann Publishers, 2008.

2. Steve Wright. Digital Compositing for Film and Video, Focal Press, 2010.

3. Lee Lanier. Professional Digital Compositing: Essential Tools and Techniques, Wiley Publishing Inc., 2010.

4."Chuck Amuck : The Life and Times of an Animated Cartoonist", Chuck Jones, Steven Spielberg, Matt Groening, Farrar, Straus & Giroux, HarperCollins Canada Publications Limited, 2009, ISBN 0374526206

5."Chuck Reducks : Drawings from the Fun Side of Life", Chuck Jones, Robin Williams, Little, Brown Book Group Limited, 1994, ISBN 044651893X

Website: https://www.skillshare.com/classes/VFX-Compositing-with-Nuke-Invisible-Visual-Effects/1970282351?via=search-layout-grid

Web resources: https://www.slideshare.net/KilsergaAlufa/17826028bce-244483206?qid=0277dbbb-010d-4640-b8ff-ffe4e8a48644&v=&b=&from_search=50

Syllabus

Ability Enhancement Compulsory Courses

ENVIRONMENTAL STUDIES **2 0 0 2**

Course Objective
To inculcate the importance of environmental pollution, preservation of nature and environmental management for human welfare.

Unit-I Multidisciplinary nature of environmental studies, Natural Resources **6**
Definition, scope and importance, need for public awareness.
Renewable and non-renewable resources - Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of an individual in conservation of natural resources-Equitable use of resoureces for sustainable lifestyles.

Unit-II Ecosystems, Biodiversity and its conservation **6**
Concept of an ecosystem. - Structure and function of an ecosystem Producers, consumers and decomposers. -Energy flow in the ecosystem. Ecological succession. - Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
Introduction–Definition,genetic, species and ecosystem diversity. Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels. Inida as a mega-diversity nation. Hot-sports of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-III Environmental Pollution **6**
Definition, Cause, effects and control measures of a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards. Solid waste Management. Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Diaster management- floods, earthquake, cyclone and landslides.

Unit-IV Social Issues and the Environment   **6**

From Unsustainable to Sustainable development, Urban problems related to energy - Water conservation, rain water harvesting, watershed management- Resettlement and rahabilitation of people; its problems and concerns. Case Studies - Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act - Issues involved in enforcement of environmental legislation. Public awareness.

Unit-V Human Population and the Environment   **6**

Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

Field work - Visit to a local area to document environmental assetsriver/forest/grassland/hill/mountain, Visit to a local polluted site-Urban/Rural/Industrial/Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Total: 30 hrs

Course Outcome

1. To understand the nature and facts about environment.
2. To find and implement scientific, technological, economic solutions to environmental problems.
3. To know about the interrelationship between living organisms and environment.
4. To understand the integrated themes and biodiversity, natural resources, pollution control and waste management.
5. To appreciate the importance of environment by assessing its impact on the human world.

Text Books

1. De AK, Environmental Chemistry, Wiley Eastern Ltd.
2. Bharucha Erach, 2003. The Biodiversity of India, Mapin Publishing Pvt. Ltd, India.
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480pgs.
4. Clark RS, Marine Pollution, Clanderson Press, Oxofrd (TB).

Reference Books

1. Agarwal KC, 2001. Environmental Biology, Nidi Publishers Ltd. Bikaner.
2. Gleick HP, 1993. Water in Crisis, Pacific Institute for Studies in Development, Environment and Security. Stockholm Environmental Institute, Oxford University Press, 473pgs.
3. Heywood VH, and Watson RT, 1995. global Biodiversity Assessment. Cambridge University Press 1140pgs.
4. Jadhav H and Bhosale VM, 1995. Environmental Protection and Laws. Himalaya Publishing House, Delhi 284pgs.
5. Miller TG, Jr. Environmental Science, Wadsworth Publishing CO. (TB)

Website:

https://lecturenotes.in/subject/559/environmental-studies

SYLLABUS
SPECIFIC ELECTIVE COURSES

Course Objective:

- To enable participants Business Communication Skills
- To enhance participants E-mail writing skills
- To impart Leadership and Team Bonding skills

Credit Hours

UNIT I: EFFECTIVE COMMUNICATION SKILLS   **06**

Talking about your company – Making Polite requests – Introducing yourself and others– Socialising with others – Talking about work activities – Talking about your job – Communication practice – Role plays

UNIT II: WRITTEN BUSINESS COMMUNICATION   **06**

Essential Email writing skills – Formal and Informal E-mails – Usage of formal language – Report Writing – Writing project reports – Extended writing practice – Email Etiquette – Understanding Business E-mails

UNIT III: TELEPHONE ETIQUETTE   **06**

The basics of Telephone Etiquette – Customer Service – Being courteous – Making arrangements – Giving clear and concise information – Tone and Rate of speech – Pronunciations – Summarisation – Mock Telephonic Conversations

UNIT IV: LEADERSHIP SKILLS   **06**

Essential Leadership Skills – Interpersonal Skills – Team Building – Team work – Do's and Don'ts of Leadership skills – Importance of communication in Leadership – Delegating and Handling of Projects

UNIT V: LISTENING AND ANSWERING QUESTION   **06**

Listening for the main ideas – Listening for details – Listening for specific information – Predicting and listening for opinions – Recognising context – Listening for sequence – Understanding Pronunciation – Listening practice

Total   **30 Hours**

Course Outcome:

CO1   To enhance participant's Business Communication Skills
CO2   To enhance the participant's Reading, Speaking, Listening and Writing capabilities
CO3   To engage in a conversation with others to exchange ideas
CO4   To impart leadership qualities among the participants
CO5   To express opinions to enhance their social skills

Books Prescribed

- Raman, M. & Sangeeta Sharma. Technical Communication.OUP.2008
- Taylor, Grant.English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd. 2005
- Tiko, Champa & Jaya Sasikumar. Writing with a Purpose.OUP. New Delhi. 1979

Web Sources:

- https://www.skillsyouneed.com/ips/communication-skills.html
- https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them
- https://blog.hubspot.com/service/phone-etiquette

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SOFT SKILLS II   **2 0 0 2**

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Course Objective:
- To enable students to develop their communication skills effectively
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence through communication

Credit Hours

UNIT I: READING COMPREHENSION AND VOCABULARY   **06**

Reading Techniques – Types of Reading – Skimming – Scanning – Reading for detail – Identifying key words – Underlining unfamiliar key words – Vocabulary Building – Reading Comprehension practice

UNIT II: PRESENTATION SKILLS   **06**

Presentation Methods – Preparation and Practice – Organising content – Do's and Don'ts of a Presentation – Presentation Techniques – Mock Presentation

UNIT III: GROUP DISCUSSION   **06**

Introduction to Group Discussion – Preparation for GD – Structure of GD's – Do's and Don'ts – Tips and Strategies – Etiquette and Practice – Body Language and Posture – Sharing Ideas with respect – Understanding Opinions – Mock GD Practice

UNIT IV: CONVERSATIONAL SKILLS   **06**

Introduction to Small talk – How to start and end a conversation – Exchanging ideas – Expressing Interests – Giving Opinions – Social skills and Etiquette – Informal Conversations – Formal Meetings – Group Practice

UNIT V: SELF – INTRODUCTION AND ROLE PLAY   **06**

Introducing oneself – Exchange of Greetings – Appropriate Greetings – Usage of Vocabulary – Rapport Building – Handshakes and First Impressions – Basic Etiquette

Total   **30 Hours**

Course Outcome:

CO1   To get students to understand the importance of communicating in English
CO2   To understand effective communication techniques
CO3   To increase self-confidence through regular practice
CO4   To encourage active participation in their regular class
CO5   To enable participants to face large group of audience with confidence

Books Prescribed
- English for Competitive Examinations by R.P.Bhatnagar&Rajul Bhargava Macmillan India ltd. Delhi.
- Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.

- Kalish, Karen.How to Give a Terrific Presentation. New York: AMACOM, 1996

Web Sources:
- https://www.skillsyouneed.com/ips/communication-skills.html
- https://venngage.com/blog/presentation-skills/
- https://gdpi.hitbullseye.com/Group-Discussion.php

SOFT SKILLS III   2 0 0 2

Course Objective:
- To enable students to develop their soft skills and Body Language
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence to excel at Interviews

Credit Hours

UNIT I: SKILL ENHANCEMENT   06

Time Management – Planning and Organisation – Scheduling – Prioritization – Delegation – Task Management – Stress Management – Overcoming anxiety – Confidence Building – Body Language

UNIT II: RESUME / COVER LETTER WRITING   06

SWOT Analysis – Details and Resume Writing – Resume Examples – Building Resume using SWOT – Writing Resume – Writing Cover Letter – Resume Correction – Resume Feedback

UNIT III: INTERVIEW SKILLS   06

Interview Do's and Don'ts – First Impression – Grooming – Body Language – Frequently asked questions – Useful Language – Mock Interview

UNIT IV: QUANTITATIVE ABILITY   06

Permutation & Combinations – Probability – Profit & Loss – Ratio Proportions & Variations – Cubes – Venn Diagrams – Logical Reasoning – Critical Reasoning

UNIT V: REVISIONARY MODULES   06

Group Discussions – HR Process – Interview Process – Mock Group Discussions

Total   30 Hours

Course Outcome:

CO1	To develop participants social and professional skills
CO2	To help participants manage time effectively
CO3	To build a strong resume to suit corporate requirements
CO4	To face interviews confidently
CO5	To enhance their aptitude abilities

Books Prescribed
- Meena. K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills: A Road Map
to Success) P.R. Publishers & Distributors.

- Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi
- Prasad, H. M. How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2001.
- Pease, Allan. Body Language. Delhi: Sudha Publications, 1998.

Web Sources:
- https://www.skillsyouneed.com/ips/communication-skills.html
- https://www.businessnewsdaily.com/5836-top-interviewing-skills.html
- https://gdpi.hitbullseye.com/Group-Discussion.php

ENTREPRENEURSHIP DEVELOPMENT   2 0 0 2

COURSE OBJECTIVE:

- To develop and strengthen entrepreneurial quality and motivation in students
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
- To understand the concept and process of entrepreneurship and its contribution in and role in the growth and development of individual and the nation.

UNIT I   ENTREPRENEURSHIP   6

Entrepreneur – Personality characteristics of successful entrepreneur – Types of Entrepreneurs – Knowledge and skills required for an entrepreneur – Difference between Entrepreneur and Intrapreneur

UNIT II   BUSINESS   6

Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business – Market Survey and Research – Techno Economic Feasibility Assessment

UNIT III   BUSINESS PLAN PREPARATION   6

Sources of product for business – Pre-feasibility study – Criteria for selection of product – Ownership – Capital – Budgeting project profile preparation – Matching entrepreneur with the project – Feasibility report preparation and evaluation criteria.

UNIT IV   SUPPORT TO ENTREPRENEURS   6

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry.

UNIT V   ENTPRENEURSHIP DEVELOPMENT PROGRAMME   6

Meaning, Objectives – Phases of EDP – steps in EDP – Strategies for Entrepreneurship development – Institutions in aid of Entrepreneurship Development Programme – Use of IT enabled services in entrepreneurship - E Licensing, E filing.

COURSE OUTCOMES:

At the end of the course, a student will be able to

1. Understand the concept of Entrepreneurship

2. Identify, create and analyze entrepreneurial opportunities.

3. Assess techno economic feasibility of a Business Plan

4. Create Business Plans

5. State various statutory institutions involved in the process of Entrepreneurship development

TEXT BOOKS:

1. Hisrich R D, Peters M P, "Entrepreneurship" 8th Edition, Tata McGraw-Hill, 2016
2. Khanka S.S., "Entrepreneurial Development" S Chand & Company; edition, 2016

REFERENCE BOOKS:

1. Sharma, "Entrepreneurship Development", PHI LEARNING PVT LTD, (2017)
2. Abhinav Ganpule & Aditya Dhobale, "Entrepreneurship Development", Kindle Edition, Jatayu Publication; 1 edition ,2018.
3. Sangeeta Sharma, "Entrepreneurship Development", 10th Edition, Kindle Edition PHI Learning, 2018

WEBSITES

1. http://www.simplynotes.in/e-notes/mbabba/entrepreneurship-development/
2. https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1-introduction-to-entrepreneurship/

WEBSOURCES

1. https://articles.bplans.com/10-great-websites-for-entrepreneurs/
2. https://www.entrepreneur.com/article/272185

NATIONAL SERVICE SCHEME   3 0 0 2

Course Objective: To create awareness among the students why the social services are important to the society**.**

UNIT I   ENVIRONMENT ISSUES   6

     Environment conservation, enrichment and Sustainability - Climate change - Waste management - Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and a forestation)

UNIT II   DISASTER MANAGEMENT   6

     Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management

UNIT III   PROJECT CYCLE MANAGEMENT   6

     Project planning -   Project implementation - Project monitoring - Project evaluation: impact assessment

UNIT IV   DOCUMENTATION AND REPORTING   6

     Collection and analysis of date - Preparation of documentation/reports   - Dissemination of documents/reports

UNIT V   PROJECT WORK/ PRACTICAL   6

     Workshops/seminars on personality development and improvement of communication skills.

                                                              Total: 30Hours

Course Outcomes

CO-I To understand the community needs , problems and develop social responsibilities

CO-II Students acquire leadership quality in group living

CO-III To understand disaster management and its role of youth in disaster management

CO- IV Develop competence in documentation and report writing

CO- V Studentsareable to develop leadership skills to organize seminar , workshop and other personality programme

Text book:

1. Dr. S. Baskaran, "Social Work and Development", Himalaya Publication, 1998.