

**A.V.C.COLLEGE (AUTONOMOUS) MANNAMPANDAL**  
**B.SC VISUAL COMMUNICATION**  
**I-SEMESTER**  
**INTRODUCTION TO VISUAL COMMUNICATION**

CC-I

**CODE: 15 VC 101**  
**Credit: 5**

**UNIT-I:**

Need for and the importance of Human and Visual communication as expression, History of human Communication- Definitions seen as four revolutions-oral, written, printing and audiovisual technology. Communication from old age to E-age.

**UNIT-II:**

Various forms of communication, Understanding communication, Functions and Barriers of communication. SMCR- Model, Communication as a process: Message, Meaning, Connotation, Denotation, Culture-Codes etc. Various types of interpretations.

**UNIT -III:**

Visual and sensory perceptions – Definition, Principles. The sensual and perceptual theories of visual communication, Color psychology and theory (some aspects), Definition, Optical/Visual illusions etc.

**UNIT -IV:**

Introduction to Visual Media - Types of Media – Traditional media, Print media, Electronic media and new media – its types and functions. Public Relations: Definition, goals and functions, Publicity; PR and media.

**UNIT -V:**

Communication and Culture: Global media – multi cultural content – impact on developing countries; Cross-cultural communication: problems and challenges.

**REFERENCE:**

1. Human Communication, A basic course, Joseph Devito, Harper and Row, New York, 1988.
2. Wood (1988) Communication Mosaics: A New Introduction to the Field of Communication. Thomson Learning.
3. Paul Martin Lester (2000) Visual communication: Images with Messages, Thomson Learning.
4. Cutlip, Center and Broom. "Effective Public Relations". Prentice Hall; NJ; 1982
5. "Mass Communication Principles and Concepts" – Seema hassan; 2010 & 2012.

**A.V.C.COLLEGE (AUTONOMOUS) MANNAMPANDAL**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER - I**  
**BASIC DRAWING**

**CC - II - Practical - I**

**CODE:**  
**Credit: 2**

**UNIT-I**

Effective use of various mediums- Pencils, Charcoal, Pen and Ink, Crayons, Pastels, Water and oil colour paints.

**UNIT-II**

Drawing different geometrical patterns with light and shade and surface textures of any object.

**UNIT-III**

Drawing sketches based on different objectives forms in different perspectives, Eye level Study.

**UNIT-IV**

Drawing human anatomy, birds, and animals, flowers, vegetables, fruits, trees.

**UNIT-V**

Study of still life- Landscape, Designs – Free hand drawing, colour wheels.

**Requirement:**

Student maintains two drawing notebooks(class work and home work) and submits at the end of the semester. They must contain exercises done according to the content of the practical course.

Evaluation

Internal: 40 Marks

External: 60 Marks

**Books for study and references**

1. Anatomy perspective and composition.Stan Smith,Mc Donalld USA 1984
2. Visual elements of Art and Design Palmer, Frederic, Congman, London-1989

**A.V.C.COLLEGE (AUTONOMOUS) MANNAMPANDAL**  
**B.SC VISUAL COMMUNICATION**  
**I-SEMESTER**  
**MEDIA LAWS AND ETHICS**

**CC-I**

**CODE:**

**Credit:**

**Unit I**

Constitution of India: - IPC -fundamental rights-freedom of speech and expression and their limits - Provisions of declaring emergency, their effects on media - Reporting legislature - Parliamentary privileges and media

**Unit II**

Press laws: History of press laws in India: Press and books registration act - Official secrets act- Contempt of Courts Act -Working Journalists and other newspapers employees Act- Cinematograph Act - Copyright act - Prasar Bharti Act- Right to Information Act

**Unit III**

Press commissions - Information technology Act - Convergence bill - Media ethics – Press and Broadcasting Regulations – Freedom of Press in India – Legal Capture of new Media technology – Indian Cyber laws – Legal and Ethical issues in cyber laws

**Unit IV**

Code of ethics by editor’s guild of India - Code of conduct for journalists by press council and media houses - Reports of various committees & commissions dealing with media in India – Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee - Mac Bride Commission.

**UNIT V**

Regulation in Digital media – Emergency and censorship - Media and Legislative Privileges - Regulatory Challenges and Ethical Issues in Public Relations and Advertising .

**Reference Books:**

1. Basu, DD, Law of the press in India, Prentice Hall of India, 2003
2. Neelamalar, M, Media law and ethics, Prentice Hall of India, 2009
3. Harcup, Tony, ‘The ethical journalist’, Sage, 2007
4. Thomas, Pradip Ninan, ‘Intellectual Property Rights and Communication in Asia’, Sage, 2006History of Press, Press Laws and Communications, BN Ahuja, Surjeet Publications.
5. Mass Media Laws and Regulations in India, Venkat Iyer (Edited), Bahri Sons.
6. Media Ethics, Barrie Macdonald and Michel Petheram, Continuum International

**A.V.C.COLLEGE (AUTONOMOUS) MANNAMPANDAL**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER - I**  
**2D DESIGNS & PAINTINGS**

**AC - II - Practical - II**

**CODE:**  
**Credit:1**

**UNIT-I**

Drawing Straight, Slanting and Curved Lines of Different Thicknesses  
Constructing Ornamental Designs using Geometrical Patterns, Colour Patterns.

**UNIT-II**

Designing Tamil and English Alphabets in Different Fonts and Styles.  
Designing Numerals (1-10) in Different Fonts and Styles.

**UNIT-III**

Different types of Headlines (Books or Newspapers)  
Designing Date, Month and Year of Daily Sheet Calendar.  
Preparing Card Board Cartoons and Drawing the images of the Products.

**UNIT-IV**

Designing Different Types of Logos for Commercial Organisations, Govt. Agencies,  
Advertising Agencies, Film Companies and Newspapers.  
Creating Distorted Designs for Traffic Regulations, Govt. Agencies and Commercial Organisations  
and Wildlife Management

**UNIT-V**

Designing Print Advertisements in Black and White for Branded Products. (Pressure Cooker,  
Computer, DVD Players, etc.)  
Designing Printing Advertisements (A-4 Size) in Colour for Branded Products. (Jewellery,  
Pharmaceuticals, Cosmetics, etc.)

**Requirement:**

Student maintains two drawing notebooks(class work and home work) and submits at the end of the semester. They must contain exercises done according to the content of the practical course.

**Evaluation**

Internal: 40 Marks  
External: 60 Marks

**A.V.C. COLLEGE (AUTONOMOUS) MANNAMPANDAL, MAYILADUTHURAI**  
**B.Sc. VISUAL COMMUNICATION**  
**SEMESTER – I**  
**JOURNALISM**

**SKILL BASED – ALLIED-IV**

**CODE: 11 SVC 101**

**Credit: 2**

**UNIT – I**

**Journalism - Introduction:**

Definition of Journalism, History of Journalism, The free lancer Journalist, Development Journalism, Advertising and Journalism, Journalism as a Career.

**UNIT – II**

**Reporting and Editing:** The News, Components of News Writing. News Gathering – Reporter. News lead, Planning for an Editorial Page, Different Types of Writing.

**UNIT – III**

**Electronic Journalism:** Radio and Television Journalism, Role of Internet and E-Mail Journalism, Photo Journalism, Digital Photography, Ethics of Image Editing.

**UNIT – IV**

**Emerging Technologies in Journalism:** Online Technologies in Cyber Media Journalism, Multimedia Trends in Journalism.

**UNIT – V**

Project work covering AVC News paper(I – IV Unit)

**REFERENCES:**

1. Jagadish Chakravarthy, “Cyber Media Journalism Emerging Technologies”, Author Press, New Delhi.
2. N.C.Pant, Modern Journalism, Kanishka Publishers, New Delhi.
3. Barun Roy, “Beginners Guide to Journalism”, Pusthak Mahal, Delhi.
4. Balakrishnan Aiyer, “Digital Photo Journalism”, Author Press, New Delhi.

**A.V.C.COLLEGE (AUTONOMOUS) MANNAMPANDAL**  
**B.SC VISUAL COMMUNICATION**  
**II-SEMESTER**  
**ADVERTISING**

**CC-I**

**CODE:**

**Credit:**

**UNIT-I**

Advertising - Role - elements - Advertising in marketing mix - types of advertising -merits and demerits - advertising and consumers - buying systems - target plans.

**UNIT-II**

Target audience - branding - brand building - positioning - advertising strategy -advertising campaign - Ad copy - Structure - message - appeals - levels of feedback.

**UNIT-III**

Media planning - developing media objectives - media budget - selection of media - implementing media plans - pre-testing and launch - advertising research.

**UNIT-IV**

Advertising agency - structure and functions - departments - functions - role - nature-special emphasis on writing and visualizing

**UNIT-V**

Advertising and Society - Ethical issues in advertising - advertising production techniques - print - radio - TV and Films.

**Reference**

1. Basic Advertising by Donald W. Jugenheimer (Paperback - Mar 1991)Advertising Procedure
2. Advertising For Dummies (For Dummies (Business & Personal Finance)) by Gary Dahl (Paperback - Jan 3, 2007)Foundations of Advertising
- . 3. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (LEA's Communication Series) by Helen Katz
4. Advertising Media Planning by Jack Z. Sissors and Roger Baron (Hardcover - Jun15, 2002)

**A.V.C.COLLEGE (AUTONOMOUS) MANNAMPANDAL**  
**B.SC VISUAL COMMUNICATION**  
**II-SEMESTER**

**PRINTING AND DESIGNING**

**AC-IV**  
**Hrs: 3/Week**

**CODE: 15 AVCP 204**  
**Credit: 1**

**THE PRACTICALS WILL INCLUDE:**

1. DTP for Publication Design: Adobe Indesign (Latest Version)
2. Editing and Manipulation of Image/Pictures using Adobe Photoshop (Latest Version).
3. 2D Graphic – Adobe Illustrator (Latest Version).

**EXERCISES:**

1. Designing a 'Logo', 'Visiting Card' & 'Letter Head' for an:
  - a. AVC News paper
  - b. AVC TV
  - c. AVC Radio
  - d. Government Agency
  - e. Service Industry
2. Pagination.
3. Designing a 'Newspaper Front design' for any newspaper Agencies.
4. Designing a 'Newspaper Masthead design' for any newspaper Agencies.
5. Designing the 'Magazine cover page design' of an in-house journal published.
6. Designing a 'Brochure' for any one of the Products.
7. Designing a 'Calendar' to be published by any one of above mentioned agencies.
8. Designing an 'Invitation for an event to be conducted by any of the inauguration.
9. Designing a '2-Fold Greeting Card' for an occasion of your choice.
10. Designing a 'Certificate of Merit' to be issued by any organization.
11. Designing the Two Sides of a Carry Bag for a Commercial Organization.
12. Create a Black & White image convert to Colour Image.

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**A.V.C.COLLEGE (AUTONOMOUS) MANNAMPANDAL**  
**B.SC VISUAL COMMUNICATION**  
**II-SEMESTER**

**PREPRODUCTION PROCESS**

**AC-III**  
**Hrs: 5/Week**

**CODE: 15 AVC 203**  
**Credit: 4**

**Unit I:**

Story Visualisation : Visualisation – Concept development – Creativity –One line story – Composition – Camera Movements – Shot – Scene – Atmosphere and Mood- Light and Colour

**Unit II:**

Script Writing – Types of Scripts, Spec Script, Shooting Script - Writing Exercises - Screenplay: Character, conflict, Action, plot.

**Unit III:**

Story boarding: Visualise the story-Character identification- Purpose of sequence- Character's motives-Target audience-Addition & deletion to make the story entertaining- Thumbnail-Continuity

**Unit IV:**

Budgeting: Processing of Budget, Formats of preparing budget – Different types of forms & check list to be filled before going production phase

**Unit V:**

Assembling a crew – casting – costume design – location scouting – set design – Props - scheduling

**Reference books:**

1. *Basics of the Video Production theory – Des Lyver – Focal Press*
2. *Single Camera video Production – Robert B. Musburger – Fourth Edition (Elsevier)*
3. *Miller 2008 “Digital Story telling” Focal Press (Elsevier)*
4. *Sarkar 2008 “Art and Print production” Oxford University Press*

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**A.V.C.COLLEGE (AUTONOMOUS) MANNAMPANDAL**  
**B.SC VISUAL COMMUNICATION**  
**II - SEMESTER**  
**GRAPHIC DESIGN**

**Skill Based -II**  
**Hrs: 2/Week**

**Code : 15 SVC 202**  
**Credit : 2**

**UNIT-I**

Graphic communication-Importance of Graphics, Creativity Technology, Fundamentals of design- Principles & Elements.

**UNIT-II**

Idea – lateral and linear thinking. The process of developing ideas-verbal, Visual combination and thematic, Visual thinking, Associative Techniques, Materials tools (Precision, Instruments, etc), Design execution and presentation. Conceptualization & Ideation. Translation of ideas to campaigns, visualization designing & layout, copy writing.

**UNIT-III**

Typography : Types & Type Setting, Measurement & Composition, Creative uses type, Computerized copy processing, Production of illustrations, Editing illustrations, Illustration for production.

**UNIT-IV**

Magazine design- Breaks of the book, Alignment, Format, Special pages, Controlling direction, Content Page.

**UNIT-V**

Newspaper design- Format, White space, Uses of border, Illustrations & Photos, Body type, Advertisement and pages, Sectional Front page, Harmony in News paper make up, Layout and its types.

**BOOKS FOR STUDY AND REFERENCE:**

1. Russell N. Baird, **The graphics of communication** Holt, Rinechart and Winston, NEW YORK,1987
2. Edmund C.Arnold, **Modern News paper design** Harper & Row publishers, NEW YORK, 1969.
3. Click J.W, Russell and N.Baird, **Magazine Editing and production** , Dubuque Iowa, WM.Brown co,1983

**A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**SEMESTER – III**  
**PHOTOGRAPHY**

CC-V

Code:  
Credits: 04

**UNIT – I**

Human Eye and Camera. Basics of Camera –Aperture, Shutter Speed – Camera operations– Basic elements of composition & Perspectives– Focal length- Depth of field - Depth of focus.

**UNIT-II**

Types of Cameras- types of Lenses (normal - wide angle- telephoto - Zoom - fisheye), types of filters (UV, Haze, Color), types of Converters and types of camera supports.

**UNIT-III**

Types of Digital SLR Cameras – Charge Coupled Devices (CCD) – Pixels – Resolution – Color Patterns RGB and CYMK – Different Storage Media like Floppy, Zip, CD, Compact Flash Card, Memory Card – Different File Formats – Digital Data Compression.

**UNIT-IV**

Dark Room process & Equipments – Digital Process of Photography & Equipments, Lighting – Indoor and Outdoor – Exposing and Focusing – Types of Lighting – Natural and Artificial Lights – Controlling Lights – Light Controllers and Reflectors – Exposure Meters – Differential Focus – Flashes – Designing with Light.

**UNIT-V**

Branches of Photography - Nature - Architecture- Landscape- Wildlife - Sports - Advertising - Portraits - Travel-Fashion-Industrial- Product - News photography – its scope and functions.

**REFERENCE:**

1. The 35mm Photographer's Handbook – Julian Calder and John Garret. 1990. Marshall Editions Ltd., London.
2. The Complete 35mm Source Book. Michael Buscille. Michael Beazly Pub., London.
3. Photography, Barbara London and John Uptan. Harper Collins College Publishers, New York.
4. Gorham Kindem, Robert B. Musburger, Introduction to Media Production.

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**A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**SEMESTER – III**

**BASICS OF PHOTOGRAPHY**

CC-VI

Code:  
Credits: 03

**1. Bracketing Exposures:**

- a. Aperture
- b. Shutter speed
- c. ISO Rating
- d. Camera subject distance

**2. Day light shooting:**

- a. Key Light
- b. Fill Light - Filling with Aluminum Reflectors, Thermo Cool Pads

**3. Indoor Shooting Lighting Systems:**

- a. Key Light
- b. Fill Light
- c. Back Light
- d. Background Light
- e. Top Light
- f. Low / Under Light
- g. High angle Light
- h. Low angle Light
- i. Side Light
- j. Narrow Light
- k. Spot Light
- l. Three Point Light
- m. Four Point Light

**4. Flash System:**

- a. Single Flash system
- b. Multi Flash system

**5. Action Photography**

- a. Pan
- b. Freeze frame
- c. Zoom burst

**6. Elements**

- a. Size
- b. Shape
- c. Form
- d. Texture
- e. Line

**7. Special Effects**

- a. Bulb Mode
- b. Depth of Field

**A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**SEMESTER - III**  
**MEDIA INSTRUMENTS**

AC - V

Code:  
Credits: 03

**Unit-1:**

Functions of Resistors and capacitors. Use of multimeter. Power system components and UPS. Components of Radio. Audio equipments, their types and their usage. Audio capturing, amplifying, transmitting and recording devices. Microphones. Cordless microphones. Audio storage media and types. Types of audio delivery systems. Audio mixers. FM and AM tuning. Frequency bands used in Radio communications. ADCs and DACs.

**Unit-2:**

Photographic equipment and types of photography. Digital and film photography. Digital images and their characteristics. Pixels and resolutions. Image printing equipment. Storage and memory issues of digital images. Scanners and their applications. Digitizing tablets and Electronic boards.

**Unit-3:**

Basics of Video. Analog and Digital Video. Types of color video signals-Component Video, Composite video. S-video. Chroma sub-sampling, NTSC video, PAL Video, Digital Video. Video Scanning Formats. Video and audio compression. Definition, purpose and types of compression. MPEG video layers. Motion estimations. MPEG video bitstreams. Decoding. MPEG-2, MPEG-3 & MPEG-4.

**Unit-4:**

Equipment for Videography. Handycam and Broadcast quality Video Camera. Features of Video cameras. Video capturing devices. Web Camera. PTZ camera. Video tuning cards. Video editing systems and their components. Video mixers. Video file rendering, storing and retrieving systems. Streaming of video over net. Block diagram of color TV receiver description of each element. CCU, signal stabilizers, special effect generators, character generators, Digital TV basics.

**Unit-5:**

Computer components and other peripheral devices. Lighting and displaying equipment. CDROMs and DVDs and their characteristics. VCD players, DVD players. Compatibility and convertibility of various instruments and files. Monitors. LCD, Plasma screens, IPOD, PDAs, Multimedia projectors, IMAX theatre facilities, Computer networking and equipment. Types of cables and their uses.

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**A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**SEMESTER - III**

**MAGAZINE PRODUCTION, LAYOUT & DESIGN**

AC-VI

Code:  
Credits: 02

1. Design a board sheet newspaper of size of 29.53" x 23.62"
2. Design a Berliner newspaper of size of 18.50" x 12.40"
3. Design a Tabloid newspaper of size of 16.93" x 11.02"
4. Design an economical magazine of standard size of 8.38" x 10.88"
5. Design an economical magazine of Digest size of 5.38" x 8.38"
6. Design your department Magazine "Vis com Times" of standard size

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**A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**SEMESTER – III**

**DIGITAL ART**

SBC - III

Code:  
Credits: 02

1. Photo-illustration and collage in Photoshop
2. Illustration and art in Photoshop
3. Vector portraits in Photoshop
4. Photography editing in Photoshop
5. Digital painting in Photoshop
6. Typography: build elegant type art in Photoshop

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**A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**SEMESTER – IV**

**MEDIA CULTURE AND SOCIETY**

CC - VII  
Hrs: 5/Week

Code: 15 VC 407  
Credits: 04

**UNIT-I**

Communication: Definition - Types: Interpersonal, Intrapersonal, Mass  
Communication: The Process of Communication - SMCR Model - Lass well's model - two -  
step flow theory - Schramm's circular model - Theory - Shannon and Weaver's  
Mathematical model

**UNIT-II**

Media and Society - media industry - social, political and cultural influence -  
information society - media privatization - media audiences - media and social change

**UNIT-III**

Media uses and effects - individual characteristics - expectations - perceptions of  
media - uses and gratification theory. Agenda setting : media agenda, public opinion -  
media opinion - media gatekeepers - sources of media control.

**UNIT-IV**

Media and Society: Contemporary importance of media in modern Society: social  
learning and behavior: Media dependency - Pluralistic media and Indian Society

**UNIT-V**

Media and social process: Mediated role and Social Conferment, Status Conferral,  
socialization- media and politics

**Reference**

1. Mass Communication in India, Keval J Kumar, Jaico, 1999.
2. Communication Models by Mc Quail, Dennis and Steven Windhal, New York; Longman, 1981
3. The Mass Media, Ed. By Arvind Kumar, New Delhi, Anmol pub. 1999
4. Culture, Society and Media by Michael Curevitch et al., (Ed) Routledge, 1998
5. Persuasion in practice by Kathleen readon, Sage, 1991
6. Media gratification Research by Rosengren et al., New Delhi; Sage 1985
7. Mass Media and Political thought, by Sidney Kraus and Richard M. Perloff (Eds.) Sage, 1985

**A.V.C. COLLEGE [AUTONOMOUS] MANNAMPANDAL**  
**B.Sc., VISUAL COMMUNICATION**  
**SEMESTER - IV**  
**PHOTOGRAPHY - II**

CC – VIII  
Hrs: 3/Week

Code: 15 VCP 408  
Credit: 02

**CREATIVE ADVERTISING PHOTOGRAPHY**  
**PHOTOGRAPHY OF COMMERCIAL PRODUCTS:**

Capturing the images of Products/ Models and creating Advertisement Designs which should include Text, Logo, Photo and Catchy Slogans for Printing in News Papers/ Posters/Large Outdoor Hoarding for the following categories:

1. Table Top Photography.
2. Macro Photography
3. Photography of Textures Objects
4. Photography of Reflective Objects
5. Photography of Translucent Objects
6. Photography for Package of any product
7. Under Studio Sync-Flash Systems.
8. Under Daylight.
9. Under Continuous Multi-lighting Systems using Models
10. Photography of Commercial Products utilization in sequential order, using appropriate models. (At least six Frames Per Product).

**CREATIVE PHOTO JOURNALISM**

**Photo Essays & Writing Captions for the following categories:**

1. Visual Story Telling
2. Crime Photography
3. Festival Photography
4. Sports Photography
5. Social Photography
6. Traditional Photography
7. Environmental Photography
8. Cover Page Photography
9. Human Emotions Photography
10. Nature Photography

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**A.V.C.COLLEGE (AUTONOMOUS) MANNAMPANDAL**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER - IV**  
**FILM STUDIES**

**AC - VII**

Hrs: 5/Week

Code: 15 AVC 407

Credit: 04

**UNIT - I**

Origin of World – Indian Cinema – Tamil Cinema– Narrative and Non Narrative Films - Film Criticism & its Responsibilities.

**UNIT - II**

Scene – Shot – Space and Time – Mise-en-scene – Properties - Settings – Costume – make-up – Performance – Body Language – Lighting – Camera angle and Camera Movement – Editing – Sound.

**UNIT - III**

French New Wave - underground Films – Neo Realism – German Expressionism – Third World Cinema – Political Cinema – Soviet Montage Cinema – British Free Cinema - Study on the Works of Great Indian and International Film Makers(Satyajit Ray, Mrinal Sen, Shyaam Benegal, Adoor Gopalakrishnan).

**UNIT - IV**

Film audiences – Fantasy Vs reality in cinema – cinematic theme and elements – Film culture – film genre – Popular, Parallel and Documentary films – concepts in film.

**UNIT-V**

Regulations for the film industry – Problems of film industry: Piracy - Government's initiatives and policies – Film institute's and organizations: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.

**REFERENCE:**

1. Turner, Graeme.1993. Film as Social Practice. Routledge, London.
2. Monoco, James.2001. How to read a Film? Routledge, London.
3. Nelmes, Jill.1996. An Introduction to Film Studies.
4. Vasudev, Aruna. 1986. The New Indian Cinema, Macmillan, Delhi.1986.
5. Oxford Guide to World Cinema. Oxford London. 2000.
6. Ashish Rajadhyasha, Paul Wileman, 2005.
7. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.Rabiger, Michael. 2004.
8. Directing the Documentary. 4th edition. Oxford. Focal press. Proferes, Nicholas. 2001.
9. Film Directing Fundamentals. Oxford: Focal Press. Mamer, Bruce. 2000.
10. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication. Nelmes, Jill. 1996.
11. Introduction to film studies. Routledge. London. Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992.
12. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.

**A.V.C. COLLEGE [AUTONOMOUS] MANNAMPANDAL**  
**B.Sc., VISUAL COMMUNICATION**  
**SEMESTER -IV**

**WRITING FOR MEDIA**

AC – VIII  
Hrs: 3/Week

Code: 15AVCP408  
Credit: 02

1. Writing for Print Media
2. Writing Script for Radio program
3. Writing Script for Radio Ad
4. Script for PSA, (Synopsis/Script/Storyboard)
5. Commercial Ad Film, (Synopsis/Script/Storyboard)
6. Documentary (Script)
7. Short film (Synopsis, Master-Scene script)

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**A.V.C. COLLEGE (AUTONOMOUS) MANNAMPANDAL, MAYILADUTHURAI**  
**B.Sc. VISUAL COMMUNICATION**  
**SEMESTER - V**

**MASS COMMUNICATION THEORIES**

**CC-IX - Theory**

**CODE:**

**CREDIT:**

**UNIT - I**

Mass Communication – meaning and definitions of mass communication – functions of mass communication- importance of mass media.

**UNIT - II**

Mass Communication Models (rhetoric model, Lass well, Shannon, Osgood, new comb's model, convergence model , Dance helical model) Media Audience.

**UNIT - III**

Theories of mass communication- Magic Bullet theory, two step flow theory, multistep flow theory, play theory, uses and gratification theory, agenda setting theory, media dependency theory, cultivation theory, Normative Theories.

**UNIT - IV**

Research- Definition, nature and scope of research, The Need and Relevance of Media Research – Steps Involved in Designing a Research Project – Research Objectives – Research Problem – Hypothesis – Types of Research Method – Historical – Case Study – Content Analysis.

**UNIT - V**

Steps in Writing a Research Paper – Variables and Measures – Sampling – Data Collection Methods – Questionnaire Method – Data Analysis – Interpretation – Conclusion – Recommendation and Implications.

**REFERENCE:**

1. Hensen, Andres et al., Mass Communication Research Methods, Macmillan Press Ltd., London, 1998.
2. Wimmer, D Roger and Dominick R. Joseph, Mass Media Research – An Introduction, Wadsworth Publishing Company, California 1991.
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. Settle The Survey Research Handbook, Irwin Homewood, Illinois, 1985.
5. Dennis Mc quail, 1998, Mass Communication Theory – An Introduction, SAGE Publications, New Delhi.
6. Dennis Mc quail and Sven Windhal, 1981, Communication Models, Longman House, U.K.
7. Fred Ingles, 1980, Media Theory – An Introduction Basil Blackwell Ltd., U.K.

**A.V.C. COLLEGE [AUTONOMOUS] MANNAMPANDAL**  
**B.Sc., VISUAL COMMUNICATION**  
**SEMESTER -V**

**RADIO PRODUCTION PROCESS – PRACTICAL**

**CC-X - PRACTICAL**

**CODE:**  
**CREDIT:**

**Production**

1. Add vocals to previously recorded rhythm tracks.
2. Correct errors and add new parts (for the above track)
3. Do over dubbing procedures
4. Remote recording of spoken voice, ambience and sound effects
5. Do sound recording for different formats
6. Record live drums using multiple mikes.
7. Do Signal processing to shape sound through the use of reverberation units, digital delays and echo production – (using either software/hardware)
8. Do Signal Processing with limiters, compressors, noise gates, and expanders, chorusing units, flangers and harmonizers. – (using either software/hardware)
9. Experiment and discover your own unique sounds and special effects
10. Create a signature tune, a PSA, a radio spot, a radio ad, a jingle.
11. Produce programmes in different formats ( Talk , compeering, announcement, anchoring, interviews etc.)

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**A.V.C. COLLEGE [AUTONOMOUS] MANNAMPANDAL  
B.Sc., VISUAL COMMUNICATION**

**SEMESTER -V**

**NEW MEDIA PRODUCITON – PRACTICAL**

**CC-XI - PRACTICAL**

**CODE:  
CREDIT:**

1. Create local HTML pages and move them to a remote web server.
2. Design and develop basic web pages using HTML formatting tags.
3. Use Lists in Web pages
4. Use graphics in Web pages.
5. Use tables in Web pages.
6. Use frames in Web pages
7. Link pages so that they create a Web site.
8. Design and develop web pages using Dreamweaver.
9. Design and develop UI for web pages using Dreamweaver.
10. Uploading a website to FTP.

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B.Sc., VISUAL COMMUNICATION**

**SEMESTER -V**

**FILM PRODUCTION - I - PRACTICAL**

**CC-XII - PRACTICAL**

**CODE:  
CREDIT:**

1. News Reading – 15Mins
2. Live reporting (Outdoor) – 5Mins
3. Show Anchoring (Multi Camera)- 15Mins
4. Live Show Anchoring – 15Mins
5. Interview Show 1 on 1 (Multi Camera) – 30Mins
6. PSA Advertisement – 1Mins
7. Commercial Advertisement – 45Sec

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B.Sc., VISUAL COMMUNICATION**

**SEMESTER -V**

**ANIMATION**

**EC I**

**CODE:  
CREDIT:**

**UNIT - I**

Animation – Storyboards and Animation Preproduction – Types of Animation, Computer Animation, 2D Animation, 3D Computer Animation.

**UNIT - II**

Animation on the Web, Motion Capture, Film Animation, Single Framed Cartoons, Caricatures, Editorial Cartoons, Comic Strips, Comic Books, Animated Films.

**UNIT - III**

Object Animation, Materials, Combined Live Action and Animation.

**UNIT - IV**

Principles of Animation.

**UNIT - V**

Principles of Animation – Drawing.

**Reference:**

1. Visual Communication - Images with Messages, Paul Mortin, Lester, Thomson Wordsworth.
2. Introduction to Media Production, Gorham Kindem, Robert B. Mussburger.
3. The Illusion of Life: Disney Animation - Frank Thomas and Ollie Johnston.

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**SEMESTER -V**

**BODY LANGUAGE**

**EC II**

**CODE:**  
**CREDIT:**

**UNIT-I**

Non verbal communication- Nonverbal communication five rules Repetition- improving non verbal skills-Contradiction-Substitution-complementing-Accenting

**UNIT-II**

The Power of Body Language-Culture, Country and the difference-Head Position-Translating Gestures into Words-Different Postures-The Eyes Speaks a lot- Poor Posture vs. Better Postures-quick Movements-Fidgeting

**UNIT-III**

Facial Expressions-Personal Distances-Female Body Language-Male Body Language-Common Gestures-The Signals You Send to Others-Say what you want to say-What Your Posture Says

**UNIT-IV**

Body Language in Business-Fake Body Language-Improvising your Body Language-Matching your movements with words-Psychology of Body Language-Body Language and Personality Traits

**UNIT-V:**

Nonverbal communication and body language: What to avoid you're not subtle-You bluff-You rush to accuse based on body language alone improving your nonverbal communication skills workshop classes-Video camera, Digital camera-Audio recorder-As you watch or listen to the recordings.

**References**

1. Monologue To dialogue Charles T Brown, Paul W Keller Prentice-Hall, INC, Englewood Cliff, New Jersey
2. Developing Communication Skills - Krishna Mohan, Meera Banerji, Macmillan India Limited-New Delhi
3. Human Communication Third Edition-Michael Burgeon, Frank G Hansaker, Edwin J Dawson - Sage publication Thousand Oaks London, New Delhi
4. Understanding Human Communication eighth edition-Ronald B Adler, George Rodman, New York, Oxford University Press.

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**B.Sc., VISUAL COMMUNICATION**  
**SEMESTER -VI**

**MEDIA MANAGEMENT**

**CC-XIII - Theory**

**CODE:**  
**CREDIT:**

**UNIT I**

Management in Media organization – Structure – nature and process of management – levels of management – skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management. Societal and organizational environment.

**UNIT II**

Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery.

**UNIT III**

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business – Employment opportunities and status of media industry.

**UNIT IV**

Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling.

**UNIT V**

Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling.

**TEXT / REFERENCE BOOKS:**

1. Block et al. Managing in the Media. Focal Press 2001.
2. Alan B. Albarran, Sylvia A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers, 2006.
3. Andrej vizjak and Max Riglstter, Media management, Springer, 2003
4. William james willis and diane B.willis, New Directions in Media Management, Routledge, 2006.
5. Alan B. Albarran Management of Electronic Media, Wadsworth, 2009

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**SEMESTER -VI**

**POST PRODUCTION – PRACTICAL**

**CC-XIV - PRACTICAL**

**CODE:**  
**CREDIT:**

1. Assemble Editing
2. Insert Editing
3. Match cut editing
4. Cut to Cut Editing
5. Key framing
6. NLE Compositing
7. Wire Removing
8. Colour Correction(Adobe After Effects)
9. Titling (Adobe After Effects)
10. Tracking
11. Rotoscoping (Stick figures)
12. Synchronisation (Dubbing)

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**B.Sc., VISUAL COMMUNICATION**

**SEMESTER -VI**

**FILM PRODUCTION PRACTICAL -II**

**CC-XV - PRACTICAL**

**CODE:**  
**CREDIT:**

1. Short Film Making (5 to 15 Min)
2. Documentary Film making (20 Min)
3. Animation film Making (1 Min)
4. Trailer Making

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B.Sc., VISUAL COMMUNICATION**

**SEMESTER -VI**

**ANIMATION PRACTICAL -II**

**CC-XVI - PRACTICAL**

**CODE:  
CREDIT:**

**STOP MOTION ANIMATION**

1. Create Stop motion animation for 1 minute.

**2D ANIMATION**

1. Animate 2d Shapes using key frame technique
2. Motion and Shape tweening
3. Create Masks

**3D ANIMATION (3D Studio MAX)**

1. Model 3D objects using primitives, editable poly, Lathe.
2. Apply Textures with multiple layers.
4. Create 3D Text and apply effects
5. Animate an object using key frame
6. Create 3D Titling and apply effects.
8. Using Path animation create galaxy
9. A) Model a Building  
B) Create walkthrough for the interior and exterior structure of the building –  
Using camera
10. Create Effects.

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**SEMESTER - VI**

**FILM MARKETING**

**EC -III**

**CODE:**

**CREDIT:**

**UNIT - I**

**SELECTION OF MEDIA** - Media advertisements - Print media - Newspapers, Magazine, Books. Electronic Media - radio, television, internet etc., Direct mail-demonstration, booklet, catalogue, Brochures.

**UNIT - II**

**DISTRIBUTION** - DEFINITION, DIRECT marketing, Internet marketing, Distribution of Film - Types of Distribution. Film Advertising - Documentary, Advertising film, sponsored film.

**UNIT - III**

**FINISHING OPERATION**- Cutting, Folding, Mounting, Assembling, Binding , Framing, In-line finishing, Display types, Display techniques.

**UNIT - IV**

**EXHIBITION** - Art Exhibition- a single artist, individual expositions, group expositions, or expositions on a specific theme or topic. Photography, painting, sculptures, graphic& applied Art.

**UNIT - V**

**NEWS** - Definition, Types of news - News Agencies- Reuters ,AP(ASSOCIATED PRESS) ,PTI (PRESS TRUST OF INDIA) - News paper in India - Advertisement in news paper , Advertisement size, cost .

**REFERENCES:**

1. Lynn S.Gross and Larry W.Ward - Electronic Moviemaking, Wordsworth Publishing Company, California, 1991.
2. Printing Technology -Adams 3<sup>rd</sup> Edition