DEPARTMENT OF VISUAL COMMUNICATION

S.No	Theory / Practical	Subject Code	Semester	Core Major / Elective / Allied	Credits	Subject Name	Total marks		
							Internal	External	Total
1	Theory		I	Part I	3	Language	25	75	100
2	Theory		I	Part II	3	English	25	75	100
3	Theory		I	Part III: Core Major I	3	Introduction to Visual Communication	25	75	100
4	Practical		I	Part III: Core Major II	3	Drawing – I	40	60	100
5	Practical		I	Part III: Allied – 1	5	Graphic Design – I	40	60	100
6	Theory		II	Part I	3	Language	25	75	100
7	Theory		II	Part II	3	English	25	75	100
8	Theory		II	Part III: Core Major III	3	Communication Skills	25	75	100
9	Practical		II	Part III: Core Major IV	3	Drawing - II	40	60	100
10	Practical		II	Part III: Allied – 2	5	Graphic Design - II	40	60	100
11	Theory		III	Part I	3	Language	25	75	100
12	Theory		III	Part II	3	English	25	75	100
13	Theory		III	Part III: Core Major V	4	Advertising	25	75	100
14	Theory		III	Part III: Core Major VI	4	Printing and Publication	25	75	100
15	Practical		III	Part III: Allied – 3	5	Computer Graphics	40	60	100
16	Theory		IV	Part I	3	Language	25	75	100
17	Theory		IV	Part II	3	English	25	75	100

18	Theory		IV	Part III: Core Major VII	4	Elements of Film	25	75	100
19	Theory		IV	Part III: Core Major VIII	4	Basic Photography	25	75	100
20	Practical		IV	Part III: Allied – 4	5	Photography Practical	40	60	100
21	Project		IV	Part III: Elective I	5	Project I: Advertising / Computer Graphics / Photography / Television Production	20	80	100
22	Theory		V	Part III: Core Major IX	4	Media, Culture and Society	25	75	100
23	Theory		V	Part III: Core Major X	4	Television Production	25	75	100
24	Practical		V	Part III: Core Major XI	4	Web Publishing	40	60	100
25	Practical		V	Part III: Core Major XII	4	Advertising Photography	40	60	100
26	Project		V	Part III: Elective II	5	Project – II: Advertising / Computer Graphics / Photography / Television Production	20	80	100
27	Theory		VI	Part III: Core Major XIII	4	Media Organization	25	75	100
28	Theory		VI	Part III: Core Major XIV	4	Media Management	25	75	100
29	Practical		VI	Part III: Core Major XV	4	Television Production Practical	40	60	100
30	Practical		VI	Part III: Core Major XVI	4	3D Animation Practical	40	60	100
31	Project		VI	Part III: Elective III	5	Project III: Advertising / Computer Graphics / Photography / Television Production	20	80	100

I Year
I Semester:

Core Major I: Introduction to Visual Communication

Unit-1
Need for and the Importance of Human and Visual Communication, Communication as expression, skill and process, Understanding Communication: SMRC-Model

Unit-2
Communication as a process: Message, Meaning, Connotation, Denotation Culture/ Codes etc. Levels of Communication: Technical, Semantic, and Pragmatic. The Semiotic landscape: language and visual commun

ication, narrative representation.

Unit-3
Fundamentals of Design: Definition, Approaches to Design, Centrality of Design, Elements/Elements of Design: Line Shape Space Color, Texture, Form Etc. Principles Of Design: Symmetry, Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies, etc.)

Unit-4
Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical/Visual Illusions Etc. Various stages of design process-problem identification, search for solution, refinement, analysis, decision making, implementation.

Unit-5
Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination &thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

References
1   Lester, E(2000) Visual Communications: Images with Messages. Thomson
2   Learning Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning pictures this: Media Representation of Visual Arts and artists. University of Luton Press
3   Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman Porter,
4   Tom and Goodman, Sue: Manual of Graphic Tichnique 2: For Architects,
5   Graphic Designers, and Artists, 1982, Astragal Books. London
6   Palmer.F: Visual Awareness (Batsford,1972)

Core Major II: Drawing – I: Practical

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of concerned lecturer. It should contain a content page of exercises competed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and pen (black)

1 Geometrical shapes
2 Patterns, Surface textures etc.
3 Perspectives
4 Overlapping objects
5 Light and shade

Core Allied 1: Graphic Design - I: Practical

(Hand Drawing –Lines, Sketches)
Record 1 should contain handwork done by students on basic elements of design. There should be minimum of THREE exercises for each topic outlined below for **Record 1**

Record
1 Lines of different thickness
2 Curves of different thickness
3 Shapes of different forms
4 Patterns-of different kinds
5 Distortion – of different kinds
6 Lettering (fonts) Alphabets
7 Fonts numbers

Non Major Elective I: Visual Art

Unit I:

Fundamentals of Art – Design – Definition - Drawing – Materials used for Drawing

Unit II:

Centrality of Design - Elements of Design: Dot - Lines – Shapes – Texture - Tone – Form – Value - Perspective

Unit III:

Color: Primary Color – Secondary Color - Tertiary Color – Color Psychology - Visual Appeal

Unit IV:

Still Life: Geometrical shapes – Fruits – Flower vase – Vegetables

Unit V:

Action Movements: Object Movement – Bird Movement – Animal Movement – Human Movement

Reference:

1. Victor Perard (2006), Beginner's Guide to PERSPECTIVE, Dover Publications, INC
2. Walter T. Foster (2003), How to Draw, Walter Foster Publishing INC
3. John Fernander (2000), John Fernandes and his art, Navneet Publications (India) Limited
4. Kolan Peterson (2003), Landscapes special effects, Walten Foster Publishing Inc.,

Semester II

Core Major III :   Communication Skills

Unit I:
Interpersonal Communication: Theories and Models-Transactional analysis etc.

Unit II:
Group communication: Theories and Models-Decision making process, leadership,
Team work communication patterns in group context

Unit III:
Public communication: Rhetoric Model, Persuasion Models

Unit IV:
Non-verbal communication: Theories and Models, Types of non-verbal behavior
Kinesics

Unit V:
Case Studies in communications skills, Ideation and Creative Thinking-Lateral Thinking.
Designing Messages for different audiences

References

1   Wood, Julia T: Communication Mosaics: An Introduction to the Field of
    Communication, 2001. Wadsworth

2   Larson, Charles U; Persuation- Reception and Responsibility. Wadsworth, 2001.

Core Major – IV Drawing - II-Practical

Drawing II

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned Lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. All exercises must be in pencil and in different medium – charcoal, watercolor, pastels, oil paints. Each exercise should have at least 5 Drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and in different medium-charcoal, watercolor, pastels, oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}

1   Forms – humans, animals, birds,
2   Live models
3   Landscapes
4   Monuments
5   Environmental Exposure

Core Allied 2: Graphic Design - II Practical   Max. Mark 100

Record should contain at least THREE exercises each with written briefs, scribbles and final artwork). Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering etc.) created by the students themselves (cutting and pasting from magazine or any other secondary sources will not be allowed).

Record
1   Logo design
2   Letterhead
3   Visiting Cards
4   Brochures
5   Print Advertisements-Black & White, colour

Non Major Elective II: Visual Design

Unit I:

Basics of Design - Definition - Graphic Design - Elements of Graphic Design – Types of Design

Unit II:

Design Process - conceptualization – Verbal and Visual Thinking

Unit III:

Materials and Tools used for Graphic Design - Typography: Fonts – Sheriff Fonts – San Sheriff Fonts - Alphabets and numbers

Unit IV:

Create Print Advertisements – Black and White Advertisements – Color Advertisements

Unit V:

Illustration - Storyboard creation

Reference:
1. Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman Porter,
2. Tom and Goodman, Sue: Manual of Graphic Tichnique 2: For Architects,
3. Graphic Designers, and Artists, 1982, Astragal Books. London
4. Palmer.F: Visual Awareness (Batsford,1972)

II Year

Semester III

CORE PAPER – V: Advertising

Unit I
Definition, Nature and Scope of advertising. Roles of Advertising: Societal, Communication, Marketing and Economic. Functions of advertising.

Unit II
Based on target audience, geographical area, Media & Purpose. Corporate and Promotional Advertising. Web Advertising.

Unit III
Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising –(India and abroad). Ad Agency –Structure of small, medium & big agencies, functions. Types of agencies – in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.

Unit IV
Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.

Unit V
Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & Layout, Copy writing – Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting. Story board. Advertising campaign—from conception to execution.

References
Sandage, Fryburger and Rotzoll(1996) Advertising Theory and Practice. AAITBS Publishers

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

Advertising Handbook: A Reference Annual on Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications

Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill

Jewler, E (1998):Creative Strategy in Advertising. Thomson Learning

CORE PAPER – VI: **Printing and Publication**

Unit I
History of printing. Recent technological development of printing processes. Importance of printing processes in design decisions.

Unit II
Principles of printing.(relief, planography etc.,) Type-setting methods: hot metal, photo composition and digital. Plate making process. Types of printing processes- Letter Press, Offset, Gravure , Flexography and Silk Screen. Colour printing process - colour separation, colour correction and colour reproduction. Current trends and future developments in printing processes (Laser Printers, Scanners, Ink-jet printers, Image setters, Direct-to-plate printing etc.).

Unit III
Elements of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc., Typography—typeface design, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.).

Unit IV
Printing Management, Printing press organization and structure Economics of printing - different types of paper, ink, plates, miscellaneous; Print order estimation, managing wastage.

Unit V
New technological development in printing process. Digital pre-press. Direct to plate technologies. Recent trends printing processes. An over view of printing and publishing industry in India. An over view of electronic publishing.

References

Dennis, E(1997). Lithographic technology in transition. Amdams, J.M.

Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing

Ruggles, P (1996) Printing Estimating: digital and traditional costing methods for graphic imaging. 4th Edition. Thomson Learning

McAllister, R (1998) Pathways to Print: Trapping. Thomson Learning

McAllister, R (1998) Pathways to Print: Color. Thomson Learning

Cost, F (1997) Pocket guide to digital printing. Thomson Learning

Bergland, D (1997). Printing in a digital world. Thomson Learning

Finley, C (1998). Printing paper and inks. Thomson Learning

Amdams, J.M. (1996) Printing Technology 4th Edition. Thomson Learning

Hoff, S (1997). Screen Printing. Amdams, J.M.- Thomson Learning
Ramano, F (1996).Pocket Guide to digital pre-press- Thomson Learning

ALLIED – 3 :   Computer Graphics

The practical will include

1. DTP for Publication Design: PageMaker (latest version)
2. Editing and manipulation of image/pictures using PhotoShop (latest Versions)

Exercises

1. Design a 'logo' for an
    a. Advertising agency
    b. Commercial organization
    c. Non-profit organization
    d. Government agency
    e. Service industry

2. Design a 'visiting card' & 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise.

3. Design a 'news letter' for any one of the above-mentioned agencies.

4. Design the 'front cover' of an in-house journal published by any one of the above mentioned agencies.

Semester IV

CORE PAPER – VII: Elements of Film

Unit I
Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903).   Development of Classical Hollywood cinema (1903-1927).   German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.

Unit II
Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production –Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.

Unit III
Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene, space and time, narrative functions of mise-en-scene. Cinematographer properties- the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound- the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.
Unit IV
The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and **Genres** (language, style, grammar, syntax.)

Unit V
Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

References

Thoraval, Yves(2000) The Cinema of India(1896-2000)
Roberge, Gaston: the Subject of Cinema
Roberge, Gaston (1977): Films for an ecology of Mind
Halliwell;: The Filmgoers Companion 6th Edition
Arora: Encyclopedia of Indian Cinema
Baskar, Theodor: Eye of the Serpent

CORE PAPER – VIII: Basic Photography

Unit I
Human Eye and Camera. Basics of Camera.(aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera. Types of Lenses. Visual Perception.

Experiencing equipment— different types of cameras, lenses, filters, bellows, converters etc.,

Unit II

Understanding lighting—indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

Unit III
Types of Film -Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and colour photography—negatives, colour materials, processing and printing.

Unit IV
Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques—motion pictures etc., manipulation of image, framing & trimming.

Unit V
Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual story telling. Photography for advertising—Consumer and industrial. Planning a shoot-studio, location, set props and casting.

Reference:

- John Garrett, "Guide to Photography", DK. Publications (2004)
- Steve Luck,"Foundation Course – Digital Photography", Octopus Publishing Group (2006)
- Michael Langford, "Essential Tips of Photography", DK Publications (2003)
- Michael Freeman, "Light and Lighting", ILEX Press Ltd., (2004)
- Nigel Atherton, "Digital Camera Hand Book", Flame Tree Publishing (2006)

ALLIED – 4: Practical Photography

Photography record should contain at least 15 black and white and 15 colour photographs. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test students' knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (minimum)

Exercises

1. Landscape (scenic, people, birds/animals, monuments)
2. Portraits
3. Photo feature, photo language
4. Environnemental exposure –
5. Silhouette
6. Freezing movement
7. Panorama
8. Montage
9. Indoor photography
10. Industrial photography
11. Special effects

Elective I: PROJECT I

Given the special nature of the Visual Communication course, Project is compulsory. Students, however, could choose any area including advertising, computer graphics, photography and television production.

Project will be done in three Semesters.

Semesters IV: Selection of the topic, doing the necessary background research on the topic, and writing the project proposal. This Project is to be completed during Semester IV.

III Year
Semester V

CORE PAPER – IX: Media, Culture and Society

Unit I
Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture – basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.

Unit II
Media Audience analysis (mass, segmentation, product, social uses). Audience making. Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.

Unit III
Media as text. Approaches to media analysis - Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children, etc.)

Unit IV
Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative, etc. Media myths (representation, stereotypes, etc.) -- Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy

Unit V
Media and Popular culture — commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture

References

Silverstone, Rogers   (1999). Why Study Media? Sage Publications

Potter, James W (1998). Media Literacy. Sage Publications

Grossberg, Lawrence et al (1998). Media-Making: Mass Media in a Popular Culture. Sage Publications

Evans, Lewis and hall, Staurt (2000). Visual Culture: The Reader. Sage Publications

Berger, Asa Authur (1998). Media Analysis Techniques. Sage Publications

CORE PAPER – X: Television Production

Unit I
Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

Unit II
Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set & design ,Research. Locations**:** In-door, set, On-sights sets, -- Outdoor on-sight sets, blue matte. Etc.,

Unit III
Camera techniques   & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.,), usages of various filters (day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.,) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.,)

UNIT IV
Video recording format - Audio on line or off line . Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omni-directional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.,).

Unit V
Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting—sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing – linear, non-linear, types of editing modes (assemble mode, insert mode, on line mode) computer editing - time code roll editing, etc., Television graphics & titling and specials effects, Audio – Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programmes.

References
Millerson, G. H (1993) Effective TV Production. Focal Press

Holland, P (1998). The Television Handbook. Routledge

CORE PAPER – XI: Web Publishing

Web publishing: Web Publishing Tool, FrontPage or Dream Weaver and MM Flash HTML and XML Programming

Creation of the Home Page of a Web Site with proper links

Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts.

Students should be given orientation of web/multimedia usability issues and interface design basics

Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts

Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates.

Note

1. The web pages should contain objects created by the students only. **No objects/ elements downloaded from the Internet should be used**. If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop.

2. A minimum of Five exercises should be carried out on each theme outlined above

3. At least FIVE complete web sites for different categories of products or organizations must be created for the record

4. All exercises should be accompanied by "paper-page" and "paper-design" in **record** form along with the original fine containing the exercises.

5. The above mentioned are the ***minimum requirement*** for external examination.

References

- Powell, Thomas . Web Design(2000). The Complete Reference. Tata McCraw- Hill
- Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future
- Grahm, L (1999) The principles of Interactive Design. Thomson Learning
- Xavier: World Wide Web with HTML. Tata McGraw- Hill

CORE PAPER – XII: Advertising Photography

1. Visual of the product alone (photograph against plain backdrop)
2. Visual of the product in a setting where it is used.
3. Visual in use.
4. Visual of a benefit from using the product.
5. Visual showing the loss or disadvantage resulting from not using the advertised product.
6. Dramatization of the headline.
7. Dramatization of the evidence.
8. Dramatizing a detail (in the product)
9. Comparison between two brands.
10. Contrast between before and after using the product.
11. Visuals using Trade Characters.
12. Symbolism.
13. Abstract illustration (logo)
14. Continuity strip
15. Mood setting visual.
16. Visual of the product in the package.
17. Visual of the product ingredients or raw materials.
18. Special effects (freezing movements)
19. Montage
20. Visual with models.

Elective II: PROJECT II

Given the special nature of the Visual Communication course, Project is compulsory. Students, however, could choose any area including advertising, computer graphics, photography and television production.

Project –II: Internship / industry experience in the area related to the Project topic, and submitting the internship report. This Project is to be completed before the commencement of the next Project.

Semester VI

CORE PAPER – XIII: Media Organization

Unit I
Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media enterpreneurship, Greiner's Development Model of a company.

Unit II
Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations—AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization

Unit III
Economics of Media—Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Industry today.

Unit IV
Project Management in Media--Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice—Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting (tols etc.) Project Responsibility, Production Process (status Report, Assessment, Negotiation, Completion, Follow-up.

Unit V:
Programming Strategies, Audience Rating—Analyzing Programming and Audience Trends Marketing Programs and selling space and time. Different kinds of contracts and legal arrangements, Project Management.

References
Block et al. Managing in the Media. Focal Press, 2001

CORE MAJOR – XIV: **Media Management**

Unit I:

Planning Process – Plan Features – Concept Draft – Evaluation – Refinement – Documentation – Case Studies

Unit II:

Media Managers - Roles – Skills – Functions – Responsibilities – Decision Making – Levels of management

Unit III:

Managerial Decision Making – Common Ethical Issues faced by Media Management – Copyright – Intellectual Property Rights - Broad Cast Regulation in India

Unit IV:

Globalization and Media - Primary functions of a Company Website – Web Design and Development - Associated Management Issues

Unit V:

Entrepreneurship – Opening and Managing a New Multimedia / Animation / Advertising Company / Studio - Becoming a successful Entrepreneur - Preparing a Project Report

Reference:
- James Redmond and Robert Trager, "Media Organization Management", Biztantra (2004)
- Alan B. Albarran, "Management of Electronic Media", Thomson Wadsworth (2003)
- Perebinossoff, Philippe, "Programming for T.V., Radio, and the Internet strategy, development, and evaluation",
- Navel Prabhakar, Narendra Basu ,"Media Ethics and Law"

CORE MAJOR – XV: TV Production Practice

1. Students should write original scripts for different formats like documentary and TV commercial (five exercises) — these should be submitted as a separate Record
2. Shoot a Short story or Documentary—duration not to exceed 5 Minutes, and

3. Shoot a Commercial— 15 or 20 second spots

Each student should do individual projects containing the record and the program. Final practical examination will test students on their ability to prepare a complete script and story board on any of the above-mentioned format.

CORE PAPER – XVI: 3 D Animation

Project work (walk-through, animated logo, etc.) should contain record containing advanced animation works done by the student. At least FIVE concepts for animations should be included as a part of the record. Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. **No objects/elements downloaded from the Internet should be used**. If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop. All exercises should be accompanied by "paper-design" in **record** form along with the original file containing the exercises.

Elective III: PROJECT III:

Given the special nature of the Visual Communication course, Project is compulsory. Students, however, could choose any area including advertising, computer graphics, photography and television production.

Project –III: Professional execution of the project as per the proposal approved. This will be done during Semester VI.

General Instructions for Practical Examinations

⮞ All records should contain exercises done by students during the course of the year (with proper dates) duly attested and verified by the concerned faculty

⮞ The minimum number of exercises as specified for each paper should be completed by the students

⮞ For Drawing, thump-nail sketch would accompany the original. For Graphic Design I, Record I and II all exercises should be done by hand. No cutting and pasting from magazines or any other secondary material will be allowed

⮞ For Electronic Publishing and Project on Multimedia/Web Designing, the "Paper Page and Design" in **Record Format** should accompany the original file containing the design exercises. "Paper Page and Design" are rough sketch and design plan done in plain paper before the actual design process using the software

⮞ For Electronic Publishing, Graphic Design II and Project no objects (pictures, images, graphics etc) downloaded from the Internet or available from standard templates should be used. Students are expected to create their own elements or objects for their final deign.

⮞ **TV production should be done on individual basis**

General References for Computer Graphics/ Multi-media and Web Publishing

Lester (1996): Desktop Computing Workbook. Thomson Learning

Coburn. Corel Draw 8:The Official Guide. Tata McGraw- Hill

Cooper, Alan(1995) Essentials of User Interface Design

Greenberg. Fundamental Photoshop. Tata McGraw- Hill

Greenberg. Digital Images: A Practical Guide. Tata McGraw- Hill

Milburn. Photoshop 5.5: Get Professional Results. Tata McGraw- Hill