

RATHINAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
Scheme of Curriculum for B.Sc Visual Communication for the Batch admitted during
2015-2016 Onwards

Se m	Pa rt	Type	Sub Code	Subject & Paper	Per We ek	CI A	ES E	Ma x Ma rk	Exa m Ho urs	Cre dit
1	1	L-1	LANG1	Language - I	6	25	75	100	3	4
1	2	E-1	15BGE 12E	English - I	6	25	75	100	3	4
1	3	C-1	15BVC 13A	Core Paper - I Introduction To Communication	5	25	75	100	3	4
1	3	C-2	15BVC 13B	Core Paper - II Communication Media	5	25	75	100	3	4
1	3	AL-1	15BVC 1AA	Allied I - Introduction to social psychology	6	25	75	100	3	4
1	4	FCA	15BGE 1FA	Environmental Studies	2	0	50	50	3	2
2	1	L-2	LANG2	Language - II	6	25	75	100	3	4
2	2	E-2	15BGE 22E	English - II	6	25	75	100	3	4
2	3	C-3	15BVC 23A	Core Paper - III Communication theories	5	25	75	100	3	4
2	3	AL-2	15BVC 2AB	Allied - II Writing for media	3	25	75	100	3	4
2	3	CP-1	15BVC 23P	Practical - I Writing for media	3	40	60	100	3	4
2	3	CP-2	15BVC 23Q	Practical - II Visual arts	4	40	60	100	3	4
2	4	FCB	15BGE 2FB	Value education / human rights	2	0	50	50	3	2
3	1	L-3	LANG3	Language - III	6	25	75	100	3	4
3	2	E-3	15BGE 32E	English - III	6	25	75	100	3	4
3	3	C-4	15BVC 33A	Core paper IV- Commercial broadcasting	4	25	75	100	3	4
3	3	AL-3	15BVC 3AC	Allied - III Advertising	4	25	75	100	3	4
3	3	CP-3	15BVC 33P	Practical - III Photography	4	40	60	100	3	4
3	4	SBP-1	15BVC 3ZA	Skill Based Subject - Photography	4	20	55	75	3	3
3	4	OL-1	ALAN G1	Tamil / Advanced Tamil (OR) Constitution of India /Communicative English -I	2	0	50	50	2	2
3	6	ALC1	ALC1	Advanced Learner Course – Paper 1	0	0	100	100	3	2
4	1	L-4	LANG4	Language - IV	6	25	75	100	3	4
4	2	E-4	15BGE 42E	English - IV	6	25	75	100	3	4
4	3	C-5	15BVC 43A	Core Paper - V Media Laws ðics	4	25	75	100	3	4
4	3	AL-4	15BVC 4AD	Allied IV - New Media	4	25	75	100	3	4
4	3	CP-4	15BVC	Practical - IV Digital Design	4	40	60	100	3	4

			43P	Production						
4	3	MINIP RO	15BVC 43V	Industrial Report	0	10	40	50	0	2
4	4	SBP-2	15BVC 4ZB	Skill Based Subject - Digital design production	4	20	55	75	3	3
4	4	OL	ALAN G2	Tamil / Advanced Tamil (OR) Non-Major Elective - II General Awareness /Communicative English - II	2	0	50	50	3	2
4	5		15BGE 45A	Extension Activity	0	0	0	0	0	0
4	6	ALC2	ALC2	Advanced Learner Course – Paper 2	0	0	10	100	3	2
5	3	C-6	15BVC 53A	Core Paper - Film Studies	6	25	75	100	3	4
5	3	CP-5	15BVC 53P	Film Production - Practicals	2	10	40	50	3	2
5	3	C-7	15BVC 53B	Core Paper - VII Media Production	6	25	75	100	3	4
5	3	CP-6	15BVC 53Q	Practical - V Digital Animation	6	40	60	100	3	4
5	3	EL-1	ELE1	Elective - I	3	25	75	100	3	4
5	3	EL-2	ELE2	Elective - II	3	25	75	100	3	4
5	4	SBP-3	15BVC 5ZC	Skill Based Subject - Digital Animation Production	4	20	55	75	3	3
5	6	ALC3	ALC3	Advanced Learner Course – Paper 3	0	0	10	100	3	2
6	3	CP-7	15BVC 63P	Practical - VI Non Linear Editing	6	40	60	100	3	4
6	3	PRO	15BVC 63Q	Practical - VII Media Production-Project	12	20	80	100	6	4
6	3	EL-3	ELE3	Elective - III	3	25	75	100	3	4
6	4	SBP-4	15BVC 6ZD	Skill Based Subject - Non Linear Editing	4	20	55	75	3	3
6	6	ALC4	ALC4	Advanced Learner Course – Paper 4	0	0	10	100	3	2
TOTAL					174	91	29	390	128	148
						0	90	0		

Rathinam College of Arts & Science (Autonomous)

Admitted in B.Sc Visual Communication & E - Media from the academic year

2015-16 & Onwards

Regulation 2015

Elective	Sub Code	Subject
ELECTIVE-I	15BVC5EA	Development communication
	15BVC5EB	Media marketing
	15BVC5EC	Printing technology
ELECTIVE-II	15BVC5ED	Screen play
	15BVC5EE	Public relation
	15BVC5EF	Packaging
ELECTIVE-III	15BVC6EA	Social media marketing
	15BVC6EB	Event management
	15BVC6EC	Digital printing management

ADVANCE LEARNER COURSE

Semester	Sub Code	Subject
III	15BVC3LA	Introduction To Public Relations
	15BVC3LB	Script Writing
	15BVC3LC	Visual Language
IV	15BVC4LA	Advanced Radio Production
	15BVC4LB	Event Management
	15BVC4LC	Visualization and Storyboard
V	15BVC5LA	Understanding Documentary
	15BVC5LB	Art, Design and Society
	15BVC5LC	Studies in Typography and Reproduction Methods
VI	15BVC6LA	VFX basics
	15BVC6LB	Video Editing
	15BVC6LC	Audiography

SEMESTER I INTRODUCTION TO COMMUNICATION

Goal: To make students understand the basics of communication and the elements involved in communication process.

Objective: To make students think about the various aspects involved in the communication process and analyse the issue of digital divide.

UNIT-I : Define communication - Discuss the history of communication from ancient to modern times - List the five forms of communication - Communication definitions, scope, forms and purpose – functions of communication and types of communication - socioeconomic changes and the emerging trend in Communication.

UNIT-II : Communication process – sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. informal and formal channels – Berlo, Lasswell, Shannon and Weaver models - Human communication process: Key elements in a basic model. Features of and perspectives on human communication. Barriers to effective communication

UNIT-III : Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process.

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

UNIT-V: Communication and New Media- mobile communication – Emergence of Social Media - Impact of communication technology on culture. Mc Luhan's 'four waves' in the history of media and culture.

BOOKS FOR REFERENCE:

1. Blake et al. "A Taxonomy of concepts of in Communication". Hasting House, NY, 1979.
2. McQuail Dennis, "Communication Models", Longman, London, 1981.
3. John R. Bitner "Mass Communication – An introduction". Prentice Hall, New Jersey, 1980.
4. Seetharam K.S. "Communication and culture – A world view". McGraw Hill, New Delhi, 1991.
5. Shukla,SK. , "Mass media and Communication". Cybertech Publishing, New Delhi. 2006.
6. Keval J. Kumar "Introduction to Mass Communication", Vipul Prakashan, Bombay. 1994.
7. Agee, Warren, et al (1979) Introduction to Mass Communication, Oxford and IBH publishing Co., New
8. Delhi.
9. Vandermark and Leth (1977) Interpersonal Communication, Cummings Publishing Co., California.

SEMESTER I

COMMUNICATION MEDIA

Goal: To introduce students to the field of media and its characteristics.

Objective: To make students understand the concept of ownership patterns and recent technologies in media.

UNIT-I: Print medium: Newspapers and Magazines – types of newspapers and magazines: general and specialised – structure and functioning of newspapers and magazines- technological developments – competition, content and style of English and Tamil language newspapers and magazines- an overview.

UNIT-II: Radio as a medium of mass communication – types of ownership: Private and Public- Organisational structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review.

UNIT-III: Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati- an introduction.

UNIT-IV: Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences – multiplexes.

UNIT-V: New Media: Information age, knowledge society, global media and audiences ; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future challenges.

BOOKS FOR REFERENCE:

1. Arvind Kumar. "The Mass Media". Anmol Pub. New Delhi. 1999.
2. Parthasarathy, Rangasamy. "Journalism in India". Sterling Pub. New Delhi. 1995.
3. Keval J Kumar "Mass Communication in India" Jaico pub. Bombay. 1998.
4. Chatterji. P.C. "Broadcasting in India". Sage, New Delhi. 1997.
5. Shrivastava, KM. "Radio and TV Journalism" Sterling Pub., New Delhi. 1989.
6. Arandhai Narayanan. "Tamizh Cinemavin Kadhai". New Century Pub., Chennai. 1981.

SEMESTER I

INTRODUCTION TO SOCIAL PSYCHOLOGY

Goal: To enable students to understand Social Psychology as a subject and the basic attributes.

Objective: The concept of identity , community and group processes is best understood by students to enable them to gain an insight into media.

UNIT-I: The Nature and Scope of Social Psychology. The Methods of Social Psychology. The Development of Social Psychology: Early Beginnings – the Contributions of Sociologists and Psychologists : Comte; Le Bon; Durkheim; Cooley; G H Mead; Mc Doughall; Goffman.

UNIT-II: Specialization : Social Learning Process. Socialization and Motivation; dependency; Aggression; Need Achievement; affiliation; etc. Social Factors in perception. Society and Personality.

UNIT-III: Attitudes and Opinions The Nature and Dimensions of Attitudes. The Formation and Change of Attitudes. Communication and Persuasion. Public opinion – Nature, formation and change. Role of Mass communication in Public Opinion Formation and change.

UNIT-IV: Groups and group Processes; Nature and Types of groups; Conditions Conclusive to Development of Groups; group Dynamics; Group norms and conformity; Social Facilitation. Group structure and group performance; Cooperation and competition.

UNIT-V: Mass Psychology; Audiences and Collective Behaviour. Classification of collective masses. Casual Audiences, Intentional Audiences and Audiences and Mass Media. Collective Behaviour – the mobs and the Different kinds of Mobs. New Media and Audience Behaviour. Social Media and Flash Mobs; Political Movements.

BOOKS FOR REFERENCE:

1. Mc David and Harris ; “An Introduction to Social Psychology” . Harper & Row, 1968.
2. D Crytchfold, RS and Ballachey, E L “Individual in Society”. McGraw Hill. New York.
3. Sherif, N and Sherif C.W. “An Outline of Social Psychology” Harper & Row. New York.

SEMESTER II

COMMUNICATION THEORIES

Goal: To enable students to understand the theories and models of communication and its basic attributes.

Objective: To understand the need of knowledge and skills of communicator.

UNIT – I: Communication and human development – Role and functions of mass media in society – Media and democracy – Media and socio, economic development – Media system and theories : Authoritarian, Libertarian, Social responsibility and communist theories.

UNIT – II: Evolution of models in Communication – Elements of Basic models in communication – Noise factors – Limited effects theory – Factors affecting communication process – current systems of communication – communication networks.

UNIT – III: Mass communication, Media and changing audience characteristics – Narrowcasting– media dependence theory – information seeking behaviour – media pluralism – audience. Perception and use of media – Uses and gratifications theory – media convergence.

UNIT – IV: Media effects: Cultivation thesis – Television violence and children mediated world - Agenda setting function of media – Foreign media and the impact of native culture- Internet and children- new media and digital divide.

UNIT – V: Information society – concepts and theories of information society – information super highway – knowledge society and knowledge gap theory – Technological determinism and Global village.

BOOKS FOR REFERENCE:

1. Communication models by McQuail, Denis and Sven Windahl.; Longman, New York 1981.
2. The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
3. Theories of Mass Communication by Mattelart et al., Sage, London. 1998.
4. Essentials of Mass Communication by Asa Berger, Sage, New Delhi, 2000.
5. Media Gratifications Research by Rosengren et al., Sage, London, 1985.
6. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
7. Theories of the Information Society by Webster, Frank. Routledge, London. 1995.

SEMESTER II

WRITING FOR MEDIA

Goal: To introduce students to the strands of various writing for mass media.

Objective: To make students understand the importance of effective writing.

UNIT I: History of writing – Elements of Language – Concept of Literate Societies – Language as a tool of Communication – Writing as coding of contents.

UNIT II: Readability – Techniques of readability – Gunning’s fog Index- Point score – Flesch’s reading Ease Score (RES) and Human Interest Score (HIS) – Practical exercises.

UNIT III: Effective writing – principles and methods – Rules and grammar – paragraphs – Narration – description – sentences – Nouns & Pronouns – verbs – adjectives – sequences of tenses – punctuation marks – Idioms and phrases – Techniques of translation – practical exercises.

UNIT IV: Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor - profiles - Practical exercises. Writing for the Web.

UNIT V: Creative writing – principles and practice – feature writing – Essays – Business writing – Sports writing and Technical writing- Practical exercises and review of published articles.

BOOKS FOR REFERENCE:

1. Mencher, Melvin. “Basic News Writing“ Universal Bookstall, New Delhi.1993.
2. Sreenivas Rao. “Handbook for Writers and Editors“. Academic Book Centre, Ahmedabad, 1981.
3. Evans, Harold. “Newsman’s English“ . Heinemann, London:1972.
4. Reah, Danuta. Language of Newspapers (2nd ed.). Routledge, London. 2002.
5. Ferguson, Rowena.”Editing A Small Magazine“. Columbia Univ.Press. 1976
6. Hicks,Wynford. English for Journalism. Routledge, London. 1993.
7. Effective writing – Robert Gunning
8. Modern English Usage – Fowler
9. Art of effective writing – Rudolf Flesch

SEMESTER II

WRITING FOR MEDIA PRACTICAL

Goal: To introduce students to the strands of various writing for mass media.

Objective: To make students skilful in writing News stories, features, Scripts, copywriting and content writing.

LIST OF PRACTICAL:

1. Writing a News article on current affairs in Inverted pyramid style. (Newspaper)
2. Feature writing on Education (Newspaper).
3. Copywriting for a Consumer product.
4. Writing a magazine feature on Cinema or Fashion
5. Writing for a Radio Script for a Talk Show or interview.
6. Writing a Television Script for an educational programme.
7. Content writing for a website home page.
8. Writing for a Radio Script for 30 seconds Public Service Announcement (PSA).
9. Writing a TV Script for an automobile advertisement.
10. Writing a Script for a 1 minute Short Film.

SEMESTER II

PRACTICAL I – VISUAL ARTS

Goal: To make students understand the aesthetics of various visual forms.

Objective: To make students work on given topics and making them more professional.

LIST OF PRACTICAL:

1. From Your Environment - Sketching, Contour Drawing, Shading for
 - Manmade,
 - Nature,
 - Figure Drawing from Life.
2. Fundamentals of Design 2D & 3D
3. Form, Shape, Colour in Composition & space.
4. Basic Calligraphy & Typography
 - Construction of Letter forms
5. Perspective & Geometry from different eye levels.
 - One Point, Two point & Three points
6. Basic Solid Geometry
7. Illustration
 - Market & Museum
 - Vendors & their Vending methods
 - Detailed Study of historical place/city/person
8. Visually Representing the Ideas.
9. Human Forms
10. Logos for any product or Service

SEMESTER-III PHOTOGRAPHY

Goal : To introduce the students into basics of photography and its techniques.

Objective : To make students understand the technicalities in photography.

UNIT – I: History of photography, Early Developments, Human eye versus the camera. Photography as communication - Essential tools of photography: Camera – Types of cameras – characteristics and features of each type of cameras – Aperture and Shutter speed – Usage. Focusing Mechanism - Depth of Field - Focal Length - Basics of design - Photo composition - Rule of Third - Angle of View.

UNIT – II: Digital Photography: Digital Still Cameras - Types- Major Components and Functions, Camera Operation, Mode, Advantages. Lens: Types and Usage. Filters: Types and usage. Film: Types- Film Speed and Size. Tripod: Types - Usage. Basic Techniques for Better Image.

UNIT – III: Light: types and functions, qualities of light. Basic Lighting: Key Light - Fill Light - Low Key and High Key Picture - Light Meter: Types and Usage. Bracketing, Flash: Types and Usage- Electronic Flash – Selection of Right Flash Mode. Flash Synchronization – Other Accessories.

UNIT – IV: Types of Photography. Photo documentary, Photo Essay, Photo feature. Setup for Digital Imaging: Data Storage and Transfer Options. - File Formats – Converters. Scanner - Types - Scanning Techniques- Film Scanning. Photo Printers, Types of Photo Printing – Photo Quality. Printing Paper-Types. Introduction to Digital Imaging – Photoshop

UNIT – V: Small Budget Studio- Design, Equipment and Budget. Corporate Studio - Design, Equipment and Budget. Popular Photography Websites - Creating Photography Website – Connecting Images for Internet, Use photo exhibitions, Photo Power Point Presentation.

BOOKS FOR REFERENCE:

1. Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom and Mitchell Beazley.
2. Practical photography – O.P. Sharma – Hind pocket books.
3. The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebel – Focal press baston, London.Third edition.
4. Mastering Digital Photography & Imaging(2001)Peter K Burian, Publisher Sybex. USA.
5. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge

SEMESTER – III

ADVERTISING

Goal: To enable students to understand advertising and its basic attributes.

Objectives: To make students understand the importance of advertising and do campaigns.

UNIT I: Introduction to Advertising and its Role of Advertising- Types of advertising- Advertiser and Agency partnership- Structure and functioning of an Ad agency- Ad agency & its types- Structure of small- medium & big agencies- functions- services- legal aspects & ethical issues.

UNIT II: Types of Advertisements: a) Media Wise – Print, Radio, T.V, Films b) Outdoor and Indoor - Bus Panels, Hoardings, Direct Mail, Exhibitions, Public Service Advertising, Character of Public service advertising, Persuasive communication.

UNIT III:

Advertising agency, Structure and functions, Globalization of advertising, Client Relationship, Structure of Advertising agency, Role of advertising agency, Functions of advertising agency, List of some advertising agencies in India.

UNIT IV: Advertising Campaign, Integrated marketing communication, Creative strategy, Appeals, Target market, Media Planning, Marketing Mix, Advertising Budget, Advertising research. Psychology in advertising - Custom and Traditions - Modelling in Advertisements- Latest trends in advertising, Consumer Behaviour.

UNIT V: Advertising standards council of India, Marketing ethics, Ethics in Advertising and promotion, new media Advertising Ethics.

REFERENCES :

- Advertising Handbook: A Reference Annuaikon 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
- The Fall of Advertising and the Rise of PR - Al Ries, Laura Ries
- The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age - Joe Cappo
- Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight, and Sound - Martin Lindstrom
- The 100 Greatest Advertisements 1852-1958: Who Wrote Them and What They Did - Julian L. Watkins
- Mass communication and journalism - Seema Hasan

SEMESTER III

COMMERCIAL BROADCASTING

Goal: To make students understand about production process, crew forming and marketing the commercials in broadcast media.

Objective: Enables the students to understand the format for script writing, camera handling techniques and production process method for broadcast media

UNIT – I: Development of ideas- brief from client, agency interpretation, advertising strategy, creative work- idea/ concept development, popular TV ad formats, script/ story board, client approval, media approval- creative potential of TV and Radio, Internet radio.

UNIT – II: Pre-production – radio commercial production - film formats, planning of special elements- choosing the production team, crew and cast- sources of casting, role and responsibilities of casting director. Pre-production meeting agenda.

UNIT – III: Production of TV commercial - set shooting/ location shooting- recording the sound track and creating the special effects- Pre scoring and Post scoring.

UNIT – IV: Editing the commercial for radio and TV - traditional film editing/ nonlinear editing, finishing the audio elements- confirming the picture- special effects and animations.

UNIT – V: Economics of radio and television commercial production- Budgeting and other factors affecting production - choosing production companies - specialization of production companies - future of TV and radio commercial production – mobile radio and digital audio broadcast.

BOOKS FOR REFERENCE:

1. Kelsey, Gerald. Writing for Television. Unistar, 2004.
2. Simon, Mark. Storyboards Motion in Action(2nd edn.). Oxford: Focal Press. 2000
3. Zettl, Herbert. Television Production Handbook(7th edn.). Belmont: Wadsworth Publishing,2000.
4. Crittenden, Roger. Film and Video Editing (2nd edn.). London: Blue Print, 1995.
5. Wright, Steve. Digital compositing for Film and Video. Oxford; Focal Press, 2005.
6. Hooper White. How to produce effective TV commercials ,3rd EDN

SEMESTER-III

PHOTOGRAPHY PRACTICAL

Goal: To make students get hands on experience in photography.

Objective: To make students take different shots on different aspects of photography.

LIST OF PRACTICALS

1. Composition
2. Texture and Pattern
3. Still life
4. Portrait - Children
5. Silhouette
6. Pan Shot
7. Lighting (Key, Fill, Rim, Back)
8. Shutter Speed Techniques (Fast, Slow)
9. Product – Indoor, Outdoor
10. Architecture-Interior, Exterior
11. Wild Life
12. Daily Life – Mobile Photography
13. Photographs on Human Interest
14. Photographs on Foods and Beverage
15. Nature Photography
16. News Photography
17. Fashion Photography
18. Photo Essay on Developmental Activities
19. Photo Feature
20. Photo Journalism
21. Social Issues
22. Candid Photography
23. Bulb Mode
24. Multiple Exposures
25. Zoom Burst

Project Portfolio on a topic/theme

SEMESTER-IV

MEDIA LAWS AND ETHICS

Goal: Providing students with an ethical perspective.

Objective: To understand the relationship between the media and society.

Goal: Providing students with an ethical perspective.

Objective: To understand the relationship between the media and society.

UNIT- I : Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Right to Information – Press and the public opinion.

UNIT–II: Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Online Journalism – Cyber Law, Cyber Security, Importance of Cyber Law – Media and politics – media and corporates – Ad. Revenue – Editorial policy –implications of foreign press in India.

UNIT- III : News selection – News values – Journalists as gatekeepers – sources of news – maintaining confidentiality – investigative journalism – sting operations – fair practice and professionalism – cases of unfair journalism.

UNIT–IV: Media and the Judiciary, Legislature and the Executive – Media Laws – Copyright Act – Official Secret Act – violations and restrictions – Contempt of court – media censorship – recent cases.

UNIT-V : Role and powers of Press Council – Responsibilities of the Advertising Standards Council- Prasar Bharati : Responsibilities and powers and limitations – Broadcasting Council- Broadcasting codes – Film Censor Board: role and functions – other media regulatory bodies of the government.

BOOKS FOR REFERENCE:

1. Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet Publications,1988.
2. Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.
3. Nalini Rajan (Ed.). Practicing Journalism. London: Sage Pub. 2005.
4. Joseph, N.K. Freedom of the Press. New Delhi: Anmol Pub. 1997
5. Ahuja B.N. Audio Visual Journalism. New Delhi. Surjeet Pub. 2000.
6. Shrivastava, K.M. Radio and Television Journalism. New Delhi: Sterling Pub. 1989.

SEMESTER-IV

NEW MEDIA

Goal: To introduce the new media concepts to students.

Objective: To enable students to understand the features of new media and its implications.

UNIT 1: Introduction to new media, difference between traditional media and new media, basic concepts and theories in new media, technological innovation and change.

UNIT 2: New Media and Mass Communication – Theme of New Media Theory – applying medium theory to new media – Theories of Information Society – technological determinism – New Media Theories and democracy.

UNIT 3: The role of digital media, its impact on politics, culture, entertainment and economics; Issues concerning digital media; Mobile communication, blogging – its nature and scope, e-commerce & e-governance.

UNIT 4: The role of new media – Indian perspective – case studies. Cyber crimes – types of cyber crimes and its impact, cyber laws dealing with new media, information technology act 2008.

UNIT 5: The issue of digital divide and challenges before us, social networking sites – features, advantages and disadvantages

BOOKS FOR REFERENCE:

1. Convergence Culture: Where Old and New Media Collide, Henry Jenkins, New York University Press, 2006
2. The Language of New Media , Lev Manovich First Edition, Leonardo Books, 2002
3. New Media: A Critical Introduction, Martin Lister, Routledge, 2009
4. New Media and Intercultural Communication: Identity, Community and Politics , Pauline Hope Cheong, Lang, Peter, Publishing Inc,2012
5. The New Media Book, Dan Harries, British Film Institute, 2002

SEMESTER-IV

DIGITAL DESIGN PRODUCTION

Goal: To introduce the aspects of digital designing to the students.

Objective: To make students understand the features of designing software.

UNIT I

Definition of Art – Types of Art – World Art – Indian Art – Art Styles and Genres – Art Movements – Digital Art forms – The historical roots and social context of new media - The significance of the computer interface to new media/digital art works and artists. The operations, Forms of Illusion and practices commonly used to the perception and understanding of the works by audiences - The ethical and professional issues, concerns and controversies affecting new media artists and designers.

UNIT II

Design - definition &, fundamentals - purpose & functions of a good design - principles of design - design decisions - graphic communication -definition, nature & scope, design process - layout stages & types - appropriate visual structure - shaping media architecture - modern design - opportunities and challenges,

UNIT III

Basic components of design - visuals, text, graphics and colour, typography - definition, principles & significance, visuals- categories, criteria for selection, editing pictures, photography & designing- ethical issues - colour basics, colour theories, colour psychology, importance of colour in designing,

UNIT IV

Publication design - name plate, master pages, templates, style sheets - dummymyng process role of computers in designing - quark xpress - page maker - printing considerations – offset printing process – silk screen printing – advantages & disadvantages,

UNIT V

Architectural components of newspapers and magazines, formats & page make – up, front page, inside pages, editorial & opinion pages, life style& feature pages, food & fashion, entertainment, business & classifieds, designing special & regular sections, book design,

REFERENCES

1. Graphic Communication Today – William Ryan, Thonsar Delma Learning, IV Edition, 2009.
2. Editorial Design for Print & Electronic Media – Yolanda Zappaperra, Rotovision, 2002.
3. Designing for Newspapers & Magazines – Chris Frost, II Edition , Rouledge 2003.
4. What Logos Do and How They Do it – Anistapia R Miller& Jared M Brown, Rockport 2000.
5. Contemporary Newspaper Design – A Structural Approach – Mario R Garcia, Printice Hall.
6. Acharya, P.K., 1927. A Dictionary of Hindu Architecture, London.

SEMESTER-IV

DIGITAL DESIGN PRODUCTION PRACTICAL

Goal: To make students get hands on experience in digital designing.

Objective: To make students work on given topics in order to gain more skills.

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Objective: To make students work on given topics in order to gain more skills.

LIST OF PRACTICALS:

1. Design a Poster – Two Colour
2. Flex designing – Multi Colour
3. Design a Poster for Feature Film/Short Film/Documentary Film
4. Front Page of a Newspaper
5. Sports Page of a newspaper
6. Design a Magazine Cover page
7. Design a Magazine Content page
8. Design a Magazine special page
9. Display Advertisement for a product
10. Institutional advertisement
11. Public service Advertisement
12. A brochure for a Company
13. Design a package for a Product
14. Digital photo editing using the appropriate software (Gray Scale to Colour)
15. Design a model of webpage (Corporate/ Educational/Entertainment/NGOs)

SEMESTER-V

FILM STUDIES

Goal: To give the students a broader outlook about the content of movies and a brief introduction to world cinema and its repercussions on Indian cinema.

Objective: To explain the evolution of Indian cinema and make students capable of reviewing a movie.

UNIT – I: A brief account of Indian cinema – Film as a medium of communication and social change- Growth of Tamil cinema – contributions of Tamil cinema to social and political awareness – Film industry status – Technologies in film production – Digital projection.

UNIT – II: Film audiences – Fantasy Vs reality in cinema – cinematic theme and elements – Film culture – film genre – Popular, Parallel and Documentary films – concepts in film-Film theories-Feminist Film theory, Psychoanalytical film theory, Structuralist film theory, Marxist theory, Formalist film theory

UNIT- III: Film production: Theme and story line – script writing – characterization – visualization – equipment and other inputs – Role and responsibilities of the Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods – audio and video special effects. Dubbing as a creative art. Role of PRO in a cinema unit.

UNIT- IV: Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Tamil cinema. New generation movies. Changes in Tamil movie industry in past one decade. South Indian cinema culture.

UNIT V: Regulations for the film industry – Problems of film industry: Piracy - Government's Initiatives and policies – Film institutes and organizations, The male chauvinism inside cine ma unit: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review. Movies of world famous directors-past and present.

BOOKS FOR REFERENCE:

1. Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
2. Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
3. Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
4. Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
5. Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
6. Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press.

Rathinam College of Arts & Science (Autonomous)

Admitted in B.Sc Visual Communication & E - Media from the academic year

2015-16 & Onwards

Regulation 2015

SEMESTER-V

FILM PRODUCTION-PRACTICALS

Goal: To make students get hands on experience in Scripting & Filmmaking

Objective: To make students work with production crew and improve their skills practically.

List of Practicals:

1. Make a short film with minimum duration and analyse it with reviews and comments.
2. Make a Documentary with your own concept/idea.

SEMESTER-V

MEDIA PRODUCTION

Goal: Students learn the basics of media production using the media tools of photography, film, video, audio production, and interactive media. Students apply these fundamentals by participating in hands-on group projects.

Objective: To make students understand the importance of scriptwriting, story board, techniques in production and post production.

UNIT-I: Introduction to Media Production - Analysis of images - Introduction to Photography and Visual Literacy - Preproduction Techniques, What is a Story Board, What is idea generation, Budgeting, Crew, Casting , Planning and Scripting, Art Design.

UNIT-II: Basic Camera angles, movements and shots, Crane, Dolly, Lighting Techniques and its importance. Mise -en -scene, Studio Setup and Floor management, Outdoor, Basic Sets and ENG, OB Vans. interview

UNIT-III: Capturing and Editing, Dubbing and Re-recording, Colour Correction, Computer Graphics and VFX and Titling.

UNIT-IV: Audio recording and editing, audio editing softwares- Sound Forge, Cubase - features Avid Adobe Premier.

UNIT-V: Hands on experience in Internet radio, community radio, mobile radio, and careers in audio and video production,

BOOKS FOR REFERENCE:

1. Introduction to Documentary Production: A Guide for Media Students, Wallflower Press, 2002.
2. Audio in Media: Principles, Technology and Production 1st Edition, Stanley R. Alten, 2008.
3. Media Production First Edition, Open University Press, 2005.
4. Introduction to Media Production, Taylor and Francis, 2012.

SEMESTER-V

DIGITAL ANIMATION PRODUCTION

Goal: To introduce the basic concepts in animation technology.

Objective: To introduce the features of animation softwares to students.

UNIT I: Fundamentals of computer graphics- file formats, image modes, colour resolution, compression, print and online formats. Animation- Definition, nature & scope, principles and techniques, types of animation, 2D vs. 3D animation.

UNIT II: Animation – storyboard, rigging, texturing, titling (2D& 3D), rendering, compositing, morphing, special FX, masking and colour correction. Role of drawing in animation.

UNIT III: Basics of 2D animation – Macromedia Flash- Features & tools – cell animation, tweening – onion skinning - using imported art works and adding sound – Interactivity – Exporting and Publishing .

UNIT IV: 3D Animation - Model building, Lighting, Character Modelling, Morphing, Motion capturing. 3D Studio max – features, tools and applications.

UNIT V: Animation industry in India & Abroad, Animation in cinema and television. Professional requirements (skills) for animation industry, Latest trends in animation.

BOOKS FOR REFERENCE:

1. Computer Graphics – Donald Hearn& Pauline Baker, (2nd Edn.), Prentice Hall, 1994.
2. CG Film Making - From Concept to completion, Barrett Fox Tata McGraw-Hill, 2004.
3. Understanding Animation, Paul Wells, Routledge, London, 1998.
4. Flash Bible, Robert Reinhardt, IDG Books, New Delhi, 2000.

SEMESTER-V

DIGITAL ANIMATION PRODUCTION PRACTICAL

Goal: To gain hands on experience in animation technology.

Objective: To make students work on given topics in order to acquire more skills and make their own creative works.

LIST OF PRACTICALS:

2D animation

1. Titles
2. Path animation
3. Cell animation
4. Shape animation
5. Working with multiple scenes
6. Animation using script
7. Export a 2d animation movie
8. Add sound track for a 2d movie
9. Make one advertisement using 2d
10. Make one titling fx using masking fx.

3D animation

1. Working with 3D max tools
2. Modelling
3. Materials
4. Texturing
5. Rigging
6. Lighting
7. Camera
8. Rendering
9. Dynamics
10. 3D titling
11. Make 3d animation clip for Ad

SEMESTER-VI

NON LINEAR EDITING

Goal: To introduce the concepts in editing.

Objective: To make them learn the importance of editing and features in editing software.

UNIT-I: Basics of Non linear editing - An introduction to the different methods of video Editing- The history and evolution of the development of video editing - The various components used in both linear and non-linear video editing, on line & off line editing

UNIT-II: Dimensions of film editing, continuity editing, alternative to continuity editing. Dramatic Continuity, *The Technique of Film and Video Editing, fundamentals* of editing, artistic and aesthetic principles and practices of editing, Discontinuity, Close up, Minimalism, Deep Focus, and Long takes, breaking 180degree rule, Pillow shots, editing for narrative clarity. Advertising & Promotional video

UNIT-III: Creating a Project, from Start to Finish, Action Sequence / Cross Cutting / Parallel Cutting Effects and Color Correction, Motion Effects Multicam Editing, Filter and Transition Effects, Clips and Markers-Transitions, Narrative concepts of Titles, Advanced Editing Techniques-Titles and Credits, Montage.

UNIT-IV: Basic Audio Editing - Audio Mixing - Audio Effects, Music & Dialogue Editing, Advanced Editing, Internal Audio, track laying, Sound track design with images, Classical Hollywood narrative in sound era: Hitchcock

UNIT-V: Exporting-Project Management Preparing and Encoding Your Video for Delivery, Compression - Bit Rates- Key Frames- Design an Encoding Specification- Analysis of film sequences from editing point of view

BOOKS FOR REFERENCE:

- A Field Guide to Digital Video and Film Editing by Michael Rubin
- On Film Editing: An Introduction to the Art of Film Construction by Edward Dmytryk
- Film Editing: Great Cuts Every Filmmaker and Movie Lover Must Know by Gael Chandler
- The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger
- Technique of Film Editing, Reissue of 2nd Edition by Karel Reisz
- Cut by Cut, 2nd edition: Editing Your Film or Video by Gael Chandler

SEMESTER-VI

MEDIA PRODUCTION PRACTICAL

Goal: To get the hands on experience in media production like audio and video.

Objective: To make students work on given topics in order to acquire more skills and make their own audio and video production.

LIST OF PRACTICALS:

1. To make a script & screenplay with dialogues & story board for any topic.
(Short movie, AD film, Documentary, PSA, TV commercial)
2. To make a storyboard with suitable for your concept (Narration).
3. To use different camera moves & angles, shots.
4. To Make a footage to use with the camera supporting systems and tools (different camera movements).
5. To shoot a footage in different lighting & create a different moods ((Lighting Equipment, Filters, Camera Operation, Demonstration on Lighting Techniques; Physical demonstration of Lighting Instruments)
6. Produce Cast and Crew hiring procedures. (Characterisation, Action)
7. To edit the footage used with transitions and visual effects.(Post production works)
8. Audio editing & Dubbing, voice over in camcorder (sound works)
9. Rendering (Save file & create a output file with different file formats)
10. Create a video file while copied from DVD / VCD (Minimum duration 5 to 10 minutes).

SEMESTER-VI

NON LINEAR EDITING PRACTICAL

Goal: To get the hands on experience in Non linear editing.

Objective: To make students work on the given topics.

LIST OF PRACTICALS:

- 1) Introduction to Basic Editing (Final Cut Pro/ Premiere/Avid)
- 2) Arranging the Interface & Learning a Custom Layout
- 3) Bin a management, Digitizing, Capturing
- 4) Organising Video Footage
- 5) Split Edit, Insert and Overwriting Editing
- 6) Applying Transitions & Effects, Motion effects
- 7) Working with Multi Layers, Key framing Image, Time Remapping
- 8) Three point Editing, Track laying (Effects, Music, Narration)
- 9) Sound Editing, Adjusting Audio Levels, Dubbing and Syncing,
- 10) Rendering, Print to Video

ELECTIVE I

A. DEVELOPMENT COMMUNICATION

Unit 1 The nature of Development. Defining development as a Goal, as a Process; Key concepts: Self reliance, Dependence, Cultural Identity, Decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth Worlds, Basic Needs etc. Complexities of development efforts; Alternate paths to development; Development and Colonialism; Development and Tradition bound Society.

Unit 2 The Concept of Development Communication: Definitions, Roles and Philosophy of Development Communication - Differences from General Communication, Goals. Differences between Communication and Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

Unit 3 Communication for social change. Using Folk Forms for Social Change; Taking Theatre into the Streets; Empowerment through Silver Screen; Role of a communicator in the process of social change. Folk forms and 'alternative silver screen' for social change.

Unit 4 Communication for national development, SITE, KHEDA -the impact of India's five year plans on national development and the scenarios of development in the developing world, Problems and prospects, case studies of human rights violation in Tamil Nadu, human rights and human development, human development index.

Unit 5 Indian experience and experiments in development communication, development initiatives of the central government and state government, role of NGO's and World Bank initiatives.

BOOKS FOR REFERENCE:

1. Melkote, Srinivas R., Steeves, H. Leslie - 'Communication for Development in the Third World- Theory and Practice for Empowerment,'(2nd Edition). Sage Publications. NewDelhi 2001.
2. Clayton Vollan and Jim Simmons (Ed) - 'Development Communication- A Resource Manuel for Teaching,' Asian Mass Communication Research and Information Center, Singapore, 1985.
3. D'Abreo Desmond A. 'Voice to the People- Communication for Social Change', Culture and Communication. Madras. 1990.
4. Chauhan, Meenakshi R., 'Advertising- The Social Ad Challenge', Anmol Publications Pvt Ltd., New Delhi 1995.
5. S.R. Metha, Communication and Development, Rawat Publications, 1992.
6. Arvind Singhal, India's Communication Revolution, Sage publication, NewDelhi.

ELECTIVE I

B. MEDIA MARKETING

Goal: To make students understand the basic concepts in media marketing.

Objective: To enable students to understand media market segmentation, media consuming behavioural pattern and marketing mix.

UNIT-I: Introduction to Marketing: Definition & Functions of Marketing. Core concepts of Marketing - a) Need, Want, Desire, Benefits, Demand, Value, Exchange, b) Goods – Service Continuum, Product, Market c) Customer Satisfaction, Customer Delight. d) Approaches to Marketing – Product – Production – Sales – Marketing – Societal – Relational.

UNIT-II: Consumer Behaviour: Concept, Characteristics of Consumer and organizational markets, step Buyer decision process.

UNIT-III: Marketing Environment: Analyzing needs and trends Macro Environment – Political, Economic, Socio-cultural and Technical Environment – PEST analyses. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

UNIT-IV: Market segmentation: Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting Target Markets, Concept of Target Market and Concept of positioning – Value Proposition & USP.

UNIT-V: Marketing Mix: Definition of each of the Four P's. Components of each P - Extended 7Ps for services - Significance in the competitive environment.

BOOKS FOR REFERENCE:

1. William Stanton et al. 1994. Fundamentals of Marketing. Tata McGraw Hill, New Delhi.
2. Sengupta, Subroto. 1990. Brand Positioning. Tata McGraw Hill. New Delhi.
3. Sontakki.2000. Principles of Marketing. Kalyani Pub. New Delhi.
4. Kenneth Clow & Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication (2nd edn.) Prentice Hall, New Delhi.
5. Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Pub. New Delhi.

ELECTIVE I

C. PRINTING TECHNOLOGY

Goal: To introduce the basics in printing technology and post production

Objective: To understand the technicalities in printing and layout design.

UNIT-I: Growth of Tamil and English magazines – General and special magazines – circulation and readership – characteristics of magazines – magazine readers.

UNIT-II: Content variety – space availability – size – editorial policy – supplementing news and articles of other media – exclusive coverage – typography – pictures and illustrations .

UNIT-III: Magazine layout and design objectives – competition – use of graphic elements – spacing techniques – design principles and styles for cover pages – Layout comparison between Tamil and English magazines – Layout and design for special magazines.

UNIT-IV: Production process: Dummy – pre press requirements – technical considerations – volume of print – printing process – quality in reproduction of text, pictures and illustrations –advertisements – paper quality and cost - other input costs considerations.

UNIT-V: Content, Layout and Design analysis of India Today, The Week, Front Line, Outlook, India Today (Tamil), Tamil weeklies and fortnightlies – English and Tamil special magazines such as Femina, Gentleman, Avazh Vikatan etc – Special Magazines on products and industries – comparison with some foreign magazines.

BOOKS FOR REFERENCE:

1. Mc Kay, Jenny. Magazine Handbook. London: Routledge, 2000.
2. King, Stacey. Magazine Design that Works. London: Routledge, 2001.
3. Morrish, John. Magazine Editing. London: Routledge, 1996.
4. Tom Ang. Picture Editing: An introduction. Oxford: Focal Press, 1996.
5. Evans, Harold. Volume series on Picture Editing and Newspaper Design. London: Heinemann, 1976.

ELECTIVE II

A. SCREENPLAY

Goal: To make students understand about film and television screenplay structure.

Objective: To make students create story with plots and subplots.

UNIT-I: The basic idea & synopsis, Storytelling Genres and story types Description.– plot driven, character driven, high-concept, star-driven, buddy movies, ensemble movies, independent vs. studio. True stories, drama, comedy, thriller, mystery. Combining genres. Idea presentation, treatments.

UNIT-II: Writing Dialogue, Real vs. “fake” dialogue, Narrative structure, Plot, Time and Space, Three act structure, Conflict and drama in narrative, plot and sub plot, Non Linear structures and Multiple narrative. Narrative Styles- fiction

UNIT-III: Script Design, Script formatting, Shooting Script, Script Elements, Writing Dialogues, Point Of view; Use of sound in Script, Action, Setting, Theme, Characterization, Structuring, Learning from tradition, The Importance of Conflict, screen grammar & elements of film-making.

UNIT-IV: Action sequences, Story board, Creating Dimensional Characters, Creating back story, Turning points, plot points, reversals, Plot and storytelling Devices: ticking clocks, flashbacks, foreshadowing, setups and payoffs, suspense vs. surprise, the importance of the first scene of the movie

UNIT-V: The structure of scenes, Linear and lateral thinking – holistic visual thinking. Creativity and creative process, Techniques of imagination Final set pieces/climax-Final twist Definitive ending, Ambiguous ends.

BOOKS FOR REFERENCE:

- Screenplay structure--a quick reference by Barry Pearson, The Foundations of Screenwriting Syd Field,
- Storytelling in the new Hollywood: understanding classical narrative technique Kristin Thompson
- Aristotle's Poetics for Screenwriters: Storytelling Secrets from the Greatest Mind in Western Civilization by Michael Tierno.
- Story: Substance, Structure, Style and the Principles of Screenwriting by Robert McKee
- Writing Screenplays That Sell: The Complete, Step-By-Step Guide for Writing and Selling By Michael Hauge.
- The Hero with a Thousand Faces (The Collected Works of Joseph Campbell)
- The Art of Dramatic Writing: Its Basis in the...by Lajos Egri, Gilbert Miller
- Alternative Scriptwriting: Beyond the Hollywood Formula by Ken Dancyger and Jeff Rush

ELECTIVE II

B. PUBLIC RELATION

Goal: To introduce the basics and process of PR.

Objective: To make students prepare press release and understand etiquettes in PR.

UNIT-I: Development Of Public Relations - Historical Perspective Present status of PR and future scope Distinction between PR, Propaganda, Advertising, publicity, Marketing PR as a Management Function and its interface with other Managerial disciplines.

UNIT-II: PR In India- Development of PR in Indian Public sector-historical perspective Objectives of PR in Public sector vis-à-vis Private sector Govt. Information System Role of PIB in PR /press relations Role of PR in democracy PUBLIC OPINION how it is formed Winning Public Opinion Pressure groups

UNIT- III: Planning and Programming Implementation of Plans Anticipating crisis & handling disasters Evaluation of PR Programme

UNIT –IV: Public Relation for internal communication Publics” in Internal Communication Objectives of Employee relations Building Organizational culture Media for Internal Communication PR FOR EXTERNAL PUBLIC Defining publics Various publics pr has to interact with MASS MEDIA OF COMMUNICATION Role of new technology

UNIT V: ETHICS AND PR Code of ethics Professionalism in PR Growth of Professional bodies: PRSI, IPRA

BOOKS FOR REFERENCE:

1. Cutlip, Center and Broom, “Effective Public Relations” Prentice Hall; NJ; 1982
2. ‘Handbook of Public Relation’. Stephenson, Howard. MC Graw Hill Pub., Illinois. 1971
3. ‘Practical Public Relation’, Anil Basu.
4. ‘PR principles, cases and problem’, Moor and can field.
5. ‘Public Relations Practices” Ventre & Walsh, Prentice Hall, 1981.

ELECTIVE II

C. PACKAGING

Goal: To introduce the basic concepts in package designing.

Objective: To make students create package for different products.

UNIT 1: The process of 3-D design and its function in advertising communication, Identify target markets and its function in relationship to design, Defining concepts and objectives for the client.

UNIT 2: Planning marketing strategies and organize information prior to final construction, Adapting typography, illustration, design and materials to 3-D forms, Designing for structural integrity, and display aesthetics.

UNIT 3: Developing high comps and model making, Construction patterns and perspective marker rendering, Compositional problems and solutions.

UNIT 4: Working with type, colour, three dimensional objects, and structure From design development to final: thumbnails and roughs, to presentation Communicate and implement concept options.

UNIT 5: Packaging process:Analysis of product-Deciding the mode of packaging-Paper-plastic films-Foils& speciality films-containers-Board based containers-Plastic containers-Metal containers-labeling & Legislations-Nutritional&Barcode labelling- Final process-Lamination-Diecutting-Creasing-Folding-Strapping&Stapling

BOOKS FOR REFERENCE:

1. Operator's Manual - GATF,
2. Maintenance Engineering Handbook - Lindley Higgings, Mc Graw Hill.
3. Flexo Primer-D.C.Mulvihill, GATF.
4. Basic Gravure Technology- PIRA
5. Packaging Technology Set I , II - Asian Packaging.

ELECTIVE III

A. SOCIAL MEDIA MARKETING

Goal: To make students understand the basics in film marketing and distribution.

Objective: To make students understand the issues and challenges involved in marketing.

UNIT- I: The role of marketing in the film industry: What you need to know BEFORE You shoot - developing a release strategy - checklist for preparing your film for buyers -how to generate consumer & distributor interest for your film - what are your films exhibition options (theatres, TV, DVD, internet)? - What are deliverables?

UNIT -II: The history and development of mainstream film marketing -Theatrical- pros & cons of a theatrical release - theatrical bookers & four walling - how much does it cost to Have my film in theatres? - Profits, or total loss? - The myths of a theatrical run- what's non-theatrical (PPR)?

UNIT -III: Stars and marketing; genres and marketing

UNIT- IV: Marketing and new media- Internet- streaming video, Podcasts,

UNIT -V: Alternative approaches to marketing film: exploitation, cult and art cinema
Current approaches to film marketing - cultural and economic contexts

BOOKS FOR REFERENCE:

1. Ackland, C.A. 2003. Screen Traffic: Movies, Multiplexes, and Global Culture, North Carolina: Duke University Press
2. The Complete Independent Movie Marketing Handbook, Cal: Michael Wiese Prod Durie, Pham & Watson, 2000.
3. Marketing and Selling Your Film Around the World, Cal: Silman-James Press Tuuk, T. 1997.
4. Movie Marketing: Opening the Picture & Giving It Legs, Cal

ELECTIVE III

B. EVENT MANAGEMENT

Goal: To enable students understand the concepts involved in event management.

Objective: To make students conduct events and campaigns.

UNIT -I: Defining an event. Planning an Event. Categories of Events - Convection, Conference

UNIT -II: Event Management Principles – Individuals and Group Participants .Team Building .Co- ordination

UNIT -III: Sponsorship and Fund Raising. Ethics and Operations. Information Technologies

UNIT – IV: PR- Introduction Definition, Lobbying, Advertisement, Publicity, Public Opinion

UNIT –V: Event Management .Trade Fair. Conference .Crisis Management – Crisis Situation

BOOKS FOR REFERENCE:

1. Dynamics of public relations in Indian Software and ITES sectors; Chawla,Ruchi(2004)
2. Attributes of PR in the multiplex Industry; Kawathekar, Parag(2004)
3. Brand enhancement through corporate social responsibility (2004)
4. Event production; Lights and sound; Niyogi, Ishani(2004)
5. Celebrity political endorsement; Parikh Sejal(2004)
6. Role of PR in Social marketing; Singh, Shruti(2004)

ELECTIVE III

C. DIGITAL PRINTING MANAGEMENT

Goal: To train the students to acquire knowledge of the administration of printing establishments. - To acquaint the students with understanding of various aspects of management used in printing establishments.

Objective: To train the students to acquire knowledge of the administration of printing establishments. - To acquaint the students with understanding of various aspects of management used in printing establishments.

UNIT I: Types of printing processes and their principles, suitability and limitations - Comparative study of all printing processes - Methods of surface preparation, layout, suitability and limitations, CtP technique - Raw materials used for all major processes i.e. types of inks and substrates

UNIT II: Preparation of artwork and reproduction techniques such as continuous tone to halftone, dot, screen angle and ruling, colour theories, measurement of colour - Image setter technology – types, working, principles, advantages, limitations and applications - Scanners, scanning techniques, advantages, limitations and applications - Proofing techniques and devices

UNIT III: Construction and mechanism of printing - Troubleshooting and remedies - Quality consciousness, quality control devices or auxiliary equipments - Quality control at different stages

UNIT IV: Materials and tools used in binding and their appropriate choice - Types of bindings - Various finishing processes–UV coating, laminations, varnishing, embossing etc. - Covering styles

UNIT V: Rigid packaging (Carton manufacturing , - Materials and equipments used, Processes and design of rigid packaging , Testing of raw material) **Flexible packaging** (Materials - Properties - Advantages and limitations - Applications **Modern trends in printing : 12** (Bar coding - Facsimile technology - Lasers used in prepress - Digital offset colour printing - Security printing - Printing on uneven surfaces

BOOKS FOR REFERENCE:

- 1) Operator's Manual – GATF
- 2) Maintenance Engineering Handbook - Lindley Higgings, Mc Graw Hill.
- 3) Flexo Primer-D.C.Mulvihill, GATF.
- 4) Basic Gravure TechnologyPIRA
- 5) Packaging Technology Set I , II – Asian Packaging.
- 6) Various international magazines on printing trends
- 7) Colour scanning and imaging systems-Garryfield, GATF
- 8) Digital Colour Pre-press-Vol I and II-Steven Hannafort,Agfa
- 9) Newspaper Technology - Kelly
- 10) A Manual for Film Planning & Plate Making - A. L. Gatehouse, Litho training services, London.
- 11) Manual for Film Planning & Plate Making - R. K. Uniyal, Institutional Printing.
- 12) Machine Printing - W. R. Durrant, Focal Press, London.
- 13) Silk Screen Printing - R. Krishnamoorthi, Print India Journal, Delhi.

UNDERSTANDING DOCUMENTARY III YEARS

Unit I - Introduction to Documentary

Overview of this fascinating form of film making, definition, issues, ethics, contents, form and politics – Objectivity and fairness - Documentaries of social representation and wish-fulfillment – History: Robert J. Flaherty as an explorer with *Nanook of the North*, Dziga Vertov as a reporter with *A Man with a Movie Camera* - John Grierson and his approach – medium with the potential to reach and educate the masses.

Unit II - Aesthetics and authorship

Elements of the Documentary - Evidence and Point of View in the Documentary - Time, Development, and Structure - Authorship Challenges and Opportunities - Re-enactment, Reconstruction, and Docudrama - Documentary Theory and the Issue of Representation.

Unit III - Screen grammar

The evolution of screen language: Shots - denotation and connotation - Juxtaposing shots and ideas, the basics of editing, Different kinds of axes in a scene and camera relationship, Movement and direction on the screen, How multiple angles work in storytelling, Subjectivity and abstraction - Visible and invisible transitions between events

Unit IV – Making of a Documentary

Pre-production: Initial research and the draft proposal - Research leading up to the shoot - Missions and permissions - Developing a crew and Pre-production meeting - **Production:** Camera equipment and shooting procedure, lighting, location sound, interviewing, Directing participants and the crew **Post-production:** Designing a structure editing, the process of Assembly and refinement - Narration, Using music and working with a composer, from fine cut to sound mix -titles and acknowledgments.

Unit V: The long, rich history of Documentary in India and contemporary film making

Films covered a spectrum of social, societal, environmental and human issues facing India; Issues such as human rights, censorship, gender roles, communal politics, individual liberty and sexual identity - S.N.S. Sastry's *I Am 20*, Fali Bilimoria's *The House That Ananda Built*, Sukhdev's *India 1967* and M.F. Husain's *Through the Eyes of a Painter*

- *An Encounter with Faces*, Vinod Chopra's documentary about Bombay street children
- Mike Pandey and his achievement of Green Oscar for his documentaries *Rogue Elephants of India* and *Shore Whale Sharks in India*
- Anand Patwardhan and his films on religious fundamentalism: *In the name of God / Ram ke naam* 1991 and *War and Peace* (2002)
- Sanjay Kak and his films: *Land, My Land, England* (1993), *A House and a Home* (1993)
- Rakesh Sharma and his documentation of changing the face of right wing politics with *Final Solution* (2003)
- Amar Kanwar's *A Season Outside*

Reference Books:

Introduction to Documentary - Bill Nichols,

Directing the Documentary - Michael Rabiger

Documentary - Erik Barnouw

ADVANCED RADIO PRODUCTION II YEARS

Unit I: Radio as a medium of mass communication

History of radio - Radio as a medium of mass communication in today's context; Characteristics of radio, Limitations of radio, three Modes of transmission: AM, SW and FM, Different types of radio stations.

Unit II: Radio Broadcast in India

Emergence of AIR in India, commercial broadcasting, FM radio, State and private initiatives; Community Radio, Amateur Radio, Internet Radio, Satellite Radio; Broadcast regulation and policy issues.

Unit III: Radio formats

Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries, Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News defined.

Unit IV: Principles of writing and producing for radio.

News - Structure of a news bulletin, Main characteristics of Radio News as against news in other media; Reporting - Writing radio news reports, presenting the news; Interviews- News interviews. Vox pops, celebrity interviews, preparation for interview and conducting an interview; Radio Talk: Scripting and presenting; Radio feature/documentary: Planning and research, scripting, compilation. Radio discussion: Formats, role of moderator, planning and participant coordination; Radio drama: structure, format, scripting, special audience programmes; Music programmes: Types and presentation styles.

Unit-V: Radio Production and audio editing

Introduction, Elements of radio productions, Acoustics, Perspective, Sound effects, Music, Distort/Filter, Different types of microphones, Recording, Editing. Introduction to Digital Audio , Concepts of Digital audio editing , Introduction to Sound Forge, Recording sound with different sources, Editing , Mixing , removing noise, applying filters .creating special effects , attaching/ detaching Videos. Exporting audio into various audio formats: Mp3, au and wav; Usage of audio software: Frooty loops, Adobe Audition and Acid Express.

Reference Books:

Lynne Gross- An Introduction to Radio, TV and the Developing Media

Herbert Zettle - Television Production

Campbell, Meath & Johnson - A Guide to Radio, TV Writing

Robert McLeish - The Technique of Radio Production

Rathinam College of Arts & Science (Autonomous)

Admitted in B.Sc Visual Communication & E - Media from the academic year

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INTRODUCTION TO PUBLIC RELATIONS II YEARS

Unit 1 - Introduction to PR

Introduction: Definition of PR, role, difference from advertising, areas, tools, stakeholders, role in communications, problems, challenges, measurement. **History and evolution** - PR over the ages, models of PR and their significance today. History of PR in India, PR scenario in India, Associations and PR consultancies in India

Unit II - Practicing PR and Research

Careers in PR. Skill sets and competencies. Jobs undertaken by a PR person, corporate communication, Importance of research, research tools, easy research methods, Need for planning, Basics of Planning, Case studies Stages of campaign planning

Unit III - Media Relations

Importance of media relations in PR, **Intro to media:** traditional, hybrid, social, owned, journalists and their role in PR. Maintaining relations with the media, media scenario in India, tools, Matching client brief, campaign plan and understanding of media to find suitable media slots. News sense. Smelling the news. Developing story angles. Packaging news, **Social media:** Understanding the concept, importance and process

Unit IV - Corporate Communication and Lobbying

Introduction to Corporate Communication, Measuring Corporate identity, Creating identity, communication with corporate brand, developing a reputation platform, communication with key stakeholders, applying reputation research, Governors of opinion change- communication and censorship, generators of opinion change- political parties, press, propagandists, Case examples, principles of persuasion

Unit V - Lifestyle and entertainment

Understanding the concept of Financial PR, Lifestyle and entertainment media, Importance and process, Crisis Communications

Reference Books

A handbook of Public Relations and Communication-Lesle Philip

Public Relations in India-Kaul J.M.

This is PR-Realities of PR- Newson.Turk.Kurckeberg-Thomas Asia PTE Ltd.

SCRIPT WRITING – II year viscom

OBJECTIVES

1. To understand the basics of Script Writing
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

UNIT I

Introduction of visualization- Framing & Composition, Principles of Script Writing & Creative writing; Script Formats; Idea generation & Source for idea; Elements of Script; Characteristics of Script- Creativity & Marketing.

UNIT II

Writing for Television & Radio – Characteristics; Types - News stories, Chat show, Talk show & Reality Show; TV Script Treatment- Concept, Target Audience, Style of Production, Creative Approach, Running Order, Set Design & Budget. Radio – Radio feature, documentary and live.

UNIT III

Writing for Commercials (TV & Radio) - Understanding Product, Basic research, Demographic appeals, Idea generation; Types of Commercials - PSA & Corporate films; Advertising Script Format- Concept, USP, Target Audience, Creative Copy & Storyboard.

UNIT IV

Writing for Documentary (TV & Radio) - Docudrama, Educational Television, Mockumentary, Ethnographic Films, Basic Research, Characteristics of Documentary, Documentary Structure, Realism, Documentary synopsis; Documentary Script Format- Concept & Research; Elements of Documentary Script- Visual, Sound & Story Elements; Writing Visually, Narration/ Commentary,

UNIT V

Writing for Feature Film & Short film- Generating Idea; Themes- Concept- Slug line & Planning of Story; Three Act Structure; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

BOOKS FOR TEXT AND REFERENCE

1. William Smethurst (2009). How to Write for Television, Second Edition, How To Books, UK
2. Syd Field (2005). Screenplay: The Foundations of Screenwriting, Third Edition, Dell Publishing, USA
3. Clifford Thurlow (2008). The Complete Guide from Script to Screen, Second Edition, Oxford University Press, UK

AUDIOGRAPHY – III year

OBJECTIVES

1. To understand the basics of Audiography
2. To apply the techniques in Audio industry
3. To solve practical problems in the real life situations. Class Exercise (Students has to practices all Ten exercises) (Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone
7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer & Audio Effects
9. Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software
10. Audio Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

Record Work:

1. Music Production (Jingle/ Promo/ Song (Album): 1 min (Max)
2. PSA: 30 sec
3. Radio Features: 60 sec
4. Ad for Radio (commercial): 10 to 20 sec
5. Live recording

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

EVENT MANAGEMENT – II year

OBJECTIVES

1. To understand the basics of Event
2. To apply the techniques in Event Management
3. To solve practical problems in the real life situations.

UNIT I

Event Management- Definition & concept; Analysis & Aim of Event; Principles of Event Management; Size, type & category- Sports, Rallies, Wedding & Exhibition; Event Planning & Developing a mission; Preparing event proposal, Use of planning tools Protocols, Dress codes, staging & staffing.

UNIT II

Event Marketing- Nature & Process; Marketing mix, Sponsorship; Image & Branding; Advertising, Publicity and Public relations; Event Leadership- Leadership skills, Managing team, Group development & Managing meetings; Communication- Written communications (preparation official & semi-official)- orders, memo, circulars, & invoice & Verbal communications.

UNIT III

Event Production & Logistics- Concept & theme; Fabrication, light, sound & handling vendors; Logistic policy-procedures, performance standards, functional areas & motivation; Relevant legislations- liquor licenses, trade acts, stake holders, official bodies & contracts.

UNIT IV

Event Safety & Security- definition & concept; Safety- Occupational safety & emergency procedures; Security- Crowded management, Major risks, emergency planning & Incident reporting; Social-Cultural Environment.

UNIT V

Accounting- Meaning & scope; Objective of accounting; Accounting as an information system; Accounting principles- concept & Accounting standards; Budget- breakeven point, cash flow analysis, Profit & loss statement, balance sheet & Panic payments; Financial Accounting- Definition & nature; Financial control systems.

BOOKS FOR TEXT AND REFERENCE

1. Devesh Kishore and Ganga Sagar Singh (2012). Event Management: A Blooming Industry and an Eventful Career, First Edition, Har-Anand Publications Pvt. Ltd., New Delhi.
2. Lynn Van Der Wagen (2008). Event Management: For Tourism, Cultural, Business and Sporting Events, First Edition, Prentice Hall, UK
3. Glenn A J Bowdin (2006). Events Management, Second Edition, Routledge, New York

VIDEO EDITING – III year

OBJECTIVES

1. To understand the basics of Video Editing
2. To apply the techniques in Electronic Media
3. To solve practical problems in the real life situations.

Class Exercise (Students has to practices all ten exercises) (Each exercise carries 4 marks) (10 exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks) Using Final Cut Pro

1. Capturing video
2. Logging of video
3. Insert & Replace editing
4. Transitions and effects
5. Multi camera Editing.

Using AVID

1. Batch Capturing Video in Avid
2. Logging videos in Avid
3. Creation of bin and working in a bin
4. Transitions and effects in Avid
5. Audio recording & syncing in AVID

Record Work

1. News Bytes on Current Issues (2 mins) (3 exercises)
2. Human Interest Stories (2 mins) (3 exercises) (The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner) MANUALS

FOR PRACTICALS

1. Gael Chandler (2012). Cut by Cut: Editing Your Film or Video, Second Edition, Michael Wiese, USA
2. Diana Weynand (2010). Apple Pro Training Series: Final Cut Pro 7, First Edition, Peachpit Press, USA
3. Jaime Fowler (2005). Avid Made Easy, Second Edition, Wiley Publishing, USA

VISUALIZATION AND STORYBOARD - IIYear

OBJECTIVES

1. To understand the basics of Visualisation and storyboard
2. To apply the techniques in media industry 3. To solve practical problems in the real life situations.

Class Exercise

: (Students has to practices all ten exercises) (Each exercise carries 4 marks) (Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Line Drawing
2. Working with basic drawing tools
3. Perspectives
4. Vanishing Point
5. Figure Composition
6. Frame, Light and Shade Logics
7. Layouts for different medium
8. Storyboard for comics
9. Storyboard for PSA
10. Storyboard for Commercial

Record Work

1. Storyboard for an Ad Film (min 3 nos)
2. Storyboard for a Short Film (min 2 nos) (The Students have to submit all two exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Giuseppe Cristiano (2011). The Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising, First Edition, Michael Wiese Productions, USA
2. Giuseppe Cristiano (2007). Storyboard Design Course: Principles, Practice and Techniques, Third Edition, Barron's, USA
3. John Hart (1999). The Art of the Storyboard: Storyboarding for Film, TV and Animation, Third Edition, Focal Press, UK

VFX BASICS – III Year

OBJECTIVES

1. To understand the basics of Visual Effects
2. To apply the techniques in Special Effects industry
3. To solve practical problems in the real life situations.

Software Adobe After Effects

Class Exercise (Students has to practices all eight exercises with recommended Software) (Each exercise carries 5 marks) (8 exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Introduction to Tools and interface
2. How to input different types of files into the file and sequence
3. How to Edit and mix 2D and 3D image with the background
4. How to add text and titling
5. Using of camera and lighting in the view and Editing it
6. Exporting file formats
7. Mixing of 2D Image & 3D work with movie
8. Roto and color correction

Record Work

1. Student's Personal Portfolio compiling all his record work from First Semester (one exercise) (The Students have to submit the exercise as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Chris Meyer (2013). After Effects Apprentice: Real World Skills for the Aspiring Motion Graphics Artist, Third Edition, Focal Press, UK
2. Adobe Creative Team (2012). Adobe After Effects CS6 Classroom in a Book, First Edition, Peachpit, USA
3. Chris Meyer (2010). Creating Motion Graphics for After Effects, Fifth Edition, Focal Press, UK

Visual Language II YEARS

Unit 1

Visual Design methodology for various stages of design process – research, analysis, ideation, concepts, prototyping and evaluation. Using different methods for doing primary and secondary research, user studies and need finding.

Unit 2

Methods of data analysis, cross mappings, insights and problem identification. Role of creativity, role playing, brain storming, body storming, metamorphic thinking and other methods of concept generation

Unit 3

Prototyping and Evaluation Methodologies. Presentation and documentation of the design task. methodology for generation of symbolic form: Setting intended meaning, Realization, Articulation of attributes, Mental visualization, Projection of the visualization on a semantic and hierarchic grid.

Unit 4

Enhancement of the image. Understanding of the factors that directly or indirectly influence the visual design problem. Theory and application of problem structuring methods used in design. Design methodology- Study in the phases of process from analysis through synthesis and evaluation.

Unit 5

Relationship between syntactics, semantics and pragmatics. Viewpoints, point of reference and framing.

Relationship of colour, form and meaning. Explorations in visual abstraction.

Principles of visual dynamics and its analysis in 2 D. Concepts of visual structure and visual interest, visual analysis and refinement of visual representations.

Texts/References

- Harm J. G. Zwaga, Theo Boersema, Henriette C.M. Hoonhout; Visual information for everyday use - Design and research perspectives. Taylor & Francis. 1999
- Wimmel Ledwell, Kritina Holden, Jill Butler: Universal principles of Design
- Wong, Wucius; Principles of Form and Design, Wiley Publications, 1993
- Frutiger, Adrian; Signs and Symbols: Their Design and Meaning by, Watson-Guptill Publications, 1998
- Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications, 1997
- Hoffman, Armin; Graphic design manual, Principles and Practice. Arthur Niggli Publisher, Multilingual edition. 2001
- Proctor, R.M.; The principles of pattern, Dover Publications, 1990

ART, DESIGN AND SOCIETY IIIYEAR

Unit 1

Analysis of history of Art. Traditional Arts. Modernity and Post-Modernity. Analysis of history of Design. Bauhaus, Ulm. Analysis of history of Design in India. Analysis of design in the context of India. Cultural studies.

Unit 2

An Introduction to Theatre. An introduction to Documentary Films. Critical writing in Art, Design, Theatre and Film. An Introduction to Humanities and Social Sciences. Qualitative methods- ethnographic, historical, philosophical, case study, and interview.

Unit 3

Key issues in visual arts (painting and installation art, photography, films), performing arts, public art. Concepts and concerns, and discourse on contemporary arts practice. The course involves talks by visiting artists, writers, film-makers, theatre artists as well as site visits to organizations and institutions that support arts-based activities and education.

Unit 4

Study of Visual Language - critical study of visual elements, features and principles. Exploration and creation of complex and meta patterns. Relationship between syntactics, semantics and pragmatics. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.

Unit 5

Principles of visual dynamics and its analysis in 2 D. Concepts of visual structure and visual interest, visual analysis and refinement of visual representations. Spatial relationship, grids, compositions and layout in 2 and 3 dimensional space. Analysis of Aesthetics- the structure of Appearance. Form in nature, Exploration of visual images with analogies from nature.

Texts/References:

- Hylland, Eriksen Thomas; Small Places, Large Issues - Second Edition: An Introduction to Social and Cultural Anthropology (Anthropology, Culture and Society), Pluto Press; 2001
- Raizman, David; History of Modern Design, Publisher: Prentice Hall, 2004
- Trivedi, Kirti (ed.); Indian Symbology, IDC, 1987
- Mario, Bussagli; Sivaramamurti, C.; 5000 Years of Art in India, L.N.Abrams, NY
- Lupton, Ellen; Miller, J. Abbott (Editor); The ABC's of Bauhaus, The Bauhaus and Design Theory, Publisher: Princeton Architectural Press, 2000

Studies in Typography and Reproduction Methods IIIYEAR

Unit1

History, Classification, Anatomy and usage of various letterforms. Theoretical and applicable principles of letterforms. Expressive Typography. Compositions with type. Study of Indian language scripts. Calligraphic experiments in Indian Language scripts.

Unit 2

Typography in different contexts like New media, Posters, Signages, Books, Mailers, Motion graphics etc. Study of grids and layouts. A study of printing technology. Introduction to all the major processes of printing . Influence of printing process on design. Discussions on the constraints and possibilities with each of the printing process.

Unit3

An outline of paper technology. Study of properties, finishes, features and uses of different types papers available in the country. Study of production methods of books, new papers, magazines etc. Study of packaging using different materials.

Unit 4

Handling print projects through digital media. Digital format image manipulation, Colour correction, font management, colour proofing, pre flight checks. Innovations in print technology like C2P.

Unit 5

Exploration of advanced illustration techniques in 2D and 3D. Designing for specific audiences. Exercises in image manipulation and editing. Exercises in Continuity and Style, Abstraction, Interpretation, Word/images, Symbols, and Book/Editorial Illustration.

Texts/ References:

- Ruegg, Ruedi & Frohlich, Godi: Basic Typography, ABC edition, Zurich.1972
- Schmid, Helmut; Typography Today, Seibundo Shinkosha, 1980.
- Bann, David. The print production handbook.
- Craig, James. Production for the graphic designer.
- K.F. Hird. Paste up for graphic art production.
- Demers, Owen; Digital Texturing & Paintin, Publisher: New Riders Press; Bk&CD-Rom edition, 2001
- Pogany, Willy ; The Art of Drawing, Publisher: Madison Books, 1996