UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Journalism- Syllabus of BA Visual Communication Programme under CBCSS UG Regulations 2019 Incorporating Outcome Based Education-Implemented with effect from 2020 Admission onwards - Subject to ratification by Academic Council -Orders Issued.

G & A - IV - B

U.O.No. 5655/2021/Admn   Dated, Calicut University.P.O, 27.05.2021

*Read:-*1. U.O.No. 11282/2019/Admn Dated 24/8/2019
2. Minutes of the meeting of the Board of Studies in Audio Visual Communication held on 09/03/2021
3. Remarks of the Dean, Faculty of Journalism dated 24/05/2021
4. Orders of Vice Chancellor dated. 26/05/2021.

ORDER

1. The scheme and syllabus of BA Visual Communication Programme in accordance with CBCSS UG Regulations 2019 has been implemented in the University , with effect from 2019 Admission onwards, vide paper read (1) above

2. The meeting of the Board of Studies in Audio Visual Communication held on 09/03/2021, vide paper read (2)above has approved Outcome Based Education(OBE) in the syllabus of BA Visual Communication Programme under CBCSS UG Regulations 2019 without changing the content w.e.f 2020 admission onwards.

3. The Dean, Faculty of Journalism has approved, vide paper read (3) above, the minutes of the meeting of the Board of Studies in Audio Visual Communication held on 09/03/2021.

4. Considering the urgency in implementation of the syllabus, sanction has been accorded by the Vice Chancellor on 26/05/2021 to implement Outcome Based Education in the syllabus of BA Visual Communication Programme , in tune with the new CBCSS UG Regulations 2019, with effect from 2020 Admission onwards, subject to ratification by the Academic Council.

5. The scheme and syllabus of BA Visual Communication Programme under CBCSS UG Regulations 2019, incorporating Outcome Based Education (OBE) is therefore implemented with effect from 2020 Admission onwards, subject to ratification by the Academic Council.

6. Orders are issued accordingly. (Syllabus appended)

Ajitha P.P

Joint Registrar

To

The Principals of all Affiliated Colleges.

Copy to: PS to VC/PA to R/PA to CE/JCE I/JCE II/ EX and EG Sections /GA I F/CHMK Library/SF/DF/FC

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Section Officer

UNIVERSITY OF CALICUT

CHOICE BASED CREDIT SEMESTER SYSTEM

Outcome Based Education Syllabus

of

BA Visual Communication

2020 ADMISSION ONWARDS

B.A Visual Communication

Restructured Curriculum and Syllabi as per CBCSS UG Regulations 2019

(2020 Admissions Onwards)

BOARD OF STUDIES IN AUDIO VISUAL COMMUNICATION
(SINGLE BOARD)
(FACULTY OF JOURNALISM)

UNIVERSITY OF CALICUT

PART I

B.A Visual Communication

PART II

Complementary Courses in

1. **Audio Visual Communication** (For other LRP Programmes)
2. **Visual Communication** (For **BA Multimedia**)

PART III

Open Courses
(For other streams)

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RULES, REGULATIONS, SCHEME AND SYLLABUS

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PART I

BA Visual Communication
Restructured Curriculum and Syllabi as per CBCSS UG Regulations 2019

(2020 Admission Onwards)

1. Introduction: BA Visual Communication, an undergraduate programme, brings together technologies of visual communication, approaches to communication, theories of visual art, digital production of moving images and electronic media. The courses included in this programme focus on the emerging areas such as digital movie making, television, web and other electronically mediated communication systems. The scope of this programme is the ever-expanding careers associated with digital film, cyber technologies, television, advertising and other means of visual communication. **BA Visual Communication comes under Group 5 of LRP, which also includes programmes such as B.A Multimedia** and **B.A Film and Television.**

2. Objective: The **BA Visual Communication** programme is designed to equip students with the art and craft of visual communication in order to enable them to emerge as professionals matching the human resources required for the rapidly growing media and entertainment industry. This programme provides immense theoretical and practical exposure to students in both the core and complementary sectors to cater to the needs of media and entertainment sectors.

3. Course Duration

The Programme shall be of six semesters spread across three years.

4. Eligibility for Admission

4.1 Admission Criteria

Candidates who have passed Pre-degree/Pre-university/Plus two course with not less than 45% marks in aggregate shall be eligible to apply for admission to the programme. Relaxation of 5% marks will be allowed to candidates belonging to socially and educationally backward communities as referred to by Govt. of Kerala. SC/ST candidates need to have only a pass in their qualifying degree examinations. Those awaiting results of their qualifying examinations also can apply. But such candidates will be admitted provided they produce the marks sheets of the qualifying examination on or before the date prescribed for admission. Admission to the programme shall be based on the marks secured by candidates in the qualifying examinations.

4.2 Course Requirements

Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the deadlines. Those who fail to put in 75% attendance in both the lecture and practical sessions will not be permitted to appear for the semester-end examinations. The University can however condone the shortage of attendance as per the rules and procedures framed by it from time to time.

5. Courses of Study and Scheme of Examinations

The Programme is structured to provide a sound grounding in theoretical and practical areas of visual communication. The courses and the scheme of assessment are as follows. Common Courses (Code A), Core Courses (Code B), Complementary Courses (Code C) and Open Courses (Code D). The first part of the alpha numerical code represents the name of the course (BVC), second part (n) represents semester and the last part (A/B/C/D) represents whether it is a common course, Core course, Complementary course or Open course.

6. Ability Enhancement Courses/Audit Courses: These are courses which are mandatory for a programme but not counted for the

calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for classroom study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc. (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits are given below.

Courses with credits	Semester
Environment Studies – 4	1
Disaster Management - 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

*Colleges can opt any one of the courses.

6.1   Evaluation of Audit courses: The examinaton shall be conducted by the college itself from the Question Bank prepared by the University. The Question paper shall be of 100 marks of 3-hour duration.

7. Extra Credit Activities: Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

7.1 CALICUT UNIVERSITY SOCIAL SERVICE PROGRAMME (CUSSP)

In this programme, a student has to complete 12 days of social service. This has to be completed in the first four semesters; 3 days in each semester. For the regular programme the student has to work in a

Panchayath or local body or in a hospital/ poor home or old age home or in a pain & palliative centre or any social work assigned by the college authorities. Students who engaged in college union activities and participate in sports and cultural activities in zonal level have to undergo only 6 days of CUSSP during the entire programme. The whole documents regarding the student should be kept in the college and the principal should give a certificate for the same. The list of students (successfully completed the programme) must be sent to the University before the commencement of the fifth semester examinations. A college level co-ordinator and a department level co-ordinator shall be appointed for the smooth conduct of the programme.

8. Credits: A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 14 credits for common courses (English), 8 credits for additional language courses and 16 credits for general courses. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more extra credit activities are done by a student, that may be mentioned in the Grade card. The credits of audit courses or extra credits are not counted for SGPA or CGPA.

9. Evaluation and Grading

Mark system is followed instead of direct grading for each question. For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system

9.1. Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG 2019.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University.

10. Indirect Grading System

10.1. Indirect grading system based on a 10-point scale is used to evaluate the performance of students.

10.2. Each course is evaluated by assigning marks with a letter grade (O, A+, A, B+, B, C, P, F, I or Ab) to that course by the method of indirect grading. (See Annexure I in the CBCSS UG Regulations 2019).

10.3. An aggregate of P grade (after external and internal put together) is required in each course for a pass and also for awarding a degree (A minimum of 20% marks in external evaluation is needed for a pass in a course. But no separate pass minimum is needed for internal evaluation). No separate grade/mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed. Also the aggregate mark of internal and external are not displayed in the grade card.

10.4. A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.

10.5. After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA of the student in that semester is calculated using the formula

$$SGPA = \frac{\textit{Sum of the credit points of all courses in a semester}}{\textit{Total credits in that semester}}$$

10.6. The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula.

$$CGPA = \frac{\textit{Total credit points obtained in six semesters}}{\textit{Total credits acquired (120)}}$$

10.7. SGPA and CGPA shall be rounded off to three decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade

points). An overall letter grade (cumulative grade) for the entire programme shall be awarded to a student depending on her/his CGPA (See Annexure I in the CBCSS UG Regulations 2019).

11. CBCSS UG Regulations 2019

*In all other matters regarding the regulations of the **BA Visual Communication** programme which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University CBCSS (**CBCSS UG Regulations 2019**) will be applicable.*

EVALUATION STRATEGY

The evaluation scheme for each course shall contain two parts:

1) internal evaluation 2) external evaluation. 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

The marks secured for internal evaluation only need to be sent to University by the colleges concerned. The internal evaluation shall be based on a predetermined transparent system involving written tests, classroom participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of practical courses. Internal evaluation of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. Components with percentage of marks of internal evaluation of theory courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (If a fraction appears in internal marks, nearest whole number is to be taken) For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken. To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department. The split

up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

Split Up of Marks for Test paper

Range of Marks in Test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5
85% -100%	8	6

Split Up of Marks for Class Room Participation

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
$50\% \leq CRP < 75\%$	1	1
$75\% \leq CRP < 85\%$	2	2
85 % and above	4	3

External Evaluation

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform pattern with 80/60 marks. The courses with 2/3 credits will have an external examination of 2 hours duration with 60 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration

with 80 marks. The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the University. The project evaluation with viva also shall be conducted by two examiners – one internal and an external, the latter appointed by the University

THEORY COURSES

Theory Course: Type 1 (80: 20 Pattern)

Internal Evaluation

Sl. No	Components	Marks
1.	Test Papers (I & II)	8
2.	Assignment	4
3.	Seminar	4
4.	Class Room Participation based on Attendance	4
Total		**20**

External Evaluation:

Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Pattern of Question Paper

Duration	Pattern	Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
2.5 Hours	Section A Short Answer type questions. (Answers should not exceed 50 words).	15	15	2	25
	Section B Paragraph type questions. (Answers should not exceed 100 words).	8	8	5	35
	Section C Essay type questions. (Answers should not exceed 400 words).	4	2	10	20
Total Marks					**80**

Question Paper Template – Theory Paper – Type 1

B A Visual Communication

(2019 Admission onwards)

Semester : ....

Course Title : ....

Time: 2.5 Hours   Maximum Marks: 80

Section A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Section A is 25.

1. .....
2. ......
3. .....
4. .....
5. .....
6. .....
7. .....
8. .....
9. .....
10. .....
11. .....
12. .....
13. .....

14. .....

15. .....

Section B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Section B is 35.

16. .....

17. ....

18. .....

19. .....

20. .....

21. .....

22. .....

23. .....

Section C

Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24. .....

25. .....

26. .....

27. ....

(2 x 10 = 20 marks)

Theory Course: Type 2 (60: 15 Marks)

Internal Evaluation

Sl. No	Components	Marks
1.	Test Papers (I & II)	6
2.	Assignment	3
3.	Seminar	3
4.	Class Room Participation based on Attendance	3
Total		**15**

External Evaluation:

Duration of each external examination is 2 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A&B. But there shall be Ceiling in each section.

Pattern of Question Paper

Duration	Pattern	Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
2 Hours	Section A Short Answer type questions. (Answers should not exceed 50 words).	12	12	2	**20**

	Section B Paragraph type questions. (Answers should not exceed 100 words).	7	7	5	**30**
	Section C Essay type questions. (Answers should not exceed 400 words).	2	1	10	**10**
Total Marks					**60**

Question Paper Template – Theory Paper – Type 2

B A Visual Communication

(2019 Admission onwards)

Semester : ....

Course Title : ....

Time: 2 Hours   Maximum Marks: 60

Section A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Section A is 20.

1. .....

2. ......

3. .....

4. .....

5. .....

6. .....

7. .....

8. .....

9. .....

10. .....

11. .....

12. .....

Section B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Section B is 30.

13. .....

14. ....

15. .....

16. .....

17. .....

18. .....

19. .....

Section C

Answer any one question not exceeding 400 words. Each question carries 10 marks.

20. .....

21. .....

(1 x 10 = 10 marks)

PRACTICAL COURSES

Internal Evaluation of Practical Courses

Sl. No	Components	Marks
1.	Lab involvement/skills	8
2.	Attendance	4
3.	Records/Viva	8
Total		**20**

External Evaluation of Practical Course I BVC4B06

Duration	Pattern	Marks	Viva	Total
3 Hours	The exam will test various aspects of photography, cinematography, visualisation & illustration techniques, and image processing (Graphics) & editing topics covered in the syllabus. The questions/assignments and their scheme of evaluation shall be prepared by the board of examiners.	56	24	80

External Evaluation of Practical Course II BVC6B14

External Evaluation

Duration	Pattern	Marks	Viva	Total
3 Hours	The exam will test various aspects of visual editing, media design (2D and 3D), audiography, and design industry convergence covered in the syllabus. The questions/assignments and their scheme of evaluation shall be prepared by the board of examiners.	56	24	80

PROJECT WORK / DISSERTATION

Internal Evaluation of Dissertation

Components	Marks
Originality (Relevance of the topic, statement of objectives etc.)	4
Methodology (Reference, bibliography, presentation, quality of analysis, use of statistical tools etc.)	4
Scheme/organization of report (Findings and recommendations)	6
Viva-voce	6
Total	**20**

External Evaluation of Dissertation

Components	Marks
Originality (Relevance of the topic, statement of objectives etc.)	16
Methodology (Reference, bibliography, presentation, quality of analysis, use of statistical tools etc.)	16
Scheme/organization of report (Findings and recommendations)	24
Viva-voce	24
Total	**80**

Short Film/Documentary/Music Video - Production

a) Short film (7-10 minutes)

b) Documentary (7-10 minutes)

c) Music Video (5 minutes)

Internal Evaluation of Short Film/Documentary/Animation Film/Music Video - Production

Components	Marks
Relevance of subject/theme	4
Pre-production, production, and post-production aspects.	6
Record book	4
Viva-voce	6
Total	**20**

External Evaluation of Short Film/Documentary/Animation Film/Music Video - Production

Components	Marks
Relevance of subject/theme	16
Pre-production, production, and post-production aspects.	24
Record book	16
Viva-voce	24
Total	**80**

B.A.Visual Communication

Programme Outcome [PO]:

PO'S	Attributes	PO Statement
PO1	Critical Thinking	After the successful completion of the master's programme, the students will be equipped with critically analyze the issues in the society. The students get a wide perspective and develop a broader view. The students will be developed to communicate effectively.
PO2	Problem Solving	Understand and solve problems of the society and the environment. The students would be equipped to bring the issues to the forefront and develops an attitude to serve the society.
PO3	Computational Thinking	Understand and use different softwares developing a computer literacy to understand different abstract concepts using computing technology-based tools.
PO4	Effective Communication	Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology
PO5	Social Interaction	Elicit views of others, mediate disagreements and help reach conclusions in group settings. Develop an effective communication with the audience and people across the globe.
PO6	Effective Citizenship	Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
PO7	Global Perspective	Understand the economic, social and ecological connections that link the world's nations and people.
PO8	Ethics	Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO9	Environment and Sustainability	Understand the impact of technology and business practices in societal and environmental contexts, and sustainable development.
PO10	Self-directed and Life-long Learning	Demonstrate the ability to engage in independent and life-long learning in the broadest context socio-technological changes

Program Specific Outcomes [PSO] :

PSO'S	STATEMENT
PSO 1	Understand the art and craft of visual communication and multimedia production.
PSO2	Understand the need of human resources required for the rapidly growing media and entertainment industry.
PSO3	Understand digital movie making, television, web and other electronically mediated communication systems.
PSO4	Analyze digital film, cyber technologies, television and other means of visual communication
PSO5	Understand the basic concepts of photography, scripting and other visual languages.
PSO6	Understand the theory and philosophy of visual culture and communication, mass media, film and television with practical training in Digital Film Technology, sound and video editing, camera, scriptwriting and directing in the worldwide entertainment sectors.
PSO7	Analyze the theoretical and practical aspects for the needs of media and entertainment sectors.

PROGRAMME STRUCTURE

SEMESTER 1

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
1	A01		4		4	60	15	3
2	A02		5		5	60	15	3
3	A07 (3)		5		5	80	20	4
4	BVC1B01	Vision and Communication	5		5	80	20	4
5		Complementary I Course 1	3	0	3	60	15	3
6		Complementary II Course 1	3	0	3	60	15	3
					25	500		20

SEMESTER II

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
7	A03		4		4	80	20	4
8	A04		5		5	80	20	4
9	A08 (3)		5		5	80	20	4
10	BVC2B02	**Basic Photography**	3	2	5	80	20	4
11		**Complementary I Course 2**	3	0	3	60	15	3
12		**Complementary II Course 2**	3	0	3	60	15	3
					25	550		22

SEMESTER III

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
13	A11 (LRP Group 5)		4		4	80	20	4
14	A12 (LRP Group 5)		4		4	80	20	4
15	BVC3B03	**Theory of Visual Design**	5		5	80	20	4
16	BVC3B04	**History and Theory of Art**	4		4	80	20	4
17		**Complementary I Course 3**	4		4	60	15	3
18		**Complementary II Course 3**	4		4	60	15	3
					25	550		22

SEMESTER IV

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
19	A13 (LRP Group 5)		4		4	80	20	4
20	A14 (LRP Group 5)		4		4	80	20	4
21	BVC4B05	**Fundamentals of Cinematography**	2	2	4	80	20	4
22	BVC4B06	**Practical I** 1.Photography 2. Cinematography 3. Visualisation and Illustration Techniques 4. Image Processing (Graphics) & Editing	0	5	5	80	20	4
23		**Complementary I Course 4**	4		4	60	15	3
24		**Complementary II Course 4**	4		4	60	15	3
					25	550		22

SEMESTER V

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
25	BVC5B07	**Screen Writing**	3		3	60	15	2
26	BVC5B08	**Visual Editing**	3	2	5	60	15	3
27	BVC5B09	**Media Design-I**	2	2	4	60	15	2
28	BVC5B10	**Advertising**	3	2	5	80	20	4

29	BVC5B11	Audiography	3	2	5	60	15	3
30		**Open Course (From Other Streams)** *Students can choose courses offered by other departments*	3		3	60	15	3
					25	**475**		**17**

SEMESTER VI

Sl N o	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
31	BVC6B12	**Media Design-II (Animation and Visual Effects)**	3	2	5	60	15	3
32	BVC6B13	**Design Industry Convergence**	3	2	5	80	20	4
33	BVC6B14	**Practical II** 1. Visual Editing 2. Media Design (2D and 3D) 3. Audiography 4. Design Industry Convergence	0	5	5	80	20	4
34	**Electives: The department should offer electives for the students to choose**							
	BVC6B15	**New Media**	3	2	5	80	20	4
	BVC6B16	**Radio Production**	3	2	5	80	20	4
35	BVC6B17	**Project Work**	5		5	80	20	2
					25	**475**		**17**

Total Credits: 120	Total Marks: 3100

Total Credits

Core, Common, Complementary and Open Courses	120
Audit Courses (4 Courses)	16
Extra Credit Activities	4
Total	140

Complementary Courses for B.A Visual Communication

<u>**Complementary I**</u>

Complementary Courses in **Media Practices** (From the Board of Studies in Journalism - UG).

Or

Complementary Courses in **Graphic Design & Animation** (From the Board of Studies in Multimedia – Single Board)

<u>**Complementary II**</u>
Complementary Courses in **Multimedia Applications** (From the Board of Studies in Multimedia – Single Board)
Or
Complementary Courses in **Film and Television** (From the B.A Film and Television Programme under the Board of Studies in Audio Visual Communication – Single Board)

Title of the complementary courses, course codes and detailed syllabi are to be provided by the concerned Boards.

BVC1B01 VISION AND COMMUNICATION
(Semester I   Contact Hours 5   Credits 4)

Course Objective: To understand the basic concepts of visual communication, visual culture, and theories related to them.

Course Outcome: After completion of this course, students shall be able to:

i) Identify the main area of visual communication and its fundamental principles and example them with writing, drawing and narration.

ii) Recognize the elements and principles of visual composition in various artworks like painting, photography, and cinema.

iii) Distinguish the role and functions of sensual and perceptual faculties in visual communication

iv) Classify different types of visual media, both classical and folk

v) Differentiate between multimedia and Multimedia products

BVC2B02 BASIC PHOTOGRAPHY

(Semester II   Contact Hours 5   Credits 4)

Course Objective: To understand the evolution, concepts, technologies, and practices of photography.

Course Outcome: Will enable students to practice photography in terms of the following practical steps:

i. Identify various cameras and understand the basic operations of a still camera
ii. Recognize various lighting techniques for good photography.
iii. Acquire hands-on experience in image editing software like Photoshop
iv. List different fields where photography can be utilized in various ways.

BVC3B03 THEORY OF VISUAL DESIGN
(Semester III   Contact Hours 5   Credits 4)

Course Objective: To understand the concepts and techniques of visual design.

Course Outcome:

Will prepare students to apply the skills and techniques of visualization, illustration, and image reproduction in 2D and 3D, in terms of:

    i) Categorize different types of drawing and materials

    ii) Recognize the importance of design principle in a various manner

    iii) Examine the key role of perspective drawing

    iv) Apply and Recognize the design principles in poster and graphic design making

BVC3B04 HISTORY AND THEORY OF ART
(Semester III   Contact Hours 4   Credits 4)

Course Objective: To trace the evolution and trajectory of art and to understand different genres and proponents of art forms.

Course Outcome: Will enable students to distinguish different art forms with the knowledge of its roots and proponents. After completion of this course, students shall be able to:

    i) Classify art and art movements

    ii) Distinguish the role of visual elements in design.

    iii) Analyze the aesthetics and politics from different perspectives

    iv) Compare the western and Indian art history

BVC4B05 FUNDAMENTALS OF CINEMATOGRAPHY
(Semester IV   Contact Hours 4   Credits 4)

Course Objective: To understand the different aspects of cinematography such as composition, lighting, and handling equipment and accessories.

Course Outcome: Will prepare students to practice cinematography using modern gadgets and techniques and:

    i) Develop an understanding of Electronic cinematographic elements including video Signals and control units

ii) Gain awareness on the applications of camera accessories, aperture and compositions.

iii) Understand the types of shots and principles of composition and use these elements in order to create emotions.

iv) Recognize the lighting elements that create a successful image. To be expert in controlling and manipulating light according to the needed factors.

v)

vi) BVC4B06 PRACTICAL - I
(Semester IV   Contact Hours 5   Credits 4)

Course Objective: To give hands on training and test the skills in photography, cinematography, visualisation & illustration techniques, and image processing & editing.

Course Outcome: Will enable the students to practice the skills in photography, cinematography, visualisation & illustration techniques, and image processing and prepare them ready for the media industries. The Fourth Semester Practical Examination will be of 3 hours duration and will be conducted by two examiners – one external, appointed by the university and an internal examiner from the respective college and the evaluation process includes viva voce. The exam will test various aspects of visual production and design, especially the following topics covered in I-IV Semesters.

BVC5B07 SCREEN WRITING
(Semester V   Contact Hours 3   Credits 2)

Course Objective: To understand the art and craft of screen writing for cinema, television and new media.

Course outcome: After completion of this course, students shall be able to write scripts for cinema, television and new media, focusing on the following steps:

i) Recognize the importance of good script in cinema

ii) Understand television as a mass medium and its scope and limitations

iii) Identify the world of skills and knowledge for screenwriting and acquire the technique of communicating ideas through scripts.

iv) Give practical training in film script writing and writing for television

BVC5B08 VISUAL EDITING
(Semester V   Contact Hours 5   Credits 3)

Course Objective: To understand the principles, practices and equipment used for visual editing.

Course Outcome: Students shall be able to practice visual editing with advanced editing software by:

i)   Identifying the main features of editing
ii) Recognizing the importance of editing software and principles
iii) Classifying the editing procedures
iv) Comparing the key role of video and audio in editing

BVC5B09 MEDIA DESIGN-I
(Semester V   Contact Hours 4   Credits 2)

Course Objective: To learn the theoretical and practical frameworks of graphics and animation.

Course Outcome: Learners shall be able to work with pre-press graphics and to create 2D animations through the following steps:
i)   Recognize types of animation and their features through a broad study of the history of animation
ii) Integrate Principles of Animation, Animation types and Animation techniques
iii) Identify and classify 12 principles of animation and professional animation practices
iv) Distinguish between animation workflow and animation process

BVC5B10 ADVERTISING
(Semester V   Contact Hours 5   Credits 4)

Course Objective: To familiarize with different genres of advertising, structure and functions of advertising agency, and process of copy writing and ad. film production.

Course Outcome: Students shall be able to make ad. Films, TVCs and other related advertising products, following practical steps such as:

i) Understand the origin, growth and role of advertising.

ii) Practice the different types of advertising and social media promotions.

iii) Recognize advertising agency structure and functions and list the leading ad agencies

iv) Study the different components of an advertisement.

BVC5B11 AUDIOGRAPHY
(Semester V   Contact Hours 5   Credits 3)

Course Objective: To understand the audio studio fundamentals, recording techniques, and creative use of sound tracks.

Course Outcome: After completion of this course, students shall be able to record and edit sound, using the advanced software like Pro Tools, which involves the following steps:

i) Identify the basics of sound and recording equipment.
ii) Coordinate the creation of a session, configuration, recording and editing.
iii) Mix and master a complete audio project
iv) Acquire expertise in dubbing, music recording and mixing

BVC6B12 MEDIA DESIGN-II (ANIMATION AND VISUAL EFFECTS)
(Semester VI   Contact Hours 5   Credits 3)

Course Objective: To understand the principles and dynamics of 3D animation and special effects.

Course Outcome: After completion of this course, students shall be able to:

   i) Recognize the importance of 2D Key frame animation
   ii) Classify Polygonal Modelling, Modelling with NURBS and Modelling with Deformers and Subdivisions Surfaces

   iii) Identify the basic techniques of animation like lens, effects, ray tracing, lighting, shading, reflection, texturing.
   iv) Manage May software and create 3d models and animation

BVC6B13 DESIGN INDUSTRY CONVERGENCE
(Semester VI   Contact Hours 5   Credits 4)

Course Objective: To familiarize with the concepts and applications of interior design, industrial design, and product design.

Course Outcome: Students shall be able to apply different skills of industrial design, product design, production design etc through the following steps, in order to realize the importance of design convergence:

   i) Identify the techniques of adapting their skills to the demands of diverse design industries.
   ii) Classify Design methodology and evaluate the visual structure and visual Interest
   iii) Identify and classify the different types of design and professional practices
   iv) Compare the possibility of creative design in the field of the design industry

BVC6B14 PRACTICAL - II
(Semester VI   Contact Hours 5   Credits 4)

Course Objective: To give hands on training and test the skills in visual editing, media design (2D and 3D), audiography and designing.

Course Outcome: Will enable students to aquire the skills in visual editing, media design (2D and 3D), audiography and designing and prepare them ready for industries.

BVC6B15 NEW MEDIA
(Semester VI   Contact Hours 5   Credits 4)

Course Objective: To learn the basics of online journalism, language of the Web, and new trends in new media industries.

Course Outcome: Students will acquire the skills required for new media practices, through the following steps:

i) Identify the basics of internet and importance of internet in media
ii) Understand the language and style of online journalism.
iii) Coordinate elements of web design, design elements, language and tools.
iv) Recognize modern trends in Information technology.

BVC6B16 RADIO PRODUCTION
(Semester VI   Contact Hours 5   Credits 4)

Course Objective: To understand the evolution and growth of radio and to familiarize with the process of radio programme production.

Course Outcome: Students will acquire the skills required for radio industries, such as:

i) Familiarize radio industry, history, different types of radio programs.

ii) Recognize the importance of sound in Radio and the basics of sound.

iii) Understand the working of audio studio, software and different recording equipment.

iv) Identify different types of radio production scenarios and their role in Indian society.

BVC6B17 PROJECT WORK
(Semester VI   Contact Hours 5   Credits 2)

Course Objective: To obtain real-time experiences of individual production.

Course Outcome: Students shall be able to get confidence of executing their own independent project/production.

BVC1C01 INTRODUCTION TO AUDIO VISUAL MEDIA
(Semester I   Contact Hours 3   Credits 3)

Course Objective: To introduce the fundamentals of visual media, visual language, and various functions of visual communication.

Course Outcome: Students shall get a thorough theoretical background in visual communication and visual language.

BVC2C01 VISUAL DESIGN
(Semester II   Contact Hours 3   Credits 3)

Course Objective: To familiarize with the principles and practices of visual design.

Course Outcome: Students shall be able to distinguish between different types of visual designs and their theoretical evolution.

BVC3C01 ADVERTISING
(Semester III   Contact Hours 4   Credits 3)

Course Objective: To understand the concepts and practices of advertising.

Course Outcome: Students shall have a thorough knowledge about advertising agency and the skills required for the advertising industry.

BVC4C01 RADIO PRODUCTION
(Semester IV   Contact Hours 4   Credits 3)

Course Objective: To understand the evolution and growth of radio and to familiarize with the process of radio programme production.

Course Outcome: Students shall be able to acquire the skills required for radio industries.

BVC1C02 INTRODUCTION TO VISUAL COMMUNICATION

(Semester I   Contact Hours 3   Credits 3)

Course Objective: To introduce the fundamentals of visual media, visual language, and various elements of visual communication.

Course Outcome: Students shall get a thorough theoretical background of visual communication.

BVC2C02 INTRODUCTION TO CINEMA

(Semester II   Contact Hours 3   Credits 3)

Course Objective: To familiarize with the theoretical and practical aspects of cinema.

Course Outcome: Students shall be able to appreciate cinema meaningfully, and they shall be familiarized with the basic production techniques.

BVC3C02 SCRIPTING AND STORY BOARDING
(Semester III   Contact Hours 4   Credits 3)

Course Objective: To understand the theoretical and practical aspects of scripting and story boarding.

Course Outcome: Students shall be able to acquire skills required for writing scripts and preparing story boards for visual media production.

BVC4C02 E-CONTENT DEVELOPMENT.
(Semester IV   Contact Hours 4   Credits 3)

Course Objective: To familiarize with the concepts and components of E-Content development.

Course Outcome: Students shall be able to acquire the skills required for E-Content development.

BVC5D01 ADVERTISING DESIGN
(Semester V   Contact Hours 3   Credits 3)

Course Objective: To understand the basic concepts and practices of advertising design.

Course Outcome: Students shall be able to understand the basic tasks and tools used in advertising design.

BVC5D02 RADIO JOCKEYING
(Semester V   Contact Hours 3   Credits 3)

Course Objective: To understand the functions, skills and qualities of radio jockeys.

Course Outcome: Students shall be exposed to the new avenues of radio jockeying.

BVC5D03 BASIC PHOTOGRAPHY
(Semester V   Contact Hours 3   Credits 3)

Course Objective: To understand the evolution, concepts, technologies, and practices of photography.

Course Outcome: Enable students to acquire the basic skills of photography.

DETAILED SYLLABUS

BVC1B01 VISION AND COMMUNICATION
(Semester I   Contact Hours 5   Credits 4)

Learning Objective: To understand the basic concepts of visual communication, visual culture, and theories related to them.

Learning Outcome: Enable students to understand the basic concepts and perceptions of visual communication which would help them study visual communication deeply.

Module I: Visual Communication (22 Hours)
Introduction to communication studies; visual communication and its fundamental principles; history and development of visual arts and communication; visual communication and visual culture. What is visual media? types of visual media – folk and performing art forms, theatre, drawing, painting, photography, film and television. New media and multimedia products.

Module II: Elements and Principles of Visual Composition (22 Hours)
Visual elements – dot, line, shape, form (mass, volume,), space, texture, colour. Principles of composition: balance, contrast, movement, emphasis, pattern, proportion, unity (symmetry, order, rhythm and harmony) etc. Spatial relationships, compositions in 2- and 3-dimensional space, the structure of appearance.

Module III: Sensual and Perceptual Theories (18 Hours)
Sensual and perceptual theories of visual communication. What the brain sees: colour, form, depth, and movement. Visual messages and viewers' meaning making process – perception, visual thinking/visualization. Practice of Looking: images, power, and politics.

Module IV: Visual Culture (18 Hours)

The visual media and the public sphere; global flow of visual culture. Potential of visual media in the field of education. Visual media tools and technologies for instruction. Visual literacy and education.

READING LIST:

1. Lester E, *Visual Communication: Image with Messages*, 2000.
2. Bo Bergstorm, *Essentials of Visual Communication*, Laurence king, 2009.
3. John Berger, *Ways of Seeing*, Penguin, London, 2009.
4. *History of Visual Communication*,*www.citrinitas.com/history_of_viscom/>*

Internal Evaluation: 20 Marks
External Evaluation: 80 Marks (Question Paper Type 1)

BVC2B02 BASIC PHOTOGRAPHY

(Semester II   Contact Hours 5   Credits 4)

Learning Objective: To understand the evolution, concepts, technologies, and practices of photography.

Learning Outcome: Enable students to practice photography which is the foundation of visual communication practices.

Module I: History and Aesthetics of Photography (15 Hours)
Human eye and camera. Visual perception. Difference between still image and movie. Brief history of the development of still cameras from camera obscura to the present day digital cameras. Different types of camera-analogue and digital; types of lenses. Camera operations (aperture, shutter speed, focal length, depth of field).

Module II: Understanding Lighting (25 Hours)
Fundamentals of light- available, artificial, indoor and outdoor, hard and soft. Types of lighting, natural and artificial lights. Exposing and focusing, exposure meters, differential focus, filters, flashes. Designing with light, for indoor and outdoor. Definition of subject detail and shape; choosing the right colour; moving camera and subject. Basic requirements, equipment.

Module III: Image Processing (25 Hours)
Image editing – colour profiles, colour management, colour modes-RGB vs. CMYK. Photoshop. Special effects techniques-moving images etc., manipulation of image, framing & trimming. Sensitivity, temperature, speed etc., reversal. Manipulation of colour and light. Black and white, and colour photography – colour materials, processing and Printing.

Module: IV Applications of Photography (15 Hours)
Different categories of photography (travel, commercial, wedding, documentation, hobby, family album, tour, landscape, profile etc). 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 models. Qualities of a photographer.

Practical Assignments:
Photography record should contain at least 20 photographs. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Following techniques/themes should be covered: silhouette, freezing movement,

panorama, indoor photography, special effects, environmental exposure, landscapes (scenic, people, birds/animals, monuments), portraits, photo feature and industrial photography

READING LIST:
1. Michael Langford, *Basic Photography*, Focal Press, 2005.
2. Michael Langford, *Advanced Photography*, Focal Press, 2008.
3. Mitchell Bearley & John Hedgeese, *New Introductory Photography Course*, Read Book, 2005.

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Internal Evaluation: 20 Marks
External Evaluation: 80 Marks (Question Paper Type 1)

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BVC3B03 THEORY OF VISUAL DESIGN
(Semester III   Contact Hours 5   Credits 4)

Learning Objective: To understand the concepts and techniques of visual design.

Learning Outcome:
Prepare students to apply the skills and techniques of visualization, illustration, and image reproduction. Develop their expertise in 2D and 3D image making.

Module I: Visual Arts--Continuity and Style (18 Hours)
Evolutionary history of human desire for image creation through visualisation and illustration: real and abstract images and symbols; possibilities of interpretation. Design methods, ideation, concepts, prototyping and evolution. Principles of design: the needs, information, planning, exploration, creation, satisfaction. Functions of design – orderly presentation, attraction, simulation, reflection, support, and retention.

Module II: Visualisation and Illustration Techniques (22 Hours)
Line drawings, studies from still life, (human) figure drawing (anatomy), outdoor study (sketching places and people), geometric drawings (perspective, lighting and shading), Shapes study. Introduction to different drawing materials and tools.

Module III: Image Reproduction Techniques (22 Hours)
Print technology, printing press, offset, study of proportions, finish and features. Digital reproduction of images. Typography, classification, use of various letter forms, Typography in different contexts: Web, posters, signage, books, motion graphics etc.

Module IV: Basics of Image-Making (18 Hours)
Basics of visualisation and illustration in 2-D and 3-D. Fundamentals of animation; basics of image manipulation and editing. The elements of design (point, line, form, surface, mass, texture, tone, colour, space and principles of design (unity, balance, contrast, movement, proportion, rhythm and harmony) applied in graphics and animation.

Practical Assignment: Each student should submit individual practical application assignments (projects) in visualisation & illustration techniques and image-making

READING LIST:

1.   Colin Ware, *Visual Thinking for Design*, Morgan Kaufmann Publishers. 2008.
2.   Wimmal Ledwell & Kritina Holden, *Universal Principles of Design*, Rockport, 2003.
3.   Alan Hashimoto, *Visual Design: A Digital Approach*, Cengage Learning, 2009.

Internal Evaluation: 20 Marks
External Evaluation: 80 Marks (Question Paper Type 1)

BVC3B04 HISTORY AND THEORY OF ART
(Semester III   Contact Hours 4   Credits 4)

Learning Objective: To trace the evolution and trajectory of art and to understand different genres and proponents of art forms.

Learning Outcome: Enable students to distinguish different art forms with the knowledge of its roots and proponents. Make aware of contemporary art forms both in India and abroad and enable them to explore further.

Module I: Fundamentals of Art (14 Hours)
Drawing, geometrical drawing; application of visual elements: line, space, balance, and harmony, angles and viewpoint, perspective. Tonal variations, texture of objects and forms, colour schemes, colour combinations, composition and values.

Module II: Brief History of Western and Indian Art (18 Hours)
Murals, papyrus manuscripts, hieroglyphics, classical art, medieval art, Byzantine and Gothic, renaissance, Baroque and Rocco, romanticism and realism. Modernism in the west: impressionism, symbolism, expressionism, cubism, futurism, constructivism, Dada, surrealism. Mural painting and temple art in India, Mugha art; modern art, artists and art circles in India (special reference to Kerala context).

Module III: Contemporary Art Movements (14 Hours)
Abstract expressionism, pop art, performance art, postmodern art and architecture, installations; convergence of art and other visual media explorations. Contemporary Indian art.

Module IV: Aesthetics and Politics (18 Hours)
Linkages of art to society, culture, history, psychology and politics. Surrealism and psychoanalysis, Dali and Margritte. Feminist theory of art: gaze. `Lokadharmi' and` Natyadharmi' in Indian context. The so called binaries of `high art' or 'pure art' ('art for arts' sake'?), and `low art' or `popular art'; propagandist, promotional and applied arts (advertisement etc.).

Practical assignment: Group visit (study tour) to art museums and art shows; keep a field report/journal

READING LIST:

1. Robert Belton, *Art History: A Preliminary Handbook*, McGraw-Hill, 2000.
2. Laurie Schneider Adams, *History of Western Art*, McGraw-Hill, 2004.
3. David Wilkins, Bernard Schultz, and Katheryn M. Linduff, *Art Past, Art Present*, 4th edition, New York: Harry Abrams, 2001.

Internal Evaluation: 20 Marks
External Evaluation: 80 Marks (Question Paper Type 1)

BVC4B05 FUNDAMENTALS OF CINEMATOGRAPHY
(Semester IV   Contact Hours 4   Credits 4)

Learning Objective: To understand the different aspects of cinematography such as composition, lighting, and handling equipment and accessories.

Learning Outcome: Prepare students to practice cinematography using modern gadgets and techniques.

Module I: Digital/Electronic Cinematography (12 Hours)
Video gain; exposure, colour balance; DV Cam, HD, 2K, 4K, video signals – composite, component – DVI, VGA, HDMI, SDI; video recorders; choosing the correct focal length - zoom lenses; camera control units (CCU); camcorders; multiple camera shoot.

Module II: Handling Camera and Accessories (20 Hours)
Aperture, focal length, lens angle and image size. Lenses, filters, tripods/pedestals, dollies, cranes and cables. Camera mounted on tripod or hand-held, mounted on track and trolley, crane (jib), helicam and newer gadgets. Camera movements: pan, tilt, zoom, track, crab. Controlling shallow focus, deep focus, shift focus etc.; safety measures in handling equipment.

Module III: Composition (16 Hours)
Shot types, shot composition; proportion; rule of thirds; framing; pictorial balance; continuity; light positions; taking different shots to convey idea(s), meaning and relationships; master shots/establishing shot; point of view shots; cut-away shots

Module IV: Lighting (16 Hours)
Lighting: natural light and created light; basic light sources: key light, fill light and back light. Shading devices; filters: reflectors; diffusers; umbrellas; light meters; matching outdoor- and indoor-light. Lighting techniques to create mood, time period and special effects.

Practical assignment: Students should write a scene, do shot division, light up the scene and shoot the scene. Each student should keep a record of aesthetic and practical decisions taken during this group project.

READING LIST:

1. Joseph Mascelli. *The Five C's of Cinematography*, Los Angeles: Silman James Press, 2007.

2. Leonard Maltin*, The Art of the Cinematographer*, Los Angeles: Focal Press 1978.

3. Blain Brown, *Cinematography: Theory and Practice: Image Making for Cinematographers, Directors, and Videographers*, New York, Focal Press, 1993.

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Internal Evaluation: 20 Marks
External Evaluation: 80 Marks (Question Paper Type 1)

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BVC4B06 PRACTICAL - I
(Semester IV   Contact Hours 5   Credits 4)

Learning Objective: To give hands on training and test the skills in photography, cinematography, visualisation & illustration techniques, and image processing & editing.

Learning Outcome: Enable learners ble to practice the skills in photography, cinematography, visualisation & illustration techniques, and image processing & editing and prepare them ready for industries.

The Fourth Semester Practical Examination will be of 3 hours duration and will be conducted by two examiners – one external, appointed by the university and an internal examiner from the respective college and the evaluation process includes viva voce. The exam will test various aspects of visual production and design, especially the following topics covered in I-IV Semesters:

1. Photography

2. Cinematography

3. Visualisation and illustration techniques

4. Image processing (Graphics) & editing

The questions/assignments for practical examinations and their scheme of evaluation shall be prepared by the board of examiners.

Internal Evaluation:

Sl. No	Components	Marks
1.	Lab involvement/skills	8
2.	Attendance	4
3.	Records/Viva	8
Total		**20**

External Evaluation

Duration	Pattern	Marks	Viva	Total
3 Hours	The exam will test various aspects of photography, cinematography, visualisation & illustration techniques, and image processing (Graphics) & editing topics covered in the syllabus. The questions/assignments and their scheme of evaluation shall be prepared by the board of examiners.	56	24	80

BVC5B07 SCREEN WRITING
(Semester V   Contact Hours 3   Credits 2)

Learning Objective: To understand the art and craft of screen writing for cinema, television and new media.

Learning outcome: After completion of this course, students shall be able to write scripts for cinema, television and new media.

Module I: The Art of Screen Writing (14 Hours)
The art of writing for film, television and new media. Fundamentals of film screen writing; script formats; stages of script and screen play – idea, research, treatment, draft script, revision of script; structure, characters, dialogue. Hiring a writer, optioning a screenplay.

Module II: Elements of a Good Film Script (16 Hours)
Qualities of a good script - structure, clarity, coherence. Script, screenplay, story board. Studying models/classical examples from past and present. Analysis of movie scripts, short-film scripts, enrichment programme scripts etc. Script formats - fiction and non-fiction, documentaries, docudramas, PSAs, advertisements, corporate films etc. Script writing for educational programmes (documentaries, information, infotainment).

Module III: Writing for Television (18 Hours)
Understanding the television medium, its scope, limitations an challenges. Relation between narration and visuals. Writing for different TV genres, including `soap operas' (TV serials). Script writing for tele-serials. Programmes for children, women and minority programmes; information programmes. News writing - news angle, multi-angled stories, feature openers, development of story, news formula, sign posting, accuracy and fieldwork. Variety programmes: game show, reality show, music and dance. Scripting for commercials (TVC).

Practical Assignments: Write a script and prepare the story board for any of the following: short-fiction, educational documentary, advertisement, television programme, TV game show, TV commercial, News programme. Duration: 5 minutes. Maintain the final draft (Record).

READING LIST:

1. Allan Rosenthal. *Writing, Directing and Producing Documentary Films*. Southern Illinois University Press, 1990.

2. Gerald Kelsey, *Writing for Television*, A and C Black, London, 1990.
3. J. Michael Stracynski, *The Complete Book of Script writing: Television, Radio, Motion Pictures, The Stage Play*, Writers' Digest Books, 1982.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC5B08 VISUAL EDITING
(Semester V   Contact Hours 5   Credits 3)

Learning Objective: To understand the principles, practices and equipment used for visual editing.

Learning Outcome: Students shall be able to practice visual editing with advanced editing software.

Module I: Principles of Editing (14 Hours)
Purpose of editing: screen play, shooting script, rough cut to final cut. Selection of shots and ordering of shots, timing, pace, rhythm. Shot, scene and sequence. Manipulating time and space through editing. Principles of continuity. Structuring a scene, structuring a film/ television programme. Editing transitions.

Module II: Editing Equipment and Software (16 Hours)
Analog and digital; linear and non-linear editing. Familiarizing the non linear editing equipment and software, edit controllers and mixers. Avid, Adobe Premiere, Final Cut Pro (FCP), FCP Express and other Editing software. Steps in post production: shot logging; metadata, re-shoot; EDL; importing and organising video clips; time line tools; trimming clips; batch capturing.

Module III: Editing Procedure (25 Hours)
Playing multiple formats, working with master clips, Logging information in browser columns, finding and labeling project items, Customizing shortcut keys and button bars; applying transitions, Viewing transition options, modifying and copying transitions, using the transition editor, changing transition parameters, Previewing and rendering effects. Applying filters: applying and viewing video filters, viewing and modifying filter parameters. using colour correction filter, animating filters.

Module IV: Consolidating Video And Audio (25 Hours)
Mixing audio tracks: editing and organising audio effects, monitoring and adjusting audio levels, applying transitions to fade volume, setting key frames to change volume, using the audio mixer, recording a narration track. Applying audio filters. Finishing and outputting: Preparing the project for finishing, detecting audio peaks, adjusting video levels for broadcast, exporting quick time files, compressor, outputting to tape, making a time code window burn, backing up projects.

Practical assignments: *Exercises in any editing software; importing and assembling clips, batch capturing. Use of transition devices. Audio editing; sound mixing.*

READING LIST:

1. Karel Reisz & Gavin Miller, *The Technique of Film Editing*, Focal Press, 1989.
2. James R. Caruso & Maris E Arthur, *Video Editing and Post Production*, Prentice-Hall, 1992.
3. Patrick Morris, *Non-linear Editing Media Manual*, Focal press, UK, 1999.
4. Charles Roberts. *Digital Video Editing with Final Cut Express*, 2007.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC5B09 MEDIA DESIGN-I
(Semester V   Contact Hours 4   Credits 2)

Learning Objective: To learn the theoretical and practical frameworks of graphics and animation.

Learning Outcome: Learners shall be able to work with pre-press graphics and to create 2D animations.

Module I: Graphics and Animation (12 Hours)
Familiarizing software: Adobe Photoshop, Illustrator and Adobe Flash

Module II: Introduction to Animation (20 Hours)
Foundations for learning animation, animation techniques, basic drawing with forms, figure drawing: basic pose and construction, perspectives, gesture drawing, animation principles and their applications.

Module III: Idea and Concept (14 Hours)
Script writing, acting and expressions, character design, background and lay outs, voiceovers, storyboards, Leica reels/Animatics.

Module IV: Two-Dimensional Animation (18 Hours)
2D animation, traditional 2D animation, cleanup (CU), in betweens (IB), timing charts (X sheets), pencil tests, compositing.

Practical Assignments: Students work in groups (of 3-4 students) and create a 10 seconds 2-D animation film projects

READING LIST:

1. Russell N. Baird, *The Graphic Communication* , Holt, Rinehart and Winston, Canada, 1987.

2. Jerry Palmer & MacDodson, *Design and Aesthetics*, Routledge, London, 1995.

3. John Christopher Jones, *Design Methods*, Wiley, 1992

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC5B10 ADVERTISING
(Semester V   Contact Hours 5   Credits 4)

Learning Objective: To familiarize with different genres of advertising, structure and functions of advertising agency, and process of copy writing and ad. film production.

Learning Outcome: Students shall be able to make ad. Films, TVCs and other related advertising products.

Module I: Definition and Scope of Advertising (12 Hours)
Definition, origin & growth, nature & scope, roles of advertising; social, communication, marketing & economic functions of advertising. Advertising and its role in the market, advertising as a process of communication - social and ethical issues.

Module II: Types of Advertising (12 Hours)
Consumer, corporate, industrial, retail, cooperative and public service advertising; reading the advertisement - review with current ad campaigns. Target audience, geographic area, media & purpose. Corporate & promotional advertising – social media promotions.

Module III: Advertising Agency (14 Hours)
Structure and functions; leading agencies in India full service agencies – multinational clients – challenges and opportunities. Latest trends in advertising in India. Ad agency - types, structure of small, medium & big agencies, functions, services.

Module IV: Conceptualization & Ideation (18 Hours)
USP, big idea, visualization, print ad layout, headline, sub headline, body copy, logos & slogans, client brief, creative strategy, media plan, brand positioning, brand personality, brand image, brand equity. Ad Films, concepts, one lines and scripts.

Module V: Production Planning for Ad Films, TVCs and other Products (24 Hours)
Production objectives/goals; mobilising human resources – production crew and cast, contracts and call sheets; acquiring/hiring equipment and properties; booking studio floor and time, mounting sets, out-door shoot planning – location search, suitability of locations; seeking permission from legal and official bodies; production schedules;

logistics management; time management. Financial management in visual media production; budgeting basics, budgeting for preproduction, production, Post production activities; mobilising financial resources; cost cutting measures. Cash flow. Marketing of various rights.

Practical assignments: Each Student should analyse the structure and strategies of a print ad. or television commercial. They should plan and shoot a TVC as group project

READING LIST:

1. Otto Kleppner, **Fundamentals of Advertising**, Prentice Hall, New Jersey, 1980.
2. Mariekae de Mooij, **Advertising Worldwide**, Prentice Hall, UK, 1994.
3. Mohan M, **Advertising Management Concepts and Cases**, Tata McGraw Hill; New Delhi, 1989.

Internal Evaluation: 20 Marks
External Evaluation: 80 Marks (Question Paper Type 1)

BVC5B11 AUDIOGRAPHY

(Semester V   Contact Hours 5   Credits 3)

Learning Objective: To understand the audio studio fundamentals, recording techniques, and creative use of sound tracks.

Learning Outcome: After completion of this course, students shall be able to record and edit using the advanced software like Pro Tools.

Module I: Basics of Sound and Sound Recording Systems (15 Hours)

Perception of sound - hearing sensitivity - frequency, range - sound wave length - measuring sound - basic setup of recording system - analog digital cables, connecters, analogue to digital conversion. Microphone - types - unidirectional, bidirectional, omni directional, cardioids; direction, pickup pattern, noise, choosing the right mike, technique- sound reproduction devices - input devices – various sound file extension.

Module II: Audio Studio Fundamentals (15 Hours)

Introduction to Pro Tools and other audio software. ProTools: Installing Pro Tools. The Pro Tools interface, signal flow, gain stages, I/O setup, types of tracks, creating a new session in Pro Tools, keyboard shortcuts.

Module III: Pro Tools Recording Techniques (25 Hours)

Setting recording levels, sample rate and bit depth, sound wave fundamentals, deeper into sampling, sampling and anti-aliasing, quantizing and coding, hard drive space requirements, disk allocation, session parameters, buffer settings and latency times, the basics of microphones and microphone techniques, Pro Tools preferences, importing audio and session data, keyboard shortcuts, assignment: The ultimate recording.

Module IV: Creative Use of Sound Track (25 Hours)

Recording: busses, playlists, use of dialogue, music and sound effects. Equalisation. Balancing of levels – panning, mixing, the art of producing and recording your own music, memory locations and markers, window configurations and arrangements, using inserts, the basics of effects loops, headphones and headphone mixes.

Practical Assignment: *Record nature sounds for posting in a 5-minutes' short fiction film (Individual exercise). Create the soundtrack for a 3-minutes film, involving dubbing, foley recording, background music, final mixing (Group project)*

READING LIST:

1.   John Strutt & Baron Williams, *The Theory of Sound*, Rayleigh. 1996.
2.   Francis Rumsay and Tim Mick. *Sound and Recording: An Introduction*. Oxford: Focal Press.
3.   Collins Mike, *ProTools for Music Production*: *Recording, Editing*, Academic P, 2009.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC6B12 MEDIA DESIGN-II (ANIMATION AND VISUAL EFFECTS)

(Semester VI   Contact Hours 5   Credits 3)

Learning Objective: To understand the principles and dynamics of 3D animation and special effects.

Learning Outcome: Students shall be able to create 3D animations and special effects using software like Maya.

Module I: Multimedia (14 Hours)
Definition of multimedia. Multimedia systems. Elements and applications. Multimedia system architecture, file formats and standards.

Module II: Three Dimensional Design Concepts (22 Hours)
Concept creation, story boarding, scripting and project developing methods. 3D designing and animation dynamics - lens, effects, ray tracing, lighting, shading, reflection, texturing techniques.

Module III: Animation Principles in 3-D (24 Hours)
3D animation using Maya, concepts of light and shading, clay modeling, basic 3D modeling using Maya, basic texturing using Maya, introduction to rigging and animation using Maya, rendering.

Module IV: Special Effects (20 Hours)
Dynamics and VFX: pre production for Maya FX, texturing and lighting, advanced texturing and lighting, dynamics, particles, real flow, Maya and combustion, advanced Maya and combustion.

Practical Assignment: Students should apply the animation and special effects techniques they learn in this module in a 3-minute short fiction film (Group exercise)

READING LIST:

1. Ze-Nian Li and Mark S. Drew, *Fundamentals of Multimedia*, Prentice-Hall, 2004.

2. William W. Lee, *Multimedia-Based Instructional Design: Computer-Based Training, Web-Based Training, and Distance Learning*, Prentice-Hall, 2010.

3. Jenifer Tidwell, *Designing Interfaces: Patterns for Effective Interaction Design*, London, O'Reilly Media, 2005

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC6B13 DESIGN INDUSTRY CONVERGENCE
(Semester VI   Contact Hours 5   Credits 4)

Learning Objective: To familiarize with the concepts and applications of interior design, industrial design, and product design.

Learning Outcome: Students shall be able to apply different skills of set design, industrial design, and product design.

Module I: Linkages to Diverse Design Avenues (12 Hours)
Conventional and contemporary design industry avenues for 'Visual Communication' graduates: interior design, industrial design, product design (Textile design, Fashion design etc.)), production design (for stage and screen), event design (and management), graphics, animation and video gaming industry.

Module II: Interior Design, Industrial Design and Product Design (20 Hours)
Overview of interior design, industrial design, product design, textile design, fashion design etc. Interior design: the art and science of enhancing the interiors and/or exteriors of a space or building to achieve a healthier and pleasing environment. Industrial design: the process of design applied to industrial products that are to be manufactured through techniques of mass production (automobiles, furniture, houseware etc). Product design: working to improve the function, value and aesthetics of any product. Textile design: designing yarn, fabric, machinery, carpet, and garments. Fashion design: refers to style, variety, colours, comfort and other aspects of the apparel.

Module III; Production Design and Event Design (20 Hours)
Work of a production designer (PD) used as synonymous with `art direction' or `scenic design' or `set design' for stage and screen. Immense scope of digital technologies and increased importance of production design in film, television, ad films, theatre and all audio-visual media. PD: 'master plan' for art direction, costumes, make up, graphics, animation and all visual elements. Scenic design for stage also includes installations, multiple screens/stages, video projections etc. 'Event designer': designing and `stage managing' any kind of social or performance events.

Module IV: Graphics, Animation and Video Gaming (18 Hours)
Increased role and scope of CGI in diverse media industries and other avenues. Rapid advancement in graphics and animation software, hardware and techniques. Careers in video game designing (concept artist). Same tools and principles apply to movie animation and video gaming, but processes and techniques differ. Camera angles and lighting in movie animation; multiple angles, audience's control and body mechanics of characters in video gaming. Skills to be mastered for pursuing careers in graphics, movie animation and video gaming.

Module V: Convergence of New Design Technologies (10 Hours)
Convergence and consolidation of design technologies. Need of the hour: versatility of a designer/ visual communication practitioner (multi-tasking with multi-design skills).

Practical assignment: Field visit to firms of industrial design, fashion design, interior design etc.

READING LIST:
1. William Lidwell, *Universal Principles of Design*, Rockport Publishers, 2010
George Nelson, *Problems of Design*, Watson-Guptill Publshers, 1979
2. Vincent Lobrutto, *The Filmmakers' Guide to Production Design*, Allworth Press, 2002
3. Donald A. Norman, *The Design of Every Things*, Basic Books, 2002

Internal Evaluation: 20 Marks
External Evaluation: 80 Marks (Question Paper Type 1)

BVC6B14 PRACTICAL - II
(Semester VI   Contact Hours 5   Credits 4)

Learning Objective: To give hands on training and test the skills in visual editing, media design (2D and 3D), audiography and designing.

Learning Outcome: Enable students to practice the skills in visual editing, media design (2D and 3D), audiography and designing and prepare them ready for industries.

The Final Semester Practical Examination will be of 3hrs duration and will be conducted by two examiners – one external, appointed by the University and an internal examiner from the respective college and the evaluation process includes viva voce. The exam will test various aspects of Visual Communication and Design, especially the following topics   covered   in   V-VI   Semesters:

1. Visual Editing

2. Media Design (2D and 3D)

3. Audiography

4. Design Industry Convergence

The questions/assignments for practical examinations and their scheme of evaluation shall be prepared by the board of examiners.

Internal Assessment:

Sl. No	Components	Marks
1.	Lab involvement/skills	8
2.	Attendance	4
3.	Records/Viva	8
Total		**20**

External Evaluation

Duration	Pattern	Marks	Viva	Total
3 Hours	The exam will test various aspects of visual editing, media design (2D and 3D), audiography, and design industry convergence covered in the syllabus. The questions/assignments and their scheme of evaluation shall be prepared by the board of examiners.	56	24	80

ELECTIVES:

BVC6B15 NEW MEDIA

BVC6B16 RADIO PRODUCTION

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BVC6B15 NEW MEDIA

(Semester VI   Contact Hours 5   Credits 4)

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Learning Objective: To learn the basics of online journalism, language of the Web, and new trends in new media industries.

Learning Outcome: Students shall be able to acquire the skills required for new media practices.

Module I: Introduction to Internet Journalism (16 Hours)

Internet as a medium of communication, history of internet, characteristics of online journalism (immediacy, interactivity and universality), difference between websites and portals, blogs, podcasts, search engines, online sites of leading media organizations/web servers/administrators, internet service providers

Module II: Language and Style of Online Journalism (24 Hours)

Online Reporting, tools for news gathering, floating pyramids in cyberspace, screen – chunk and scroll – page formats, characteristics of journalistic writing on the web (conciseness, scan-ability, objectivity, TOC, section summaries, bullets, numbered lists, keywords, additional headlines, shorter paragraphs, summary decks, pull quotes/callouts, story shell style, side bars, info-boxes, slide show, photo gallery, etc.)

Module III: Language of the Web (28 Hours)

Web design — HTML/XML, hypertext, links. Linear and non–linear presentations, integration of design, graphics and visual computing, picture editing software, page design tools, typography and colour. Finding information on the Web, directories and search engines

Module IV: Trends in Cyberspace (12 Hours)

An overview of current trends in information technology, the ICE concept, digital convergence.

Practical Assignment: *Students should create an 'Online News Letter' or Blog and record the reader-interactive feedback to it (Group work)*

READING LIST

1. Reddick, Randy Elliot King, *The Online Journalist*, Harcourt College Publishers, New York, 1997.
2. Jane Dorner, *Writing for the Internet*, OUP, New York, 2002.
3. Francis Botto, *Dictionary of Multimedia and Internet Applications*, John Wiley & Sons, New York, 1999.
4. Domnick, Barry & Fritz, *Broadcasting, Cable, The Internet and Beyond: An Introduction to Modern Electronic Media*, Surjeet Publication, New Delhi, 2004.

Internal Evaluation: 20 Marks
External Evaluation: 80 Marks (Question Paper Type 1)

BVC6B16 RADIO PRODUCTION
(Semester VI   Contact Hours 5   Credits 4)

Learning Objective: To understand the evolution and growth of radio and to familiarize with the process of radio programme production.

Learning Outcome: Students shall be able to acquire the skills required for radio industries.

Module I: History and Evolution of Radio (20 Hours)

Brief history; characteristics of the medium. Introducing radio formats: radio talk, interview, radio drama, chat shows, phone-in/phone-out programmes, running commentary, news bulletins, features, and documentaries; special abilities required for each format; writing techniques.

Module II: Radio News (20 Hours)

News-room management, news coverage, news formats, news presentation and structure and content of news bulletins. Theory of sound- frequency, pitch, amplitude, timber; theory of broadcasting technology- AM, FM, SW, long wave, satellite radio, internet radio; recording and storing of sound- wave format, MP2 and MP3.

Module III: Recording Instruments (20 Hours)
Various types of microphones, speakers, headphones, sound recorders, recording software, multi-track music recording, special effects, mixing and dubbing. Role of radio broadcaster -announcer, disc jockey, radio host; 'on-air' techniques - performance, art of interviewing, speed, breathing, emphasis and pitch.

Module IV: Radio in India (20 Hours)

Radio in India -public service broadcasting and All India Radio, private commercial broadcasters, educational radio, community radio in the West, scope of community radio in India, the Indian audience and the revival of radio after the television boom.

Practical Assignment: Create a short (10minutes) radio documentary (Group project)

READING LIST:

1. Robert McLeish, *Radio Production*, 3rd Edition, Focal Press, 2008.
2. U. L. Baruah, *This is All India Radio*, Sage Publications, 2005.
3. Carl Hausman, Philip Benoit, Lewis Donnell. *Modern Radio Production, Programming and Performance*, O'Reilly Media, 2005.

Internal Evaluation: 20 Marks
External Evaluation: 80 Marks (Question Paper Type 1)

BVC6B17 PROJECT WORK
(Semester VI   Contact Hours 5   Credits 2)

Learning Objective: To obtain real-time experiences of individual production.

Learning Outcome: Students shall be able to get confidence of executing their own independent project/production.

The students may choose **one of the** following activities:

1) **Dissertation**

or 2) **Short Film/Documentary/Animation Film/Music Video - Production** as their core course project

1) Dissertation
A dissertation based on the intensive study on a topic chosen from the area of visual communication and visual culture, written under the supervision of a faculty. Expected length is about 10,000 words; should follow the standard format as per the University guidelines. It should be an individual work.

Internal Evaluation of Dissertation

Components	Marks
Originality (Relevance of the topic, statement of objectives etc.)	4
Methodology (Reference, bibliography, presentation, quality of analysis, use of statistical tools etc.)	4
Scheme/organization of report (Findings and recommendations)	6
Viva-voce	6
Total	**20**

External Evaluation of Dissertation

Components	Marks
Originality (Relevance of the topic, statement of objectives etc.)	16
Methodology (Reference, bibliography, presentation, quality of analysis, use of statistical tools etc.)	16
Scheme/organization of report (Findings and recommendations)	24
Viva-voce	24
Total	**80**

2) Short Film/Documentary/Animation Film/Music Video - Production

    a) Short film (7-10 minutes)
    b) Documentary (7-10 minutes)
    c) Animation Film (below 3 minutes)
    d) Music Video (5 minutes)

All production projects are group projects and all students in the group must have a role in the project. The students should maintain the formal procedure of production and submit a record book of all the activities along with the DVDs/Media of the production. Each production should be guided by a faculty member.

Internal Assessment of Short Film/Documentary/Animation Film/Music Video - Production

Components	Marks
Relevance of subject/theme	4
Pre-production, production, and post-production aspects.	6
Record book	4
Viva-voce	6
Total	20

External Evaluation of Short Film/Documentary/Animation Film/Music Video - Production

Components	Marks
Relevance of subject/theme	16
Pre-production, production, and post-production aspects.	24
Record book	16
Viva-voce	24
Total	80

PART II
COMPLEMENTARY COURSES OFFERED BY
B A VISUAL COMMUNICATION
FOR OTHER STREAMS

1. COMPLEMENTARY COURSES IN AUDIO VISUAL COMMUNICATION (FOR OTHER LRP PROGRAMMES)

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
1	BVC1C01	Introduction to Audio Visual Media	3		3	60	15	3
2	BVC2C01	Visual Design	3		3	60	15	3
3	BVC3C01	Advertising	4		4	60	15	3
4	BVC4C01	Radio Production	4		4	60	15	3
					14	300		12

BVC1C01 INTRODUCTION TO AUDIO VISUAL MEDIA
(Semester I   Contact Hours 3   Credits 3)

Learning Objective: To introduce the fundamentals of visual media, visual language, and various functions of visual communication.

Learning Outcome: Students shall get a thorough theoretical background in visual communication and visual language.

Module I: Visual Language and Visual Literacy (14 Hours)
Visual communication and visual culture. Development of visual communication: visual language, reading pictures, lights, shade and colour in communication, expressions, costumes, symbols and signs of body language, language of pictures and graphics. Visual composition elements-- line, plane, shape, form, mass, pattern, text gradation, colour and principles--symmetry, order, balance, unity, contrast, proportion, spatial relationships.

Module II: Types of Visual Media (10 Hours)
Folk and performing art forms, theatre, drawing, painting, photography, film and television, new media, multimedia, video gaming and virtual reality. How do some conventional art forms adapt to digital age?

Module III: Physiological Functions of Visual Communication (14 Hours)
Sensual and perceptual theories of visual communication; what the brain sees: colour, form, depth and movement. Viewers' meaning making process, perception, visual thinking/visualization. Visualizing in 2 and 3 dimensional spaces.

Module IV: Aesthetics and Politics in Media Arts (10 Hours)
Visual communication aesthetics, structure and appearance. Studying film and television as popular forms of `visual communication'. Language of film, television and new media. Practice of 'looking': images, power and politics.

READING LIST

1. Arthur Asa Berger, *Seeing is Believing: An Introduction to Visual Communication,* New York, Mary Field, 1998.
2. Frederic Palmer, *Visual Elements of Art and Design,* Longman, 1989.

3. Arun Bhatia, *Visual Communication,* New Delhi, Rajat Publications, 2005.

4. Jonathan Baldwin and Lucienne Roberts, *Visual Communications: From Theory to Practice,* AVA Publishing, 2006.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC2C01 VISUAL DESIGN
(Semester II   Contact Hours 3   Credits 3)

Learning Objective: To familiarize with the principles and practices of visual design.

Learning Outcome: Students shall be able to distinguish between different types of visual designs and their theoretical evolution.

Module I: Art and Visual Perception (10 Hours)
Growth of visual art from the early periods to the renaissance: primitive art, realism, romanticism, renaissance. Special emphasis on Da Vinci, Michaelangelo, Rembrandt and Raphael. Understanding the use of perspective, iconography, calligraphy etc. as elements of visual aesthetics during the renaissance period.

Module II: Growth of Visual Art--Impressionism, Expressionism, Surrealism and Cubism (14 Hours)
The works of Vincent Van Gough as effective examples of a subjective perception based on the play of lights. Expressionism and Surrealism: analysis of the film, `Cabinet of Dr. Caligary'. Classical concept of perspective losing its significance; artist's perception of an object through the `inner eye': works of Salvadore Dali, May Deren, Andy Warhol and others. Cubism: life and works of Pablo Piccasso; the socio-historical context of `Guernica'.

Module III: Elements and Principles Applied in Visual Design (12 Hours)
Use of visual space for creating images: circular frames, horizontal frames, vertical frames, conical frames etc. Understanding the 'rule of third' and 'golden points'. Use of perspective as a strong element to create images of concrete forms.

Module IV: Introduction to Graphic Design and Animation (12 Hours)
Basic principles of graphic design and image editing; fundamentals of design theory. Designing posters, propaganda material etc. Short history of animation. Early animation devices. Techniques of animation. Different types of animation. Layout, character/props/background, character construction. scripting for animation film.

READING LIST

1**.** Alex W. White, *The Elements of Graphic Design*: All Worth Press, New York, 2011.
2. Hedley Griffin**,** *The Animator's Guide to 2D Computer Animation*, Focal Press, 2000.
3. Tony White**,** *How to Make Animated Films*, Focal Press, 2009.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC3C01 ADVERTISING
(Semester III   Contact Hours 4   Credits 3)

Learning Objective: To understand the concepts and practices of advertising.

Learning Outcome: Students shall have a thorough knowledge about advertising agency and the skills required for the advertising industry.

Module I: Introduction to Advertising (12 Hours)
Advertising: definition, scope and functions. Different modes of advertising: consumer, corporate, industrial, retail, cooperative and public service advertising (PSA). Advertising as a process of social and marketing communication and its impact and effects.

Module II: Target Audiences and Types of Advertising (12 Hours)
Target audience, geographic area, media & purpose. Corporate & promotional advertising. New trends of `life-style conscious' and environmental conscious advertising. Different avenues for advertising: print, outdoor, film, television, web and mobile.

Module III: Advertising Agency (16 Hours)
Structure and functions; leading agencies in India-diversification and competition – full service agencies – multinational clients – challenges and opportunities. Latest trends in advertising (India & abroad) – Ad agency & its types, structure of small, medium & big agencies, functions, services- legal aspects & ethical issues.

Module IV: Conceptualization, Ideation & Visualization (24 Hours)
Designing & layout, copy writing; types of headlines, body copy base lives, slogans. Logos & trademarks. Client brief, account planning, creative strategy & brief, communication plan, brand management, positioning, brand personality, brand image, brand equity, case studies. Advertising campaign: objectives, creative strategy: message, appeals, level of response, media planning, advertising budget, pre testing and post testing. Scripting and producing ad films, TVC (television commercials), Web ads, mobile ads etc.

READING LIST

1. Otto Kleppner, *Fundamentals of Advertising*, Prentice Hall, New Jersey, 1980.
2. Mariekae de Mooij, *Advertising Worldwide*, Prentice Hall, UK, 1994.
3. Mohan M, *Advertising Management Concepts and Cases*, Tata McGraw Hill; New Delhi, 1989.

4. William D. Well, *Advertising Principles and Practice*, Pearson, 2007
5. S. A. Chunawalla & K. C. Sethia, *Fundamentals of Advertising Theory and Practice.*

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC4C01 RADIO PRODUCTION
(Semester IV   Contact Hours 4   Credits 3)

Learning Objective: To understand the evolution and growth of radio and to familiarize with the process of radio programme production.

Learning Outcome: Students shall be able to acquire the skills required for radio industries.

Module I: History and Evolution of Radio (12 Hours)
Brief history; characteristics of the medium. Introducing radio formats: radio talk, interview, radio drama, chat shows, phone-in/phone-out programmes, running commentary, news bulletins, features, and documentaries; special abilities required for each format; writing techniques.

Module II: Radio News (20 Hours)
News-room management, news coverage, news formats, news presentation and structure and content of news bulletins. Theory of sound: frequency, pitch, amplitude, timber; theory of broadcasting technology- AM, FM, SW, long wave, satellite radio, internet radio; recording and storing of sound- wave format, MP2 and MP3.

Module III: FM Radio, Community Radio and Internet Radio (16 Hours)
Advent of FM radio channels, ushering in `new media language/idiom', appealing to young and old. Internet radio and also community radio becoming popular in the digital age. Role of radio broadcaster -announcer, disc jockey (DJ), radio host; 'on-air' techniques - performance, art of interviewing, speed, breathing, emphasis and pitch.

Module IV: Radio in India (16 Hours)
Radio in India -public service broadcasting and All India Radio, private commercial broadcasters, educational radio, community radio in the west, scope of community radio in India, the Indian audience and the revival of radio after the television boom.

READING LIST:

1. Robert McLeish, *Radio Production*, 3rd Edition, Focal Press, 2008.
2. U. L. Baruah, *This is All India Radio*, Sage Publications, 2005.
3. Carl Hausman, Philip Benoit, Lewis Donnell. *Modern Radio Production, Programming and Performance*, O'Reilly Media, 2005.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

2. COMPLEMENTARY COURSES IN **VISUAL COMMUNICATION**
(FOR BA MULTIMEDIA)

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
1	BVC1C02	Introduction to Visual Communication	3		3	60	15	3
2	BVC2C02	Introduction to Cinema	3		3	60	15	3
3	BVC3C02	Scripting and Story Boarding	4		4	60	15	3
4	BVC4C02	E-Content Development	2	2	4	60	15	3
					14	300		12

BVC1C02 INTRODUCTION TO VISUAL COMMUNICATION

(Semester I   Contact Hours 3   Credits 3)

Learning Objective: To introduce the fundamentals of visual media, visual language, and various elements of visual communication.

Learning Outcome: Students shall get a thorough theoretical background of visual communication.

Module I: Visual Communication (12 Hours)
Introduction to communication studies; visual communication and its fundamental principles; history and development of visual arts and communication; visual communication and visual culture. What is visual media? types of visual media – folk and performing art forms, theatre, drawing, painting, photography, film and television. New media and multimedia products.

Module II: Elements and Principles of Visual Composition (14 Hours)
Visual elements – dot, line, shape, form (mass, volume,), space, texture, colour. Principles of composition: balance, contrast, movement, emphasis, pattern, proportion, unity (symmetry, order, rhythm and harmony) etc. spatial relationships, compositions in 2- and 3-dimensional space, the structure of appearance.

Module III: Sensual and Perceptual Theories (12 Hours)
Sensual and perceptual theories of visual communication. What the brain sees: colour, form, depth, and movement. Visual messages and viewers' meaning making process – perception, visual thinking/visualization. Practice of looking: images, power, and politics.

Module IV: Visual Culture (10 Hours)
The visual media and the public sphere; global flow of visual culture. Potential of visual media in the field of education. Visual media tools and technologies for instruction. Visual literacy and education.

READING LIST:

1. Lester E, *Visual Communication: Image with Messages*, 2000.
2. Bo Bergstorm, *Essentials of Visual Communication*, Laurence king, 2009.
3. John Berger, *Ways of Seeing*, Penguin, London, 2009.

4. *History of VisualCommunication,*
www.citrinitas.com/history of viscom/>

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC2C02 INTRODUCTION TO CINEMA

(Semester II   Contact Hours 3   Credits 3)

Learning Objective: To familiarize with the theoretical and practical aspects of cinema.

Learning Outcome: Students shall be able to appreciate cinema meaningfully, and they shall be familiarized with the basic production techniques.

Module 1. (12 Hours)

A brief history - Lumiere Brothers, the era of silent movies, evolution of sound films,; the major cinema movements – German expressionism, Soviet montage, Italian neo-realism, French new wave, Latin American cinema, Hollywood cinema, Japanese cinema, African cinema and Indian cinema.

Module 2. (14 Hours)

Film terminology; characteristics, potentials and limitations of cinema; types of films - feature films, documentaries, short films, animations and others; cinema today-Hollywood, Bollywood and South India. Defining film and film language – shot, scene, sequence, screenplay; cuts and transitions, mis-en-scene and montage.

Module 3. (12 Hours)

Pre-production – idea, treatment, script, storyboard, schedule, budget, crew, location, art direction, casting and rehearsals; production – indoor, outdoor, sets; art and cast; basics of cinematography: camera movements, camera viewpoints, camera distances; lighting, post-production – logging, shot assembly, dubbing and commentary recording, editing, marketing and distribution.

Module 4. (10 Hours)

A comprehensive overview of Malayalam Cinema.

READING LIST
Books for Reference
1.Virginia Wright Wexman, *A History of Film*. 6th edition.
2. Jareck KUPSC. *The History of Cinema for beginners*.

3. J. Dudley Andrew, *Major Film Theories, An Introduction*.

4. James Monaco, *How to Read a Film*, 3rd Edition.

5. Tom Holden, *Film Making*.

6. Meena T Pillai, (ed.) *Women in Malayalam Cinema*, Orient Blackswan, 2010.

7. Gopinath,. ed. *Film and Philosophy*, Calicut University, 2008.

8. Rajadhyaksha, Ashish, et al. *Encyclopedia of Indian Cinema*. New (rev. ed.) London: British Film Institute, 1999.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC3C02 SCRIPTING AND STORY BOARDING
(Semester III   Contact Hours 4   Credits 3)

Learning Objective: To understand the theoretical and practical aspects of scripting and story boarding.

Learning Outcome: Students shall be able to acquire skills required for writing scripts and preparing story boards for visual media production.

Module 1. (14 Hours)

What is a script?- types of scripts – documentary, short films, feature films, advertisement, sports, educational, corporate presentations. Qualities of a good script writer . Elements of scriptwriting – structure, clarity, coherence, flow of ideas, interest. Stages of scripting - idea, concept, story, screenplay, shooting script, storyboard. Writing the proposal outline . Writing treatment.

Module 2. **(20 Hours)**

Basic elements of a story. Key elements of a good script: Scene heading, action, parenthetical, character, dialogue, setting. Three act dramatic structure. Theme, plot, conflict. Character development. Dialogues and action. Shooting script & story board.

Module 3. **(20 Hours)**

Documentary script writing - Relation between narration and visuals. The art of writing for films, Fundamentals of film screen writing. Pitching a story (includes shot, scene, sequence), identifying the beginning, middle & end of the story, first draft, final draft. Script layout: screen play one page and split page.

Module 4. (10 Hours)

Choosing the genre: EvenV, drama, action adventure, suspense thriller, romance, comedy, crime detective mystery, road movie, film noir, etc.

Practical: Write a script and prepare the story boards for any of the following: short fiction, educational documentary, advertisement, television programme, TV game show, multimedia presentation, TV commercial, news programme. Duration: 5 minutes. Maintain the final draft.

READING LIST:

1. Allan Rosenthal. ***Writing, Directing and Producing Documentary Films***. Southern Illinois University Press, 1990.

2. Gerald Kelsey, ***Writing for Television***, A and C Black, London, 1990.

3. J. Michael Stracynski, *The Complete Book of Script writing: Television, Radio, Motion Pictures, The Stage Play*, Writers' Digest Books, 1982.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC4C02 E-CONTENT DEVELOPMENT.
(Semester IV   Contact Hours 4   Credits 3)

Learning Objective: To familiarize with the concepts and components of E-Content development.
Learning Outcome: Students shall be able to acquire the skills required for E-Content development.

Module 1. Introduction to E-Content Development: (10 Hours)
Definitions of e-content. Types of e-content. Examples of e-content. Scope and career opportunities in e-content development.
Module 2. Introduction to Instructional Design and Learning Theories: (12 Hours)
Definitions of instructional design. Bloom's taxonomy for the cognitive domain. The ADDIE model, Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.
Module 3. Basics of E-Content Development: (18 Hours)
Learner needs analysis, design document, course map, writing learning objectives, content analysis, content chunking, working with SMEs. Storyboarding for e-content. The e-content development cycle. E-content development tools. Multimedia elements: working with graphics, animation, narration and audio. Technical considerations: introduction to LMS, LCMS, SCORM and AICC.
Module 4. Instructional Strategy for E-content Development: Learner Engagement: (20 Hours)
Engaging learners through interactivity, branching, visualization of content. Types of interactivity for e-content: point and click, drag and drop, text-input, match, system process simulations. Presentation strategy: scenario-based learning, game-based learning, virtual coaches and avatars. Assessments: types of assessment, types of feedback, monitoring the learner's progress through CYUs and self-assessments
Module 5. Different ways of delivering e-content: (4 Hours)
Synchronous versus asynchronous
Practicals — E-Content Development Tools
Basics of Web programming using HTML
Creating e-content with Adobe Articulate
Creating e-content with Adobe Captivate

READING LIST

1. Ruth C. Clark & Richard E. Mayere, *E-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning*, Pfeiffer, 2011.

2. Julie Dirksen, *Design For How People Learn*, New Riders Publishing, 2011.

3.William Horton, *E-Learning by Design*, Pfeiffer, 2011.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

PART III
OPEN COURSES OFFERED BY
B A VISUAL COMMUNICATION
FOR OTHER STREAMS

Sl No	Course Code	Course Title	Contact Hours			Marks		Credits
			Theory	Lab	Total	External	Internal	
1	BVC5D01	Advertising Design	3		3	60	15	3
2	BVC5D02	Radio Jockeying	3		3	60	15	3
3	BVC5D03	Basic Photography	3		3	60	15	3

BVC5D01 ADVERTISING DESIGN
(Semester V   Contact Hours 3   Credits 3)

Learning Objective: To understand the basic concepts and practices of advertising design.

Learning Outcome: Students shall be able to understand the basic tasks and tools used in advertising design.

Module I: Introduction to Advertising Design: (14 Hours)

Introduction to design (history, tools and technology); introduction to elements and principles of design; elements: line, texture, value, form, space, colour etc.); principles: balance, proportion, contrast, emphasis, pattern, movement, harmony and rhythm. Colour theory (associations: physiological and social, culture, symbolism)

Module II: Advertising Design: Ideas and Effective Execution (16 Hours)

Ad design: media art works that demonstrate clarity of intent in conveying an idea, story or emotion; `mind-capturing' and `eye-capturing' ideas and their cost-effective execution through artistic and technical innovations. Contributions from digital technology, in comparison with previous forms of advertising media and designs.

Module III: Tasks and Tools (18 Hours)

Assignments at an Ad design firm: Typography (lettering and fonts), creating logo and agency identity, letterhead. Page lay-out and page design (media-publishing), visual and audio publicity for events, stage shows, movies, propaganda/ campaigns etc. (designing movie and other Ad posters, flyers etc.). Outdoor publicity (hoardings, visual ads on stationary or moving objects (digital landscapes and social art). Video art, installations and projections. Ad films, TVCs: (television commercials), movie Ads, PSA: public service announcements). Designs and publicity on the Web/Cyberspace

READING LIST:

1. Robin Landa, *Advertising by Design: Generating and Designing Creative Ideas Across Media*, Wiley, 2016.

2. Tom Altstiel & Jean Grow, *Advertising Creative: Strategy, Copy and Design*, Sage Publications, 2016.

3. James Webb Young, *A Technique for Producing Ideas*, , Waking Lion Press, 2009

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC5D02 RADIO JOCKEYING
(Semester V   Contact Hours 3   Credits 3)

Learning Objective: To understand the functions, skills and qualities of radio jockeys.

Learning Outcome: Students shall be exposed to the new avenues of radio jockeying.

Module I: What is Radio Jockeying? (14 Hours)

RJ introduces and discusses music genres, hosts radio talk shows, which may take calls from listeners; interviews celebrities/guests; gives news, weather, sport and traffic information. Earlier term was 'Disc Jockey' (DJ). In India, radio personalities were referred to as `radio announcers'. Now a 'radio jockey' (RJ) is almost a celebrity, esp. among young audiences. With FM stations, increased popularity for radio jockey talents. Also known as radio DJs. Avenues: FM/AM radio, radio talk show, sports talk-radio, satellite radio.

Module II: Role of a Radio Jockey (16 Hours)

To inform, update and entertain. Work involves presenting various music programmes and entertaining the audiences through other elements like interviewing guests-musicians, artists and well-known personalities, either related to music/film/media profession or even otherwise. They provide commentaries related to a music piece and coordinate requests from listeners. Technological support (broadcast automation) to help the RJ with the playlist, commercials, jokes, commentaries etc.

Module III: Skill-Kit for a Good RJ: (18 Hours)

A RJ should have a pleasing, friendly and `trendy' personality. A good, clear voice, with excellent tone and modulation; a strong command over language; great communication skills and creativity and spontaneity to interact with listeners; creative thinking, the ability to come up with new ideas or topics for the show; sufficient knowledge on current affairs, news issues and social trends; a sense of humour and ability to improvise on the spot and the ability to develop their `own style'.

READING LIST:

1. Rakesh Pragya, *Radio Jockeying*, Diamond Pocket Books, 2012.
2. Lambert M. Surhone (Ed), Mariam T Tennoe and Susan F. Henssonow (Ed), *Radio Jockey*, Betascript Publishing, 2010.
3. Jesse Russel and Ronald Cohn, *Radio Jockey*, Book on Deman Pvt Ltd, 2012.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BVC5D03 BASIC PHOTOGRAPHY
(Semester V   Contact Hours 3   Credits 3)

Learning Objective: To understand the evolution, concepts, technologies, and practices of photography.

Learning Outcome: Enable students to acquire the basic skills of photography.

Module I: History and Aesthetics of Photography (16 Hours)

Human eye and camera. Visual perception. Difference between still image and movie. Brief history of the development of still cameras from camera obscura to the present day digital cameras. Different types of camera-analogue and digital; types of lenses. Camera operations: aperture, shutter speed, focal length, depth of field.

Module II: Understanding Lighting (16 Hours)

Fundamentals of light- available, artificial, indoor and outdoor, hard and soft. Types of lighting, Natural and artificial lights. Exposing and focusing, Exposure meters, differential focus, filters, flashes. Designing with light, for indoor and outdoor. Choosing the right colour; moving camera and subject. Basic requirements, equipment and accessories.

Module: III: Applications of Photography (16 Hours)

Different categories of photography (travel, commercial, wedding, documentation, hobby, family album, tour, landscape, profile etc.). 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 models. Qualities of a photographer

READING LIST:
1. Michael Langford, *Basic Photography*, Focal Press, 2005.
2. Michael Langford, *Advanced Photography*, Focal Press, 2008.
3. Mitchell Bearley & John Hedgeese, *New Introductory Photography Course*, Read Book, 2005.

Internal Evaluation: 15 Marks
External Evaluation: 60 Marks (Question Paper Type 2)

BOARD OF STUDIES IN AUDIO VISUAL COMMUNICATION (SINGLE BOARD)

FACULTY OF JOURNALISM

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