## Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

### B.Sc.Visual Communication

**Programme Outcomes**

1. Acquire basic knowledge about the facets of media and communication.
2. Understand the fundamentals, growth and functioning of media.
3. Develop essential skills for media content production.
4. Acquire perspectives on societal happenings and communicate their thoughts.
5. Build the capacity to research the authenticity of facts and ideas.
6. Develop analytical and critical thinking to provide fair and balanced media content.
7. Inculcate qualities of leadership and team work in execution of practical assignments and projects.
8. Demonstrate proficiency in the process and practice of digital cultures.
9. Enhance the capacity of self-directed learning by acquiring knowledge on emerging media trends.
10. Construct ideas towards self-development for becoming media entrepreneurs.
11. Empower the graduates for quality placement in media industries.

**Programme Specific Outcomes:**

1. Become eligible and qualified media professionals and entrepreneurs by developing appropriate media skills.
2. Evolve media contents based on ethics and values of the respective media industry.
3. Develop creative and innovative ideas in media practices.

### Scheme of Instruction & Examinations
### (for students admitted from 2023-2024 & onwards)

| Part | Subject Code | Name of paper / Component | Hours of instruction/ week | Scheme Examination | | | | |
|------|--------------|---------------------------|----------------------------|----------------------|-----|----|-------|--------|
| | | | | Duration of exam | CIA | CE | Total | Credit |
| | | **First Semester** | | | | | | |
| I | 23BLT001/ 23BLH001/ 23BLF001 | பொதுத்தமிழ் தாள் I - இக்கால இலக்கியம் / Prose and Non Detailed Texts / French I | 2 | 3 | 50 | 50 | 100 | 2 |
| II | 23BAEEC1 | **Ability Enhancement Compulsory Course - I** English for Communication | 4 | 3 | 50 | 50 | 100 | 4 |
| II | **Generic Elective** | | | | | | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Generic Elective -I | 5+1/4+4 | 3 | 50 | 50 | 100 | 6 | |
| | **Discipline Specific Core Courses** | | 5+1 | 3 | 50 | 50 | 100 | 6 | |
| | 23BVCC01 | Visual Communication Histories | 4 | 3 | 50 | 50 | 100 | 4 | |
| | 23BVCC02 | Theories of Visualities | 4 | 3 | 50 | 50 | 100 | 2 | 6 |
| III | 23BVCC02P | Visual Arts – Practical I | 1 | | - | - | - | | |
| | | Games – Practical | 3/2 | 2 | 60 | 40 | 100 | 4/1/1 | |
| IV | 23BVBNC1 | **Skill Enhancement Course** | | | | | | | |
| | 23BVBNS1 | **Value Based Courses Elective I** | | | | | | | |
| | 23BVBSP1 | NCC/NSS/Sports | | | | | | | |
| | | | | | | | **Total** | **28/25** | |

| | | **Second Semester** | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| I | 23BLT002/ 23BLH002/ 23BLF002 | பொதுத்தமிழ் தாள் II – அற இலக்கியம் / Grammar, Translation &General Essay / French II | 2 | 3 | 50 | 50 | 100 | 2 | |
| II | 23BAEES1 | **Ability Enhancement Compulsory Course - II** Environmental Studies | 4 | 3 | 50 | 50 | 100 | 4 | |
| II | **Generic Electives** | | 5+1 | 3 | 50 | 50 | 100 | 6 | |
| | 23BENGE2A/ 23BENGE2B/ 23BENGE2C/ 23BENGE2D | **Generic Electives II** Introduction to Literature / British Literature / Modern Indian Literature / New Literatures in English | | | | | | | |
| | **Discipline Specific Core Courses** | | 5+1 | 3 | 50 | 50 | 100 | 6 | |
| | 23BVCC03 | Communication Theories and Philosophies | 4 | 3 | 50 | 50 | 100 | 4 | 6 |
| III | 23BVCC04 | Photography | | | | | | | |
| | 23BVCC04P | Photography- Practical II | 4 | 3 | 50 | 50 | 100 | 2 | |
| | | Games | 1 | | - | - | - | | |
| IV | 23BVBNC2 | **Skill Enhancement Course** | 3/2 | 2 | 60 | 40 | 100 | 4/1/1 | |
| | 23BVBNS2 | **Value Based Courses Elective I** | | | | | | | |
| | 23BVBSP2 | NCC/NSS/Sports | | | | | | | |
| | | | | | | | **Total** | **28/25** | |

Internship during summer vacation for 15 days

| | | **Third Semester** | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| I | 23BLT003/ 23BLH003/ 23BLF003 | பொதுத்தமிழ் தாள் III - சமய இலக்கியம் / Ancient and Modern Poetry / French III | 2 | 3 | 50 | 50 | 100 | 2 | |
| II | **Generic Elective** | | 5+1/4+4 | 3 | 50 | 50 | 100 | 6 | |
| | | **Generic Elective III** | | | | | | | |
| | **Discipline Specific Core Courses** | | 5+1 | 3 | 50 | 50 | 100 | 6 | |
| III | 23BVCC05 | Advertising | 4 | 3 | 50 | 50 | 100 | 4 | 6 |
| | 23BVCC06 | Print Processes | | | | | | | |

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| Sem | Course Code | Course Title | Hours | Exam Hrs | Int | Ext | Total | Credits | |
|---|---|---|---|---|---|---|---|---|---|
| | 23BVCC06P | Graphic Designing –Practical III | 4 | 3 | 50 | 50 | 100 | 2 | |
| **Skill Enhancement Courses** | | | | | | | | | |
| IV | 23BSBCS1 | **Skill Based Compulsory Course I** Communication Skill | 4P | 3 | 50 | 50 | 100 | 2 | |
| | | **Skill Based Course - II** | 4P | 3 | 50 | 50 | 100 | 2 | |
| | 23BVBNC3 23BVBNS3 23BVBSP3 | **Value Based Courses Elective I** NCC/NSS/Sports | 3/2 | 2 | 60 | 40 | 100 | 4/1/1 | |
| | | **Value Based Course Elective II** | 2 | - | 100 | - | 100 | 2 | |
| | **Total** | | | | | | | **30/27** | |

**Fourth Semester**

| Sem | Course Code | Course Title | Hours | Exam Hrs | Int | Ext | Total | Credits | |
|---|---|---|---|---|---|---|---|---|---|
| I | 23BLT004/ 23BLH004/ 23BLF004 | பொதுத்தமிழ் தாள் IV - சங்க இலக்கியம் / Introduction to Functional Hindi and Journalism / French IV | 2 | 3 | 50 | 50 | 100 | 2 | |
| II | **Generic Elective** | | | | | | | | |
| | | **Generic Elective IV** | 5+1/4+4 | 3 | 50 | 50 | 100 | 6 | |
| | **Discipline Specific Core Courses** | | | 3 | 50 | 50 | 100 | 6 | |
| III | 23BVCC07 | Communication Laws and Ethics | 5+1 | 3 | 50 | 50 | 100 | 6 | |
| | 23BVCC08 | Broadcasting Media Techniques | 4 | 3 | 50 | 50 | 100 | 4 | |
| | 23BVCC08P | Broadcasting Media Production | 4 | 3 | 50 | 50 | 100 | 2 | 6 |
| | **Skill Enhancement Courses** | | | | | | | | |
| IV | 23BSBCS1 | **Skill Based Compulsory Course III** Soft Skill | 4P | 3 | 50 | 50 | 100 | 2 | |
| | | **Skill Based Elective Course - IV** | 4P | 3 | 50 | 50 | 100 | 2 | |
| | 23BVBNC4 23BVBNS4 23BVBSP4 | **Value Based Courses Elective I** NCC/NSS/Sports | 3/2 | 2 | 60 | 40 | 100 | 4/1/1 | |
| | | **Value Based Course Elective III** | 2 | - | 100 | - | 100 | 2 | |
| | | | | | | | **Total** | **30/27** | |

**Internship during summer vacation for 15 days**

**Fifth Semester**

| Sem | Course Code | Course Title | Hours | Exam Hrs | Int | Ext | Total | Credits | |
|---|---|---|---|---|---|---|---|---|---|
| | **Discipline Specific Core Courses** | | | | | | | | |
| III | 23BVCC09 | Gender Aspects in Visual Communication | 4 | 3 | 50 | 50 | 100 | 4 | 6 |
| | 23BVCC09P | Event Management – Practical V | 4 | 3 | 50 | 50 | 100 | 2 | |
| | 23BVCC10 | Film Studies | 4 | 3 | 50 | 50 | 100 | 4 | 6 |
| | 23BVCC10P | Film Appreciation – Practical VI | 4 | 3 | 50 | 50 | 100 | 2 | |
| | **Discipline Specific Elective Courses** | | | | | | | | |
| | 23BVCDE1- 23BVCDE3 | **DSE - I** Theory + Practical / Theory + Tutorial | 4+4/5+1 | 3 | 50 | 50 | 100 | 6 | |

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| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 23BVCDE4 | **DSE - II** <br> Project and Internship | 4+4/5+1 | 3 | 50 | 50 | 100 | 6 | |
| IV | | **Skill Enhancement Course** | | | | | | | |
| | 23BVBNC5 <br> 23BVBNS5 <br> 23BVBSP5 | **Value Based Courses Elective I** <br> **NCC/NSS/Sports** | 3/2 | 2 | 60 | 40 | 100 | 4/1/1 | |
| | | | | | | | **Total** | **28/25** | |

**Sixth Semester**

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | **Discipline Specific Core Courses** | | | | | | | | |
| | 23BVCC11 | Contemporary Practices in News Media | 4 | 3 | 50 | 50 | 100 | 4 | 6 |
| | 23BVCC11P | Magazine Design and Layout – Practical VII | 4 | 3 | 50 | 50 | 100 | 2 | |
| III | 23BVCC12 | Online Media | 4 | 3 | 50 | 50 | 100 | 4 | 6 |
| | 23BVCC12P | Webpage Designing - Practical VIII | 4 | 3 | 50 | 50 | 100 | 2 | |
| | **Discipline Specific Elective Courses** | | | | | | | | |
| | 23BVCDE5 <br> 23BVCDE8 | **DSE – III** <br> Theory + Practical / Theory + Tutorial | 4+4/5+1 | 3 | 50 | 50 | 100 | 6 | |
| | 23BVCDE9- <br> 23BVCDE11 | **DSE - IV** <br> Theory + Practical / Theory + Tutorial | 4+4/5+1 | 3 | 50 | 50 | 100 | 6 | |
| | **Skill Enhancement Courses** | | | | | | | | |
| IV | 23BVBNC6 <br> 23BVBNS6 <br> 23BVBSP6 | **Value Based Courses Elective I** <br> **NCC/NSS/Sports** | 3/2 | 2 | 60 | 40 | 100 | 4/1/1 | |
| | | | | | | | **Total** | **28/25** | |
| | | | | | | | **Over all Total** | **172/154** | |

> **Ability Enhancement Compulsory Courses**
>    • English for Communication
>    • Environmental Studies
> **Skill Enhancement courses ,** are Skill Based and/or Value Based which are aimed at providing hands-on training ,competencies, skills etc., and may be opted by the students from the electives offered by the departments or from SWAYAM MOOCs / NPTEL.

**Skill Based Courses**
   • **Skill Based Compulsory Course I – 23BSBCS1 – Communication Skill** during 3rd semester
   • **Skill Based Compulsory Course III – 23BSBSS1 – Soft Skill** during 4th Semester

   • **Skill Based Courses** offered by the department of Visual Communication

| S.No | Skill Based Elective Courses | Semester | Hours of Instruction | Credit/ Course |
|------|------------------------------|----------|----------------------|----------------|
| 1. | 23BVCSE1 Photography | III - IV | 4P | 2 |
| 2. | 23BVCSE2 Writing for Media | III | 4P | 2 |
| 3. | 23BVCSE3 Visual Art | IV | 4P | 2 |
| 4. | 23BVCSE4 Graphic Designing | III/IV | 4P | 2 |

- **Value Based Courses - Elective –I**

| Value Based Courses Elective –I | Subject Code | Semester | No of Credits |
|---------------------------------|--------------|----------|---------------|
| NCC/ NSS/ Sports | 23BVBNC1-6/ 23BVBNS1-6/ 23BVBSP1-6/ | 1-6 | 24 Credits |
| | | | 6 Credits |
| | | | 6 Credits |

- **Value Based Courses - Elective –II /III offered by Department of Visual Communication**

| Value Based Courses Elective – II/III | Subject Code | Semester | Hours of Instruction | Credits/Course |
|---------------------------------------|--------------|----------|----------------------|----------------|
| 1. Introduction to Photography | 23BVCVB1 | 3&4 | 2 hrs | 2 |

> **Discipline Specific Elective Courses** should be related to their own core which may be from SWAYAM MOOCs / NPTEL also

| S.No | DSE Courses | Semester | Hours of Instruction Theory Practical/Theory+ Tutorial | Credit |
|------|-------------|----------|--------------------------------------------------------|--------|
| 1. | 23BVCDE1 Media Literacy | V Semester DSE- I | 4+4 | 6 |
| | 23BVCDE2 Media Management | | 5+1 | |
| | 23BVCDE3 Basics of Reporting | | 4+4 | |
| 2. | 23BVCDE4 Project and Internship | V Semester DSE- II | Project - 6hrs/week Internship - 4weeks | 6 |
| 3. | 23BVCDE5 Set Designing | VI Semester DSE- III | 4 + 4 | 6 |
| | 23BVCDE6 Introduction to Multimedia | | 5+1 | |

| | 23BVCDE7  Social Media | | 5 + 1 | |
|---|---|---|---|---|
| | 23BVCDE8 Introduction to Communication Research | | 5 + 1 | |
| 4. | 23BVCDE9 E-content Development | VI Semester DSE- IV | 5 + 1 | 6 |
| | 23BVCDE10 2D&3D Animation | | 5 + 1 | |
| | 23BVCDE11 Development Communication | | 5 + 1 | |

- All the courses have 6 credits with 4 hours of theory and 4 hours of practical or 5 hours of theory and 1 hour of Tutorials

> **Generic Elective Courses offered for other disciplines / departments**
>   - A core course offered in a discipline/subject may be offered as a generic Elective for other departments

| S.No | Generic Elective Courses | Semesters | Hours of Instruction Theory+Practical/Theory+ Tutorial | Credit |
|---|---|---|---|---|
| 1. | 23BVCGE1 Visual Art Histories (Th+P) | Semester I,III &IV | 4+4 | 6 |
| | 23BVCGE2 Advertising(Th+T) | | 5+1 | |
| | 23BVCGE3 Media Literacy (Th+P) | | 4+4 | |

**Total credits to earn the degree**

1.Part I  components   - 8 Credits  (Languages)
2.Part II components  – 32 Credits [Ability Enhancement compulsory courses – 8 Credits and Generic Elective Courses -24 credits)
3.Part III components  - 96 Credits (Discipline Specific Core Courses – 72 Credits and Discipline Specific Elective Courses – 24 Credits)
4. Part IV Components - 36/18 credits (Skill Enhancement Course- Skill based coursess – 8 credits, Value Based Courses Elective I(NCC/NSS/Sports) – 24/6/6, Value Based Elective CoursesII&III – 4 Credits)
5. **Minimum One Course should be from SWAYAM MOOCs/ NPTEL.**

*** One to 4 Courses may be from SWAYAM MOOCs/NPTEL for Credit Transfer in DSE/ Generic Elective .

# Visual Communication Histories

**Semester I**
**23BVCC01**

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**Hours of Instructions/ week: 5+1**
**No. of Credits: 6**

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*Objectives:*
To enable students to realize the role of media in the process of development communication.
To introduce students to the different communication media
To make students aware of the organizational structure of the media

**Unit I Mass Media an Introduction**      18
Communication – Types of Communication, Mass Communication- Functions of Mass Communication; Uses of Mass media; Mass media audience.

**Unit II : Folk and Traditional Media**      18
Advantages of the Folk Media. **Folk Theatre Forms**: Tamasha, Powada, Keertana, Yakshagana, Dashavatar, Nautanki, Bhavai, Therukoothu, Jatra, Ram Lila, Rasa Lila, Devarattam, Poikal kuthirai Attam, Kathakkali, Puppetry

**Unit III Print media**      18
**Newspapers:** Types of newspapers. Structure and organization of newspapers in India: an overview.
**Magazine:** various types of magazines. Organizational Structure of Magazine Industry in India.
**Book:** Types of books: Text books, Fiction, Non Fiction, etc. Book publishing: Book Publishing in India.

**Unit IV Broadcast Media**      18
**Radio** as media of mass communication, types of ownership, audience. Commercial radios for education, All India Radio, emerging trends, Broadcasting Code, Digital Audio Broadcasting.
**Television** as a mass medium, role and characteristics, ownership. Organizational structure of Doordarshan , satellite and cable TV, DTH.

**Unit V Films and New Media**      18
**Motion picture**: historical background , structure and organization of motion picture in industry in India. Documentary films & Short Films, The Indian Documentary scenario. New Media: Current Scenario, Internet for news, social networking, business and entertainment, Media Convergence Digital Divide.

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**Total Hours: 90**

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**Reference Books:**

Kevel J Kumar(2006), Mass communication in India, Jaico Publishing.
Seema Hassan (2016), Mass Communication Principles and Concepts, CBS Publishers and Distributors Private Limited.
Vir Bala Agarwal and V.S. Gupta (2001), Hand Book of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
Shukla S K (2006), Mass Media and Communication, Cybertech Publishing.
John V. Vilanilam(2005), Mass Communication in India, A Sociological Perspective, Thousand Oaks.
George R. Rodman(2007), Making Sense of Media, An Introduction to Mass Media, Allyn & Balmer

**Course Outcomes:**

1. To review the history and growth of various mass media
2. To identify the classifications existing in each type of media
3. To appraise the ownership and structure of media industry
4. To understand the functioning of the various media
5. To recognize the recent trends existing in the media scenario

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| CO 1 | 3 | 3 | - | - | - | - | - | - | 1 | - | 2 | 1 | - | 2 |
| CO 2 | 3 | 3 | - | 1 | - | - | - | - | - | - | 2 | 1 | - | 2 |
| CO 3 | 3 | 3 | - | 1 | - | - | - | - | 1 | - | 2 | 1 | 2 | 2 |
| CO 4 | 3 | 3 | - | 1 | - | - | - | - | 1 | - | 2 | 1 | - | 2 |
| CO 5 | 3 | 3 | - | 1 | - | - | - | 1 | 3 | - | 2 | 1 | - | 2 |

**1-Low**
**2- Medium**
**3- High**

# Theories of Visualities

**Semester I**
**23BVCC02**

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**Hours of Instructions/ week:4**
**No. of Credits: 4**
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*Objectives:*
To enable students to become aware of communication and development of visual communication.
To enable students learn the basic design principles
To introduce students to the basic design process

**Unit I Meaning of Communication**                                            12
Origin of Communication, Message & Meaning: Connotation, Denotation, Triangle of Meaning, Levels of Communication: Syntactic, Pragmatic and Semantic. Semiotics: Roland Barthes semiotic theory – Elements & Codes

**Unit II Visual Communication**                                              12
Need for and the importance of Human and Visual Communication, Principles of Visual perceptions: Gestalt Theory; The six perceptions of visual message: Personal, Historical, Technical, Ethical, Cultural Critical perspectives

**Unit III Fundamentals of Design**                                          12
Meaning of Design, Elements of Design: Line, Shape, Space, Color, Texture, and Form Etc. Purposes and Uses of elements of design. Principles of Design: Principles of Design: Symmetry, Rhythm, Contrast, Balance Mass/ Scale etc. Colour Psychology: colours and their symbolic meaning to the design

**Unit IV : Idea Development Process**                                        12
Creativity: Creative thinking, Convergent and Divergent thinking. Process of Developing Ideas: Alex Osborn's creative process.

**Unit V : Applications of Visuality theories**                              12

Gender based approaches to visuals. Stereotyping, Gender discrimination, Griselda Pollock : Vision and Difference and visual analysis. Application of visual analysis tools to different media -Ways of seeing- John Berger

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**Total Hours: 60**
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**Reference Books:**
Paul Martin Lester (2000) Visual Communications: Images with Messages, Cengage Learning
Julia Wood (2011): Communication Mosaics: A New Introduction to the field of Communication. Thomson Learning
Joseph Gatto, Albert Porter, Jack Sellect(2011), ExPOring Visual Design, Davis Publications.
Culture and Communication – A world View – K.S. Sitaram, McGraw Hill,112125.
Communication studies – An Introductory reader – John Corner, E.Arnold,112123, Fourth Edition

**Course Outcomes:**

- Understand the communication process.
- Gain knowledge about the need for visual communication and its application.
- Identify the fundamental elements of design and its applications.
- Understand the basic principles of design and its applications.
- Understand the creative process in development of ideas.

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| CO 1 | 3 | - | - | 1 | - | 1 | - | - | - | - | 1 | - | 1 | 1 |
| CO 2 | 1 | - | 1 | 2 | - | 2 | - | 1 | 1 | - | - | - | - | 2 |
| CO 3 | 2 | - | 3 | - | - | 3 | 1 | 2 | 2 | 2 | 2 | 3 | 1 | 3 |
| CO 4 | 2 | - | 3 | - | - | 3 | 1 | 2 | 2 | 2 | 2 | 3 | 1 | 3 |
| CO 5 | 2 | - | 3 | - | - | 3 | 1 | 2 | 2 | 2 | 2 | 3 | 1 | 3 |

**1-Low**
**2- Medium**
**3- High**

**Semester I**                                               **Hours of Instruction/week:4**
**23BVCC02P**                                                **No of credits: 2**

*Objectives:*
To study the form and structure of animate and inanimate objects
To learn how to visually present ideas
To study and understand the elements of typography and perspectives

**Unit I Introduction to the basic elements of Drawing**                         12
Drawing basic geometric forms,shading, Still life drawing and shading, Still life using water colours and colour pencils.

**Unit II Visualising Design**                                                   12
Drawing free hand designs and enlargement, drawing geometrical pattern designs – drawing traditional pattern designs with drawing ink and paints.

**Unit III Study of dimensions, perspective and figurative drawing**             12
Rendering dimensions to letters, two point and three point perspectives and conceptualizing, sketching and painting posters.Drawing sceneries with 6B pencils, Human portrait and features like hand, leg, nose and mouth – developing caricature and cartoon figures.

**Unit IV Understanding great artists**                                          12
Understanding ten great artists from India and abroad, collecting their works and making the scrap book namely, Michelangelo, Leonardo davinci, Vangogh, Pablo Picasso, Dali, Raja Ravivarma, M.F. Hussain, Amrita Shergil, Andy Wahrol and Roy Lichenstein.

**Unit V Introduction to the Indian folk arts and miniature paintings**          12
Indian folk art forms: Mithila, Gond, Kalamkari, Warli, Pithora, Madhubani, Phad, Patachithra, Patua, Dokra casting and terracotta figurines. Indian Miniatures: Rajasthani, Pahari, Mugal and Deccani.

                                                                    **Total Hours: 60**

**Reference Books:**
Robert W.Gill (2005), Rendering with Pen and Ink,Thames and Hudson.
H. Kumar Vyas(2001), Design and Understanding, NID, Ahmedabad.
Bridgeman(20012), Bridgman's Complete Guide to Drawing from Life, Sterling.
Stan smith(2007),Anatomy, perspective and composition, Mcdonald.
Christopher Hart(2001), How to draw comic book heroes and villains, Watson-Guptill.
Way of seeing (2002), John Berger, Penguin.

**Course Outcomes**:
- Understand the basics of contour, colour schemes and visually perceive and reproduce basic structures of objects.
- Visualize Design by application of geometry with an understanding of light and shade.
- Render anatomical sketches, landscapes and create cartoons.
- Develop creative sense of design and typographical applications. Conceptualise, sketch and make posters.
- Cognize and apply composition, proportion and perspective through practical training and by studying great artists.

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| CO 1 | 1 | - | 3 | - | - | 1 | - | 2 | 2 | 2 | - | 3 | 1 | 3 |
| CO 2 | 2 | 1 | 3 | - | - | 2 | - | 2 | 2 | 2 | 1 | 3 | - | 3 |
| CO 3 | - | - | 3 | - | - | 2 | 2 | 2 | 2 | 1 | 2 | 3 | - | 3 |
| CO 4 | 2 | - | 3 | - | - | 2 | 1 | 2 | 1 | 1 | 2 | 3 | 2 | 3 |
| CO 5 | 2 | 2 | 3 | 2 | - | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 3 |

**1-Low**
**2- Medium**
**3- High**

# Communication Theories and Philosophies

**Semester II**
**23BVCC03**

Hours of Instructions/ week: 5+1
No. of Credits: 6

*Objectives:*
To enable students learn the theories of Communication
To make the students aware of the models on communication.
To make the students understand the perspectives in communication

**Unit I Normative theories of press**                                        18
Four theories of the media: Authoritarian, Libertarian, Social Responsibility, and Communist Theory

**Unit II Models of Communication**                                            18
SMCR Model of communication - Lass well's approach to understanding communication – Shannon and Weaver mathematical approach to communication, Osgood and Schramm circular model

**Unit III Theories of mass Communication**                                     18
Bullet Theory of communication – Two-step flow of communication- Agenda setting - Theory of Rhetoric communication, Social learning and Individual difference theory

**Unit IV Theories on uses of mass media**                                      18
Propaganda - Public Opinion - Diffusion of Innovation - Gate Keeping – Uses and Gratification – Effects of communication: Socialization, Mass Culture and Mass Society.

**Unit V Indian Theories of Communication**                                     18
Indian Theories of communication – Sadhanikaran, Tholkappiyar's meipadukal, Concept of Darshan, Jain philosophy of Anekanandavad and Syadvad, Thirukkural – Vaimai and Aram.

**Total Hours: 90**

**Reference Books:**

Denis Mc. Quail(2010), Mc.Quail's Mass Communication Theory, Sage Publications
Kevel J Kumar, (2013), Mass communication in India, Jaico Publishing; Fourth edition
Marianne Dainton, Elaine D. Zelley (2018), Applying Communication Theory for Professional Life, Sage Publications
Melvin De Fleur, Sandra Rokach,(20012), Theories of Mass Communication, Longman
Rosenberry, Jack and Vicker, Lauren A., "Applied Mass Communication Theory: A Guide for Media Practitioners" (2017). Fisher Bookshelf. 53.

**Course Outcomes:**

1. To compare the existence and practice of mass media under various political systems
2. To understand the process of communication through structural models
3. To interpret the influence of mass media on society
4. To illustrate how mass media can be used for bringing in purposeful changes
5. To understand the various Indian theories of Communication.

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PS O 1 | PS O 2 | PS O 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|
| CO 1 | 2 | 2 | - | 2 | 1 | 2 | - | - | 2 | - | 1 | 1 | 2 | 1 |
| CO 2 | 2 | 2 | 1 | 2 | - | - | - | - | 2 | - | 2 | 2 | 2 | 1 |
| CO 3 | 3 | 3 | 1 | 2 | 1 | 1 | - | - | 2 | - | 2 | 2 | 2 | 1 |
| CO 4 | 3 | 3 | 1 | 2 | 1 | 1 | 1 | - | 2 | - | 2 | 2 | 2 | 1 |
| CO 5 | 3 | 3 | - | 2 | 1 | 1 | - | - | 2 | - | 1 | 2 | 2 | 1 |

**1-Low**
**2- Medium**
**3- High**

| | |
|---|---|
| **Semester II** | **Hours of Instructions/week: 4** |
| **23BVCC04** | **No. of credits: 4** |

*Objectives:*
To enable the students understand the basics of photography
To make students understand the concepts of photojournalism
To enable the students to understand digital photography

**Unit I Camera Basics**                                                                                          12
Human eye and Camera, Basics of Camera: aperture, shutter speed, focal length, depth of field etc., Camera operations: Exposing and Focusing,  Types of Camera,  Types of Lenses.

**Unit II Lighting and Composition**                                                                    12
Understanding Lighting:  Indoor and outdoor lighting, Qualities of lights, Types of lights: Natural and Artificial Lights.  Exposure Meters, Filters, Flashes, Designing with light. Principles of Composition: Rule of thirds, Lines, etc.

**Unit III Film and its processing**                                                                    12
Films: Types of Film, Qualities of film: Sensitivity, Temperature, Speed etc., and Reversal Films, Developing and Printing of films.

**Unit IV Digital Photography**                                                                        12
Digital still Photography: DSLR camera and its types, Working with digital SLR: components and its functions, Digital data storage and transfer options: CCD and CMOS, file formats.

**Unit V Photo Journalism and other areas of photography**                     12
Basics of Photo Journalism: Photo-features, Photo-essays, Writing captions, Visual story-telling, Photography for Advertising, Consumer and Industrial:  Planning a shoot, studio, location, set props and casting, Modern trends in photography-photo reality-ethical issues.

**Total Hours: 60**

**Reference Books:**
Calder (2000),The 35mm photographer's handbook, Pan Publication.
Bruce Barnbaum, (2010), Art of Photography, Rocky Nook Publishing
John Hedgecoe, (2003), The New Manual of Photography, D K Adult.
Ippolito, Joseph.A( 2005). Understanding digital photography, Thomson Press.
Ang, Tom. (2005). Digital Photography, Mitchell Beazley. London
Daly, Tim. (2002). Digital Photography Handbook. Amphoto Books. New York.
Ang, Tom. (2005), Digital photography, A Step- by- Step Guide and Manipulating Great Images, Mitchell Beazley.
O.P. Sharma, Practical photography, Hind pocket books.
Helen Drew (2005), The Fundamentals of Photography, AVA Publishing.

**Course  Outcomes:**
Understand the basics of camera operation, types of cameras and lenses.
Understand lighting for photography, use of filters and flashes and principles of composition
Understand the qualities of film know the process of developing and printing of films
Gain an insight into digital still photography.
Know the basics of photo journalism and gain an insight into genres of photography.

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PS O 1 | PS O 2 | PS O 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|
| CO 1 | - | - | 3 | 2 | 1 | - | - | - | 3 | 3 | 3 | - | - | 3 |
| CO 2 | - | - | 3 | 2 | 1 | 2 | 2 | - | 3 | 3 | 3 | - | - | 3 |
| CO 3 | 1 | 1 | 3 | - | - | 1 | - | - | 3 | 1 | 1 | 1 | 1 | 3 |
| CO 4 | 2 | 2 | 3 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

1-Low
2- Medium
3- High

# Photography- Practical II

**Semester II**
**23BVCC04P**

**Hours of Instructions/week: 4**
**No. of credits: 2**

*Objectives:*

To make students learn to handle the DSLR camera features
To introduce students to understand the concepts of photography
To enable them to look into things around them with a perspective for photography

**Unit I**                                                                                          12
Anatomy of digital SLR camera
Types of lenses
Angle of view – Top, Low, Side, Front
Depth of field – Shallow, Greater
Action Photography – Freezing, Blurring the background, etc.

**Unit II**                                                                                         12
Lighting – Natural, Artificial
Direction of lighting – Top, Bottom, Side, Back
Three point lighting

**Unit III**                                                                                        12
Elements of Design
Principles of Design
Principles of Composition

**Unit IV**                                                                                         12
Product photography
Still life photography
Portraits

**Unit V**                                                                                          12
Digital photo editing: Colour Correction, Cropping, Red Eye Removal, Converting to B/W,
Dodging, Burning.

**Total Hours: 60**

**Course Outcomes:**

1. Able to handle the digital camera
2. Know the basic concepts in lighting.
3. Able to create and compose photographs.
4. Able to create pictures for specific needs.
5. Know to do basic digital editing of photographs.

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| CO 1 | 1 | 1 | 3 | - | - | - | - | 1 | - | 2 | 3 | 3 | 2 | 1 |
| CO 2 | 2 | 1 | 3 | 1 | - | - | 2 | - | 2 | 2 | 3 | 3 | - | 3 |
| CO 3 | 1 | 2 | 3 | 1 | - | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO 5 | 2 | 1 | 3 | 1 | - | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |

1-Low
2- Medium
3- High

# Advertising

**Semester III**
**23BVCC05**

<div align="right">

**Hours of Instructions/ week: 5+1**
**No. of Credits: 6**

</div>

*Objectives:*
- To introduce students to the principles of advertising.
- To enable students to learn the basic structure and functioning of an advertising agency
- To make students aware of professional ethics in Advertising

## Unit I Introduction to Advertising                                      18
Advertising definition: Objectives, advertising as a communication process, its role in the market, advertising tone and content, reading of advertising, Socio-economic effects of advertising; Types of Advertising

## Unit II Advertising agency                                              18
Advertising agency: Structure and functions; Leading agencies in India, Diversification and competition, full service agencies, multinational clients, challenges and opportunities

## Unit III Advertising Campaign                                           18
Advertising campaign: Objectives, Creative strategy: message, appeals, target market, level of response, Media Planning, Advertising budget, Pre testing and post testing.

## Unit IV Advertising and Society                                         18
Professional ethics in advertising, Cases of ethical violations, Advertising Standards Council, Social and cultural issues, Global regulations and future trend.

## Unit V Visualization for Advertising                                    18
Rhetoric of Image , 3 C'S of Visualization,Visual imagery , Process of visualization, Study of local advertisements.

<div align="right">

**Total Hours: 90**

</div>

*References:*
1. *Sandage , Fry burger and Rotzoll, (2001), Advertising Theory and Practice,* AAITBS Publishers
2. *Stansfied, Richard,( 2003), Advertising Manager's handbook,* UBBSPD Publications
3. *Mohan, (2004), Advertising Management: Concepts and Cases,* Tata Mc. Graw Hill
4. *Asker, Batra and Myers, (2005), Advertising Management,* Prentice Hall, India
5. *Otto Kleppner, (2005), Advertising Procedure,* Sage Publications
6. *Foundations of Advertising: Theory and Practices , Chunawalla S.A.Sethia, K.C* Himalaya Publications.

*Course Outcomes:*
1. Understand the basics of advertising.
2. Distinguish the different types of advertisements.
3. Understand the structure and functions of an advertising agency.
4. Perceive the creative strategy of an advertising campaign.
5. Interpret the do's and don'ts of advertising professionals.

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | -- | 2 | - | - |
| CO 1 | 2 | - | 1 | - | - | - | - | - | - | - | 2 | 2 | - | - |
| CO 2 | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | 2 | 2 | - | 1 |
| CO 3 | 2 | 2 | 3 | - | 1 | - | - | - | 1 | 1 | 2 | 1 | 3 | - |
| CO 4 | 1 | - | - | - | 1 | -- | - | - | 1 | - | 1 | 1 | 1 | - |
| CO 5 | - | - | - | 2 | 1 | 2 | - | - | -- | - | 1 | 1 | 1 | - |

1-Low
2- Medium
3- High

| | |
|---|---|
| Semester III | Hours of Instructions/week: 4 |
| 23BVCC06 | No. of credits: 4 |

**Objectives:**
- To enable students to understand the role of print media in development communication.
- To make students aware of the printing process.
- To enable students to learn the elements of publication design

**Unit I Introduction to printing; Types and Techniques**    12

Principles of printing Types of printing processes: Letter Press, Offset, Gravure, Flexography and Silk Screen. Typesetting methods: hot metal, photocomposition and digital.

**Unit II Color Printing process**    12

Colour printing process, colour separation, colour correction and colour reproduction.

**Unit III An Introduction to typography and Typeface designing**    12

Typography, typeface design, copy fitting, communication through typography. Special designs information graphics, charts, tables boxes etc).

**Unit IV Paper types and Uses**    12

Different types of paper, ink, plates, miscellaneous. Print order estimation, managing wastage.

**Unit V Recent trends in printing technologies**    12

New technological development in printing process, Digital pre-press. Laser printers, Scanners, Inkjet printers, Image setters. Direct to plate technologies, An over view of electronic publishing.

           **Total Hours: 60**

**References:**
1. *Harold Evans*(2000), *Newspaper design* Sage publications.
2. *Ramano F,(1997), Delmer's dictionary of Digital Printing and publishing.*
3. *McAllister, R,(1998), Pathways to print: Trapping.* Thomson Learning
4. *Cost, F, (1997), Pocket guide to digital printing.* Thomson Learning
5. *Finley, C, (1998),* Printing *paper and inks.* Thomson Learning
6. *Ambrose, Harris, (2008), The Production Manual, A Graphic Design Handbook,* Fairchild Books.

**Course Outcomes:**
1. Know the principles of printing, types of printing processes and typesetting methods.
2. Understand the colour printing process.
3. Understand the importance of typography in printing and appreciate the value of communication through typography.
4. List out different types of paper, inks and preparation of plates for printing processes. Know elements in preparation of print order.
5. Know the technological developments in printing processes. Gain an overview of electronic publishing.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO1 | PSO2 | PSO3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 1 | 1 | 2 | - | - | - | - | - | 1 | 2 | 1 | 1 | - | 2 |
| CO2 | 1 | 1 | 2 | - | - | - | - | - | 1 | 2 | 1 | 1 | - | 2 |
| CO3 | 1 | - | 2 | - | 1 | 1 | - | - | 1 | 2 | 1 | 1 | - | 1 |
| CO4 | 1 | - | 2 | 2 | 1 | 2 | 3 | - | 2 | 3 | 3 | 1 | - | 1 |
| CO5 | 2 | - | 2 | - | 2 | - | - | - | 1 | 2 | 2 | 2 | - | 2 |

           1-Low
           2- Medium
           3- High

# Graphic Designing - Practical III

*Objectives:*

1. To enable students to conceptualize commercial design visually and illustrate
2. To introduce designing and layout using computer based software.
3. To enhance knowledge of commercial and promotional design gadgets.

**Unit I**                                                                                     **12**
Layout, design and output for
- Logo
- Visiting card
- Letter Head

**Unit II**                                                                                    **12**
Layout, design and output for Brochure

**Unit III**                                                                                   **12**
Layout, design and output for
- Poster
- Streamers
- Danglers

**Unit IV**                                                                                    **12**
Layout, design and output for Package design for a product

**Unit V**                                                                                     **12**
Layout, design and output for a publication – newsletter for four pages

**Total Hours: 60**

*Course Outcomes:*

1. Understand elements and principles of design for print promotion and commercial gadgets.
2. Apply the design concepts and sketch for print promotion and commercial gadgets.
3. Learn the basics of digital soft ware in creating print promotion and commercial gadgets.
4. Apply the digital software for creating the print promotion and commercial gadgets.
5. Create the print promotion and commercial gadgets for an event organized by the students and display their output.

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | 1   | -   | 3   | 1   | 1   | 1   | -   | -   | 3   | 2    | 3    | 2    | -    | 2    |
| CO2 | 1   | -   | 2   | 1   | 1   | 1   | -   | -   | 3   | 2    | 3    | 2    | -    | 2    |
| CO3 | -   | -   | 3   | -   | -   | -   | -   | -   | 2   | 2    | 2    | 3    | -    | 2    |
| CO4 | -   | -   | 2   | -   | -   | -   | -   | -   | 1   | 1    | 2    | 2    | -    | 2    |
| CO5 | 1   | -   | 1   | 2   | 2   | 3   | -   | -   | 2   | 2    | 2    | 1    | -    | 2    |

1-Low
2- Medium
3- High

**Semester IV**                                         **Hours of Instructions/ week: 5+1**
**23BVCC07**                                                    **No. of Credits: 6**

*Objectives:*
- To enable students learn the laws and ethics in various communication media.
- To make the students aware of the freedom of press and its value.
- To make the students the historical perspective of the Indian constitution and its features

**Unit I Constitution of India**                                              **18**
Indian Constitution, Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties.

**Unit II Freedom of Press**                                                  **18**
Freedom of Speech and Expression with special reference to freedom of press in India.
Constitutional expectations to Freedom of the Press, Case Studies, Law of Defamation, Sedition, Obscenity.

**Unit III Parliamentary Privileges**                                         **18**
The Censorship, The Law of Parliamentary Privileges. Cyber laws. Video piracy.

**Unit IV Media Laws**                                                        **18**
Right to Information, Right to Privacy, Case Studies, The Official Secrets Act 1923, The Copyright Act, The Press Media council, The Contempt of Court Act, The Press and Registration of Book Act, Working Journalist Act, Rules of Newspaper Registration.

**Unit V Broadcasting laws**                                                  **18**
Press Commission, Laws relating to Broadcasting, Telecasting and Advertisement in India
                                                                    **Total Hours: 90**

*Reference Books:*
1. *D.D.Basu, (1974), Law of the Press in India,* Prentice Hall.
2. *B.N.Ahuja (1988), History of Press, Press Laws and communication,* Surjeet publications.
3. *Kumar,J.Keval, (2004) Introduction to Mass Communication,* Jaico publications.
4. *Iyer, Venkat (2000), Mass media Laws,* Amic Publications.
5. *M. Neelamalar, Media Law and Ethics, Sage Publications.*

*Course Outcomes:*
1. Understand the historical perspective of Indian constitution and the fundamental rights and duties
2. Identify the various cases of freedom of press, law of defamation
3. Figure out the various laws pertaining to media conduct.
4. Know the various laws governing the media.
5. Know about press commission and the various broadcasting laws.

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| CO 1 | 3 | 2 | - | - | - | 1 | - | - | - | - | 1 | - | 3 | - |
| CO 2 | 3 | 2 | - | - | - | 1 | - | - | - | - | 1 | - | 3 | - |
| CO 3 | 3 | 2 | - | - | - | 1 | - | - | - | - | 1 | - | 3 | - |
| CO 4 | 3 | 2 | - | - | - | 1 | - | - | - | - | 1 | - | 3 | - |
| CO 5 | 3 | 2 | - | - | - | 1 | - | - | - | - | 1 | - | 3 | - |

                                                                    **1-Low**
                                                                    **2- Medium**
                                                                    **3- High**

# Broadcasting Media Techniques

**Semester IV**
**23BVCC08**

**Hours of Instructions/week: 4**
**No. of credits: 4**

*Objectives:*

- To enable students to learn the basics of idea generation
- To introduce students to radio production techniques
- To enable students to learn the special audio effects
- To enable students to learn production of TV commercials.
- To enables students to learn the editing process, graphics and special effects

## Unit 1: Concept and Idea Generation                                   12

Development of ideas- brief from client, agency interpretation, advertising strategy, big idea/ concept development, convergent and divergent thinking, Alex Osborn's creative thinking process, TV ad formats, script/ story board, client approval, media approval- creative potential of TV.

## Unit 2: Radio Programme Production                                     12

Radio programme Formats: Interviewing, Methods of interviews, News bulletins, infotainment, youth stations, radio scripting. Program production: fixing guest, teasers and promos, jingles, features, documentaries, outdoor broadcast, phone-ins, discussion, music production, feedback & analysis, Internet radio, Podcasts.

## Unit 3: Audio Editing Techniques                                        12

Recording Techniques, Microphone types and techniques, Multi track recording & Editing, outdoor recording & broadcast: digital audio, MIDI. DJ decks mixer. Post production in Sound: Monitoring sound, sound mixing, amplifiers, construction of audio portion of a video programme. Sound Aesthetics, sound scripting, sound dubbing, sound effects.

## Unit 4:                                                                  12

Grammar of Television Production: Set design, Teleprompter, Camera Movements, Production Team. Different genre in Studio production: Interview, Educational Shows, Drama, Public Service Advertisements, Game Shows. Grammar of Out-door Production: Location, Recording live programmes.

## Unit 5:                                                                  12

Television Editing, grammar of editing transitions, Editing procedure, assembling shots, symbolic editing and editing errors. Sound editing, categories of sound, Editing types: linear, non-linear, Time code roll editing, etc., Television graphics, titling and specials effects: Morphing, Compositing, CGI effects, In-Camera effects

**Total  60 hrs**

*Course Outcomes:*

1. Know the idea generation process for broadcast programme production.
2. Gain an insight in to the various programme formats and its relevance.
3. Know the process of various recording techniques and usage of digital audio techniques.
4. Get trained in television programme production and live recording.
5. Experiment the various editing techniques and special effects.

**Reference :**

1. *Paul Chantler and Peter Stewart, (2003), Basic Radio Journalism.* Oxford Focal Press.
2. *Francis Rumsey and Tim Mic, (2009), Sound and Recording: An Introduction,* Oxford Focal Press
3. *John Watkinson (2002), An Introduction to Digital Audio.* Oxford Focal Press4
4. *Millerson, G.H, (1993) Effective TV production,* Focal Press.
5. *Holland, (2005), The Television Handbook,* Rout Ledge.
6. *Jim Owens & Gerald Milerson, (2011), Video Production Handbook,* Focal Press
7. *Herbert Zettl, Television Production Handbook (2016),12th edition*

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PS O 1 | PS O 2 | PS O 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|
| CO 1 | 1 | 0 | 3 | 1 | 1 | 3 | 2 | 0 | 0 | - | 1 | 1 | - | 3 |
| CO 2 | 1 | 1 | 2 | 1 | - | 1 | 1 | - | 1 | 2 | 2 | 1 | 1 | 1 |
| CO 3 | - | - | 2 | 1 | - | - | - | - | 2 | 2 | 2 | 1 | - | 1 |
| CO 4 | - | - | 3 | 1 | 1 | - | 1 | - | 1 | 1 | 1 | 1 | - | 3 |
| CO 5 | - | - | 3 | - | - | - | 1 | - | 1 | 1 | 1 | 2 | - | 3 |

**1-Low**
**2- Medium**
**3- High**

# Broadcasting Media Production

**Semester III**                                                  **Hours of Instructions/week: 4**

**23BVCC08P**                                                     **No. of credits:2**

*Objectives:*
- To introduce students to radio production techniques
- To enable students to learn the audio recording, editing and special effects
- To enable students to understand basic concepts of television.
- To enable students produce TV commercials.
- To enable students learn editing and manipulation of video using softwares.

**Scripting for radio programmes:**                                                  **12**
- Types of radio programmes
- Radio script writing

**Sound Recording/Editing:**                                                         **12**
- Audio recording using radio console
- Introduction to Adobe Audition
- Audio editing in audition
- Sound mixing/Sound Dubbing
- Creating artificial sounds

**Camera Handling**                                                                  **12**
- Parts of video camera
- Types of shots and angles
- Types of camera movements
- Experimenting compositions/ Lighting

**Programme Production**                                                             **12**
- Television script writing
- Types of Editing
- Mixing sound and visuals

**Exercises**                                                                        **12**
1. Create radio spot and jingle
2. Create a radio drama using sound effects
3. Produce a TV commercial for a product - (Scripting and storyboard)
4. Produce a TV commercial for a social cause - (Scripting and storyboard)
5. Produce programmes for any one of the following formats
   i) Talk Show ii) Interview   iii) Anchoring  iv) News reading
6. Visual Documentation of local festivals and cultural events.

                                                                          **Total  60  hrs**

**Course Outcomes**
1. Able to prepare script for radio programmes.
2. Able to produce radio programmes based on the script.
3. Understand the techniques of camera handling and audio video editing.
4. Able to analyse and create television commercials.
5. Able to edit video programmes using Adobe Premier Pro

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| CO 1 | 1 | - | 3 | - | - | - | 2 | 2 | 2 | 2 | 3 | 3 | - | 1 |
| CO 2 | - | - | 3 | - | - | - | 2 | 2 | 2 | 2 | 3 | 3 | - | 2 |
| CO 3 | - | - | 3 | - | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | - | 3 |
| CO 4 | 1 | - | 3 | - | - | - | 2 | 2 | 2 | 2 | 3 | 3 | - | 1 |
| CO 5 | - | - | 3 | - | - | - | 2 | 2 | 2 | 2 | 3 | 3 | - | 2 |

**1-Low**
**2- Medium**
**3- High**

# Gender Aspects in Visual Communication

**Semester: V**
**23BVCC09**

**Hours of Instruction/week: 4**
**No of Credits : 4**

## Objectives:
1. To enable students to understand the male gaze and issues pertaining to portrayal of women in Journalism.
2. To cognize how women are represented in advertisements and television soaps.
3. To understand the third gender and alternative sexualities and how they are portrayed through the media.
4. To know about feminist theories and gender-based psycho analysis of films.
5. To gain knowledge on representation of gender in contemporary art forms and animation films.

### Unit 1: Journalism from the Prism of Male Gaze                                12

What is male gaze? – Brief history of the concept of male gaze. Griselda Pollock – Vision and Difference. Media influencing social environment of women,What is Male Gaze in Journalism? Representation of contemporary gender issues in Journalism: Sexual abuse and Sexual Harassment – Domestic violence - Marital Rape - Perversion – Masochism.

### Unit 2: Representation of Women in Advertising and Television soaps          12

Politics of representation- John Berger – Ways of Seeing, Homogenizing the Heterogeneous- Factors restraining Mainstreaming of Gender - Representing the Mainstream and the Periphery – Gender based narratives in Big Idea, Voice and Silence. Stereotypes of Women in Television.

### Unit 3:Understanding Third Gender and Alternative Sexual Orientations        12

Mainstreaming Transgender - Homophobia and LGBT Issues - Sexual Orientations - Trafficking Trade - Pedophiles and Masochists – representation of LGBTQ in media

### Unit 4: Feminist Film Theory and Psychoanalysis                             12

Feminist cinema and film theory. Feminist Theories: Laura Mulvey: Visual Pleasure and Narrative Cinema.Women as Victims of Social Stereotypes in films.Impact of films on Gender based crimes.Socio Political Gender terms: Agency, Voice/ Silence – Tokenism - Glass Ceiling – Victimization - Representation – Binaries.

### Unit 5: Gender and Art forms                                                12

Representation of Women in Theatre, Music, Painting and Dance. - Representations of Gender in Video games and Graphic designs - Women communities and Folk arts/ Handicrafts. Changes in Women representation along the cultural time line, Ethics in Gender Issues.

**Total   60**

**References:**

1. Berger John, Ways of Seeing, 2000, Penguin Books.
2. Evans, Mary& Carolyn H. Williams (ed). 2015. Gender: The Key Concepts. New York: Routledge.
3. Kadambari, V. 2009. Gender Studies: A Primer. Chennai: RJYND.
4. Narayanan, Uma. 1997. Dislocating Cultures: Identities, Traditions, and Third World Feminism. New York: Routledge Publishing House. 1997.
5. Pollock, Griselda, 2015, Routledge
6. Snelik, Anneke. 1998. And the Mirror Cracked: Feminist Cinema and Film Theory. Hampshire: Macmillan
7. Tharu, Susie and K. Lalitha (ed). 1991&1993. Women Writing in India, 2 Vols. New Delhi: Oxford University Press.
8. Woolf, Virginia. 1929. A Room of One's Own. USA: Harcourt Inc.

**Course Outcomes:**

1. Know about make gaze and gender portrayals in Journalism and analyze them critically .
2. Gain knowledge the representation and stereotypes of gender in Advertisements and television soaps.
3. Understand third gender and alternate sexual orientations.
4. Gain knowledge feminist theories and psycho analysis in films.
5. Beware of women's representation in other art forms and animation films. Knowledge on gender ethics.

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO1 | PSO2 | PSO3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | - | 2 | - | 1 | 1 | 1 | - | - | - | 1 | 2 | - | 1 | 1 |
| CO2 | 1 | 2 | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 | 1 |
| CO3 | 1 | 2 | - | 1 | 1 | 1 | - | 1 | - | - | 1 | - | 1 | 1 |
| CO4 | 2 | 2 | 1 | 1 | 1 | 3 | 1 | 2 | 2 | - | 1 | - | 1 | 1 |
| CO5 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | - | 1 | - | 1 | 1 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Semester V**
**23BVCC09P**

**Hours of Instructions/ week: 4**
**No. of Credits: 2**

*Objectives:*

- To gain knowledge about event management.
- To understand the concept and design of event management.
- To analyse major risks, emergency procedures and case studies with regard to event management.

**Exercise 1**                                                                                                         **12**
Deciding on the Size & type of event, Preparing Event Team, Establishing aim and objectives of event, developa mission,

**Exercise 2 Designing the concept**                                                                     **12**
Concept & designing, Analysis of concept, Logistics of concept,

**Exercise 3 Organization of Events**                                                                **12**
Preparing event proposal, Use of planning tools, Management of resources, Managing meetings.Image, Branding, Advertising, Publicity and Public Relations.

**Exercise 4  Safety and Security**                                                                     **12**
Security, Occupational safety, Crowed management, Major risks and emergency planning, Incident reporting, emergency procedures,

**Exercise 5 Report writing**                                                                             **12**
Compiling the event report with photographs and presentation of the event report

- Every student is supposed to submit a report of the activities they have been involved in the event management.

                                                                                            **Total Hours: 60**

**Course  Outcomes:**

1. Gain knowledge about the historical perspectives of event management.
2. Understand the logistics of event management.
3. Manage tools and resources for event management.
4. Develop communication skills and understand the ethics of the event industry.
5. Plan for emergency with the knowledge of prior case studies in event management.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| CO2 | - | - | 2 | - | - | - | - | - | - | - | - | 1 | - | - |
| CO3 | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | 1 |
| CO4 | - | - | 2 | 2 | 2 | 2 | 1 | - | - | - | - | 1 | 3 | - |
| CO5 | - | - | 1 | - | 1 | 1 | - | - | - | - | 1 | 1 | 2 | 1 |

# Film Studies

**Semester: V**  
**23BVCC10**

**Hours of Instruction/week: 4**  
**No of Credits : 4**

*Objectives:*

1. To enable students to understand the relationship between films and other art forms.
2. To impart knowledge about world cinema genres.
3. To know about early Indian Cinema and its nuances.
4. To understand film theories.
5. To gain knowledge on contemporary trends in documentaries and animation films.

## Unit 1: The Beginnings of Cinema 12

Cinema and Other Arts – Literature, music, painting and theater, Silent Films Lumiere and MeliesGriffith and Eisenstein, Montage and Mis-en-scene.

## Unit 2: Film Movements 12

German Expressionism, French New Wave, Italian Neo-realism, Hollywood Genres (Comedy, Film-Noir, Western), Russian Montage.

## Unit 3: Indian Cinema 12

Phalke (Beginnings), Shantaram, Prithviraj Kapur, Bombay Film Industry, Many Regional CinemasMythological films, Costume dramas (King-queen films) and social films, Use of Song and Dance in Indian Cinema.

## Unit 4: Film Theory 12

Walter Benjamin: Work of Art in the Age of Mechanical Reproduction, Feminist Theories: Laura Mulvey: Visual Pleasure and Narrative Cinema.

## Unit 5: Documentary films, Animation films 12

Documentary films: Types of documentary films, difference between documentary films and newsreel, Animation Films: Walt Disney to the Japanese Anime, role of Animation in recent films.

**Total 60**

*References:*

*Andre Bazin, What is Cinema? Vol1 and 2, University of California Press, 2004*
*Hugo Munsterberg, The Photoplay – A Psychological Study. D Appleton and Company, New York and London, reprinted 2003.*
*James Monaco, How to Read a film, Movies Media and Beyond, (Fourth Edition), Oxford University Press, 2009.*
*Peter Wollen, Signs and Meaning in the Cinema, Seeker and Warbug, London, 2003*
*Tobby Miller, Robert Stam. Film Theory and Introduction, John Wiley and Sons, 2000*

**Course Outcomes:**

1. Know about the application of various art forms involved in films.
2. Gain knowledge about films that are made around the world.
3. Understand the film making techniques and communities involved in early Indian Cinema.
4. Gain knowledge about the film theories.
5. Distinguish between Documentary and Newsreel and understand various techniques used in animation films.

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO1 | PSO2 | PSO3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 1 | 2 | 3 | - | 1 | - | 1 | 1 | 1 | 3 | 2 | 2 | 2 |
| CO2 | 1 | 3 | 1 | 2 | - | 1 | - | 1 | 1 | 1 | 2 | 1 | 2 | 2 |
| CO3 | 2 | 2 | 2 | 1 | 1 | 1 | - | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| CO4 | 1 | 1 | 2 | 2 | 2 | 1 | - | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO5 | 2 | 2 | 2 | 1 | 1 | 1 | - | 2 | 1 | 2 | 2 | 2 | 2 | 2 |

# Film Appreciation - Practical VI

**Semester: V**                                              **Hours of Instruction/week: 4**
**23BVCC10P**                                              **No of Credits :2**

*Objectives:*

1. To enable students to understand the relationship between frames, shots and sequences.
2. To impart knowledge on camera angles, distance and camera movement.
3. To know about various editing techniques.
4. To understand film theories.
5. To gain knowledge on contemporary trends in documentaries and animation films.

**Exercise1: Frames, Shots and Sequences** – Screening and analyzing Adukalam (Vetrimaran) and Birds (Hitchcock), Sequence analysis                                    12

**Exercise2: Camera Angles, Distance and Movements** – Vertigo (Hitchcock), Fanny and Alexander (Bergman), Bicycle Thieves, Night on Earth (Jim Jarmusch)

12

**Exercise3: Editing** - Screening Run Lola Run (Tom Tykwer) and Rashomon (Akira Kurosowa)

12

**Exercise4: Lighting, Color, Costume, Sets** - Tess (Roman Polanski), Cabinet of Dr. Calligary

(Robert Wiene), Pyaasa( Guru Dutt), Charulatha(Ray)

12

**Exercise5: Sound and Music** – Devi (Satyajithray), Chicago (William A. Wellman), Psycho (Hitchcock), City lights (Chaplin)                                    12

**Total hours: 60**

*References:*

Hugo Munsterberg, The Photoplay – A Psychological Study. D Appleton and Company, New York and London, reprinted 2003.

James Monaco, How to Read a film, Movies Media and Beyond, (Fourth Edition), Oxford University Press, 2009

David Borewell, Kristin Thompson, Jeff Smith, Film Art an Introduction, McGraw-Hill, 2017

## Course Outcomes:

1. Analyse shots and sequences of films to enhance the understanding on film making
2. Learn about camera angles, distancing shots and camera movements.
3. Know about various editing techniques for a better understanding of editing and montage.
4. Create a design for mis-en-scene, lighting and colours. Helps in developing compositions that bring out reality in filming.
5. Understand sound and music in films and create musical compositions combined with visual expressions.

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO1 | PSO2 | PSO3 |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | 2 | 2 | 2 | 3 | - | 1 | - | 1 | 1 | 1 | 3 | 2 | 2 | 2 |
| CO2 | 1 | 3 | 1 | 2 | - | 1 | - | 2 | 1 | 1 | 2 | 1 | 2 | 2 |
| CO3 | 2 | 2 | 2 | 1 | 1 | 1 | - | 1 | 2 | 1 | 2 | 1 | 1 | 1 |
| CO4 | 2 | 2 | 2 | 2 | 2 | 1 | - | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| CO5 | 2 | 2 | 2 | 2 | 1 | 1 | - | 2 | 1 | 2 | 2 | 2 | 2 | 2 |

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# Contemporary Practices in News Media

**Semester VI**                                             **Hours of Instruction /week : 4**
**23BVCC11**                                                **No of Credits : 4**

**Course Objectives:**
1. To enable students to develop skills in journalistic writing.
2. To enable students to learn the latest technologies.
3. To introduce the importance of the contemporary practices in news media.

**Unit- I: Emerging Trends in Journalism**                                    **12**
Citizen Journalism : Mobile Journalism – Podcast – Youtube videos – Blogs and Vlogs – Memes – Tweets – Election Campaigns, - Social outreach apps, live video platforms, text to video creation – Chat bots.

**Unit-II: Data Journalism and technology**                                    **12**

History and origin of Data Journalism, Data Literacy-Data coding, mapping and charts – Data sets used in Journalism – Types of Data - Data gathering- Data tabulation- Visualising Data stories- Tools for visualisation.

**Unit-III: Technology in News Journalism**                                    **12**
Artificial Intelligence  : Goals and applications , AI in media: AI in Controlling Bias - AI in Social Media - AI in Automated Journalism , Augmented Reality in Print Media: Technology, Uses, and Problems , Virtual reality - Storytelling in Virtual Worlds: Features of VR storytelling versus narrative in films, books or TV, Media Start-ups - Case studies

**Unit-IV: Ethics in Journalism**                                    **12**
Principles and Ethics: Role and Importance - Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), Conflict of Interest • Ethical issues: notions and debates; Post-Truth • Hate speech • Journalists Code of Conduct: Some Model of Code of Conduct (RTDNA, SPJ, NBA etc.) • Journalistic Norms by PCI • Digital Ethics Code 2021

**Unit-V: Fact Checking and News Validation**                                    **12**
Understanding Information Disorder - Misinformation and Disinformation across the world- Misinformation and Disinformation across India- Filter Bubble-  Echo Chamber - Types of Misinformation and Disinformation - Fact checking Visuals - Source of News, cultivation and protection - Verification and validation of facts.

                                                            **Total Hours 60**

**Course Outcomes:**
1. Know emerging trends in journalism
2. Able to understand the importance of data journalism
3. Able to choose between the technologies for effective journalism
4. Gain knowledge on the ethics and values in journalism.
5. Gain knowledge on fake news and validation.

**References:**

1. Bucher, John (2017). Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives. Published by Routledge; 1st edition

2. Connock, Alex (2022).Media Management and Artificial Intelligence: Understanding Media

   Business Models in the Digital Age. Published by Routledge; 1st edition (18 November 2022)

3. Daniela, Linda (2020). New Perspectives on Virtual and Augmented Reality. Published by Routledge; 1st edition

4. Goel, Lavika(2021). Artificial intelligence: concepts and applications. Published by Wiley India Pvt Ltd(1 January, 2021)

5. Guha, Suman(2022). Win The Digital Age with Data: How To Use Analytics To Build Products That Customers Love. Published by Notion Press; 1st edition

6. Russell, Stuart & Norvig, Peter (2015). Artificial Intelligence: A Modern approach. Published by Pearson Education India; 3rd edition (1 January 2015)

7. Shetty, G Chetankumar(2020). Augmented Reality - Theory, Design and Development. Published by McGraw Hill; First edition (5 August 2020); McGraw Hill Education (India) Private Limited, B-4, Sector-63, Dist. Gautam Budh Nagar, Noida – 201301, UP.

8. Thakur, Kiran Dr.; Pandit, Makarand Dr. & Josh, Yogesh Dr. (2022). Fundamentals of Digital Journalism. Published by Vishwakarma Publications

9. Routledge & CRC Press. „Fake News: Falsehood, Fabrication and Fantasy in Journalism". Accessed 22 June 2022. https://www.routledge.com/Fake-NewsFalsehood-Fabrication-

   and-Fantasy-in-Journalism/McNair/p/book/9781032178875.

10. Mathis-Lilley, Ben. „Bashar Al-Assad Uses Phrase Fake News in Dismissing Amnesty International Torture Report". Slate, 10 February 2017.

|  | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PS O3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 2 | 1 | 1 | 1 | - | 1 | 2 | - | 2 | 2 | - | 1 |
| CO2 | 1 | 1 | 2 | 2 | 1 | 1 | - | 2 | 1 | - | 3 | 3 | - | 2 |
| CO3 | 1 | 1 | - | - | - | 1 | - | 2 | 2 | - | 1 | 2 | - | 1 |
| CO4 | 1 | 1 | 1 | 1 | 2 | 1 | - | - | - | - | 1 | 1 | 3 | - |
| CO5 | 1 | 1 | 1 | 1 | 3 | 2 | - | 1 | - | - | 1 | 1 | 2 | 1 |

## Magazine Design and Layout – Practical VII

**Semester VI**
**23BVCC11P**

**Hours of Instructions/ week: 4**
**No. of Credits: 2**

*Objectives:*
- To enable students learn magazine page layout and design
- To enable students to learn various magazine software
- To enable students to design a full-fledged magazine

**Practical Exercises**

Exercise I: Students refer different magazine styles and genres. They create a dummy layout for the Magazine.
12

Exercise II: Students research on a topic and create content for the magazine and collect appropriate photograph.
12

Exercise III: Students create cover page for the magazine using Adobe Photoshop.    12

Exercise IV: Students create master-page for the magazine and place contents and photographs.

12

Exercise V: Students place advertisements that are created by them and take a print out and submit the magazine. They submit both the soft copy and hard copy along with the record.
12

**Total hours: 60**

*Reference Books:*
1. *King, Stacey, (2001), Magazine Design that Work,* London Routledge.
2. *Jason Whittaker (2016), Magazine Production,* Routledge
3. *Mc Kay, Jenny, (2016), Magazine Handbook,* London Routledge
4. *Morrish, John, (1996), Magazine Editing,* London: Routledge.
5. *Tom Ang, (1996), Picture Editing: An introduction,* Oxford: Focal Press
6. *Rachel Ritchy (2016), Women in Magazines: Research, Representation, Production and Consumption,* Routledge

*Course Outcomes:*
1. Develop imagination over magazine cover designing.
2. Training in Photoshop and Indesign.
3. Visualize attractive page layouts.
4. Inculcate the capacity to choose one's own themes with researched contents.
5. Training in creating full fledged magazines, brochures and catalogues.

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 |
|---------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| CO 1 | - | - | 2 | - | - | 2 | - | 2 | 1 | 1 | 1 | 2 | - | 2 |
| CO 2 | - | - | 2 | -- | - | - | - | 2 | 1 | 1 | 3 | 3 | - | - |
| CO 3 | - | - | 2 | - | - | 2 | - | 2 | 2 | 1 | 2 | 3 | - | 2 |
| CO 4 | - | - | - | - | 2 | 2 | - | - | - | 2 | 2 | 1 | 2 | 1 |
| CO 5 | - | - | 2 | - | - | - | 2 | 2 | 2 | 2 | 3 | 2 | - | 2 |

<p style="text-align:center;">**Online Media**</p>

**Semester VI**
**23BVCC12**

**Hours of Instructions/ week: 4**
**No. of Credits: 4**

*Objectives:*
- To enable the students to understand both theoretical and practical approaches of new media and their concepts.
- To enable students understand the basic characteristics of new media
- To enable students design web page with links

**Unit I Introduction to New Media** 12

New media versus traditional media , Interactivity and its types, Graphics, textuality and content. ICT Scope and their role, contributions to development, business and education, accessibility, availability and affordability.

**Unit II Recent Technologies in New Media** 12

Video conferencing, Teleconferencing, Computer based training, Web based training Gaming , Simulation, User experience. Internet, Digital web casting, live streaming, virtual and Augmented reality, Artificial Intelligence.

**Unit III Effects of New Media** 12

Social and cultural effects of new media: Social Networking, Information Overloading. Cultural alienation: new media impact on old media. New media issues: Invasion of Privacy, Piracy, IT policies, Information Bill and Regulations.

**Unit IV Writing for Web** 12

Writing for the Internet, web medium, content writing, and Technical writing. Script writing for multimedia.

**Unit V Mobile Technologies** 12

Mobile Internet, mobile telephony, GSM, CDMA. Transition from 2G to 5G

**Total Hours: 60**

*Reference Books:*
1. *Baldwin,(1996), Convergence,* Pai & Sons
2. *Donnelly, (2002),WWW design Flash,* Rotavista publication
3. *Sanders, (2000), Flash 5 action scripts with CD,* Dream Tech publications
4. *Chapman, (2004), Digital multimedia,* Wiley publications
5. *Vandome, (2003), Creating web pages in easy steps,* Dream tech publications
6. *Aurthor A. Winters, Shirley F. Milton(1983), The Creative Connection – Advertising Copywriting and Idea Visualization, Fair Child Publication*

**Course Outcomes:**
1. Understand the new media concepts and the role of ICT.
2. Interpret the recent trends in new media.
3. Analyze the pros and cons of new media.
4. Excel the various types of writing that is required in new media.
5. Understand the development in mobile technologies.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO1 | PSO2 | PSO3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | - | 1 | 2 | - | 1 | - | - | - | 1 | - | 1 | 1 | - | - |
| CO2 | - | - | 2 | - | 1 | - | - | 1 | 1 | 1 | 1 | - | 1 | 3 |
| CO3 | - | - | | 1 | 1 | - | 1 | 1 | - | - | - | - | 2 | - |
| CO4 | - | - | 2 | - | 1 | - | 3 | - | - | 1 | 1 | 2 | 1 | - |
| CO5 | - | - | 1 | - | 2 | 1 | 1 | - | 2 | 1 | 1 | 1 | - | 2 |

# Webpage Designing - Practical VIII

**Semester VI**
**23BVCC12P**

**Hours of Instructions/ week: 4**
**No. of Credits: 2**

*Objectives:*
- To create knowledge base for designing a web page
- To understand the function, structure and application of html language
- Illustrate the methods and techniques of developing a simple web site

**Exercises:**
| | |
|---|---|
| 1. Analyze static and dynamic websites | 5 |
| 2. Create a web layout using Adobe Photoshop or Illustrator | 10 |
| 3. Convert the web layout into a functional webpage in Adobe Dreamweaver | 15 |
| 4. Add interactive elements to the webpage and make links to html pages | 10 |
| 5. Add sounds and flash animation into the webpage | 10 |
| 6. Using additional features to the webpage using html and CSS language | 10 |

**Total Hours: 60**

*Reference Books:*

1. Elizabeth Castro, Bruce Hyslop (2013),HTML and CSS: Visual Quickstart Guide, Peachpit Press
2. Dan Rose(2015), Responsive Web design with Adobe Photoshop, Adobe Press
3. John Beaird & James George (2014), The Principles of Beautiful Web design, Site Point
4. Jim Maivald (2018), Adobe Dreamweaver CC Classroom in a Book, Adobe Press

*Course Outcomes:*
1. Analyse the website contents
2. Able to create a web layout in Adobe Photoshop
3. Able to develop the web layout in Adobe Dreamweaver
4. Able to make link to html pages
5. Able to create flash files for a website

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO1 | PSO2 | PSO3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | - | 2 | - | 2 | 1 | - | - | - | - | 2 | 2 | 2 | - | 2 |
| CO2 | 3 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | - | 2 |
| CO3 | - | - | 2 | 2 | 2 | 1 | 2 | - | 2 | 3 | 2 | 2 | - | 2 |
| CO4 | - | - | 2 | 2 | 1 | 1 | 2 | - | 2 | 2 | 2 | 2 | - | 2 |
| CO5 | - | - | 2 | 2 | 2 | 2 | 2 | 1 | - | 2 | 2 | 2 | - | 2 |