

BHARATHIAR UNIVERSITY, COIMBATORE – 641 046
B.Sc. Visual Communication
(For the students admitted from the academic year 2019 –2020 & onwards)

SCHEME OF EXAMINATIONS: CBCS Pattern

| Part | Study Components | Course Title | Ins.Hrs / Week | Examinations | | | | |
|----------------------|--|--------------|----------------|--------------|-----|-------|-------|---------|
| | | | | Dur. Hrs | CIA | Marks | Total | Credits |
| Semester I | | | | | | | | |
| I | Language –I | | 6 | 3 | 25 | 75 | 100 | 4 |
| II | English-I | | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core I - Introduction to Communication | | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Core II - Communication Media | | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Allied Paper I Introduction to Social Psychology | | 4 | 3 | 20 | 55 | 75 | 3 |
| III | Allied Practical I - Drawing | | 2 | 3 | 20 | 30 | 50 | 2 |
| IV | Environmental Studies # | | 2 | 3 | - | 50 | 50 | 2 |
| Semester II | | | | | | | | |
| I | Language –II | | 6 | 3 | 25 | 75 | 100 | 4 |
| II | English-II | | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core III – Fundamentals of Advertising | | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core Practical I - Advertising | | 5 | 3 | 30 | 45 | 75 | 3 |
| III | Allied Paper - II Writing | | 5 | 3 | 20 | 55 | 75 | 3 |
| IV | Value Education – Human rights # | | 2 | 3 | - | 50 | 50 | 2 |
| Semester -III | | | | | | | | |
| I | Language –III | | 6 | 3 | 25 | 75 | 100 | 4 |
| II | English-III | | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core IV - Communication Theories | | 4 | 3 | 25 | 75 | 100 | 4 |
| III | Core V - Writing for Media | | 4 | 3 | 25 | 75 | 100 | 4 |
| III | Allied Paper III Audiography | | 3 | 3 | 20 | 55 | 75 | 3 |
| III | Allied Practical II –Audio Production | | 2 | 3 | 20 | 30 | 50 | 2 |
| IV | Skill based Subject: 1 Computers in Communication media -I | | 3 | 3 | 20 | 55 | 75 | 3 |
| IV | Tamil @ / Advanced Tamil # (or) Non-Major Elective – I Yoga for Human Excellence # / Women’s Right # Constitution of India # | | 2 | 3 | - | 50 | 50 | 2 |
| Semester IV | | | | | | | | |
| I | Language –IV | | 6 | 3 | 25 | 75 | 100 | 4 |
| II | English-IV | | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core VI – Introduction to Photography | | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Core Practical II Photography | | 4 | 3 | 30 | 45 | 75 | 3 |
| III | Allied Paper IV– Instructional Design | | 4 | 3 | 20 | 55 | 75 | 3 |
| IV | Skill based Subject: 2 Computers in Communication media –II | | 3 | 3 | 20 | 55 | 75 | 3 |
| IV | Tamil @ / Advanced Tamil # (or) Non-Major Elective – II General Awareness # | | 2 | 3 | - | 50 | 50 | 2 |

| Semester V | | | | | | | |
|--------------------|--|---|---|----|----|-------------|------------|
| III | Core – VII Film Studies | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core – VIII Media Ethics | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core – IX Magazine Production Layout & Design | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Core Practical III - Print Production | 5 | 6 | 40 | 60 | 100 | 4 |
| III | Elective I : | 5 | 3 | 25 | 75 | 100 | 4 |
| IV | Skill based Subject: 3 Web Designing | 3 | 3 | 20 | 55 | 75 | 3 |
| Semester VI | | | | | | | |
| III | Core – X Commercial Broadcasting | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Core – XI Integrated Marketing Communication | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Core Practical IV - Video Production | 6 | 6 | 40 | 60 | 100 | 4 |
| III | Elective II : | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Elective III : | 5 | 3 | 25 | 75 | 100 | 4 |
| IV | Skill based Subject: 4, Computers in Communication Media and Web Designing Practical | 4 | 3 | 30 | 45 | 75 | 3 |
| V | Extension Activities @ | - | - | 50 | - | 50 | 2 |
| Total | | | | | | 3500 | 140 |

\$ Includes 25%/40% continuous internal assessment marks for theory and practical papers respectively. @ No University Examinations. Only Continuous Internal Assessment (CIA)
No Continuous Internal Assessment (CIA). Only University Examinations.

| List of Elective Papers (Colleges can choose any one of the paper as electives) | | |
|---|---|---|
| Elective –I | A | Elements of Film Video Production |
| | B | Screen Play |
| | C | Film Marketing and Distribution |
| Elective –II | A | Advertising And Public Relations |
| | B | Media Planning |
| | C | Market Survey |
| Elective –III | A | Graphic Production |
| | B | Event Management |
| | C | Introduction to Design and Visual Culture |

SEMESTER-I

PAPER I -INTRODUCTION TO COMMUNICATION

UNIT -I

Communication –definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication –socioeconomic changes and the emerging trend in Communication.

UNIT -II

Communication process –sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. informal and formal channels –Berlo, Lasswell, Shannon and Weaver models.

UNIT -III

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

UNIT –IV

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

UNIT-V

Introduction-digital media-evolution of technology- convergence of digital media- E-commerce and digital media -advertising on digital media- social media-Mobile advertising-media relations management through online.

REFERENCES :

- 1.Blake et al. “ A Taxonomy of concepts of in Communication”. Hasting House, NY, 1979.
- 2.McQuail Dennis, “Communication Models”, Longman, London, 1981.
- 3.John R. Bitner “Mass Communication –An introduction”. Prentice Hall, New Jersey, 1980.
- 4.Jaishri jethwaney and shruti jain.,”Advertising management”.second edition.
- 5.Seetharam K.S. “Communication and culture –A world view”. McGraw Hill, New Delhi, 1991.
- 6.Shukla,SK. ,, Mass media and Communication“. Cybertech Publishing, New Delhi. 2006.
- 7.Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.
- 8.Kleppner, Otto. “Fundamentals of Advertising”, Prentice Hall, 1980.
- 9.Cutlip, Center and Broom. “Effective Public Relations”. Prentice Hall; NJ; 1982.

PAPER II COMMUNICATION MEDIA

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

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

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

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

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

REFERENCES :

- Arvind Kumar. “The Mass Media”. Anmol Pub. New Delhi. 1999.
Parthasarathy, Rangasamy.”Journalism in India”. Sterling Pub. New Delhi.1995.
Keval J Kumar “Mass Communication in India “ Jaico pub. Bombay. 1998.
Chatterji. P.C. “ Broadcasting in India”. Sage, New Delhi. 1997.
Shrivastava,KM. ‘Radio and TV Journalism’ Sterling Pub., New Delhi.1989.
Arandhai Narayanan. “Tamizh Cinemavin Kadhai”. New Century Pub., Chennai. 1981.
Ashish Rajadhyakshaand Paul Wileman “Encyclopedia of Indian Cinema” Oxford Univ. Press. New Delhi, 1995.
Fidler, Roger. “Mediamorphosis-Understanding New Media”. Pine Forge Press. 1997.
Singhal and Rogers , “India’s Information Revolution”. Sage, New Delhi. 1989.
‘Mass media in India’ .Publication Division, I&B Ministry, Govt. of India.
Srinivas Melkote, “Communication for development in the Third World(Theory and Practice). Sage, New Delhi, 1991.
‘Media towards 21st Century ’, KM. Srivastava, Sterling Pub. New Delhi. 1998.

ALLIED PAPER I - INTRODUCTION TO SOCIAL PSYCHOLOGY

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

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

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

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

UNIT V : Mass Psychology; Audiences and Collective Behaviour. Classification of collective masses. Casual Audiences, Intentional Audiences and Audiences and Mass Media. Collective Behaviour – the mobs and the Different kinds of Mobs. The Psychology of Mass Movements.

SUGGESTED READINGS

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

ALLIED PRACTICAL – DRAWING

List of Practical:

1. Form and structure
2. Basic geometrical shapes
3. Patterns and structure in day to day life.
4. Perspectives
5. Composition
6. Light and shade
7. Birds, Animals
8. Human forms
9. Living and environmental space
10. Life and movement
11. Illustrations
12. Lettering
13. Logo styles
14. Symbols
15. Visual representation of ideas.

PAPER III – FUNDAMENDALS OF ADVERTISING

UNIT-I

Advertising and its role in the market place, advertising industry in India –advertising as a process of communication -Social effects of advertising. The changing world of advertising.

UNIT II:

Types of advertising : consumer, corporate, industrial, retail, cooperative and Public service advertising.-tone and content; reading the advertisement -review with current ad campaigns.

UNIT III:

Advertising agency: Structure and functions; Leading agencies in India-Diversification and competition –full service agencies –multinational clients –challenges and opportunities. How to choose an advertising agency, agency briefing and evaluating an agency.

UNIT IV:

Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.

UNIT-V:

Professional ethics in advertising-cases of ethical violations –Advertising Standards Council – Social and cultural issues –Global regulations and Future trend.

REFERENCES:

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij, Mariekae de; „Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994.
5. Mohan, M; “Advertising management concepts and cases”; Tata McGraw Hill; New Delhi. 1989.
6. Chunnawalla and K.C. Sethia ; “Foundations of Advertising: Theory and practice”,

PRACTICAL – I: ADVERTISING

List of Practical:

1. Produce classified advertisements
2. Design ear panels
3. Design a visual dominant advertisement
4. Design a copy dominant advertisement
5. Design a solus advertisement
6. Design an ad. for a consumer product
7. Design a retail advertisement.
8. Design a corporate advertisement
9. Design a public service advertisement
10. Design a testimonial advertisement
11. Design a comparative advertisement
12. Design an ad for brand promotion
13. Design an ad. with emotional appeal
14. Design an ad. with fear appeal
15. Design an ad. with humor as appeal

(Record should contain the thumbnail, rough and comprehensive artwork and copy for all the items listed above)

ALLIED PAPER II WRITING

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

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

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

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

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

REFERENCES:

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

SEMESTER-III

CORE IV- COMMUNICATION THEORIES

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

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

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

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

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

REFERENCE:

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

CORE V - WRITING FOR MEDIA

UNIT-I

Print Medium: Nature and characteristics of a Newspaper- Readers' perception – Information medium – Deadline – content variety – general and specialized newspapers – Editorial policy and style – language – inverted pyramid – source attribution - writing features and articles- Comparative analysis of Tamil and English dailies – Freelancing.

UNIT –II

Magazines: General and specialized magazines – contents – target readers – language – writing style – pictures and illustrations – features and special articles – Tamil Magazines vs English magazines: a comparative analysis – Freelancing.

UNIT- III

Radio: Nature and characteristics of Radio – Radio for information, education and entertainment – Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation –language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style – music- competition – technological factors in writing for electronic media.

UNIT – IV

Television: Nature and characteristics of television – audio and visual elements – writing television news – time factor – informational and educational programmes – general and special audience programmes – language and style of presentation – Video jockeying – entertainment programmes – audience participation.

UNIT – V

Web Writing: Internet as a medium - nature and characteristics – users profile – Newspapers online – hypertext - textual and visual limitations – language and style – multimedia support – contents online: informational, educational and entertainment – authenticity and piracy issues – regulations.

Reference:

Mencher, Melvin. "News Reporting and Writing". New York. McGraw Hill Pub. 2003.
Navin Chandra & Chaughan. ' Journalism Today'. New Delhi. Kanishka Pub. 1997.
Shrivastava, K.M. 'Radio and TV Journalism'. New Delhi. Sterling Publishers, 1989
Hilliart, Robert. 'Writing for Television, radio and New media(8th ed.). Belmont.Wadsworth Pub. 2004.
White, Ted. 'Broadcast news writing, Reporting and Producing'(4th ed.).Oxford. Focal Press. 2006.

Allied Paper III - Audiography

UNIT – I:

Perception of sound - hearing sensitivity - frequency range- sound- wave length; the speed of sound; measuring sound; psychoacoustics - dBA and dBC concepts ; musical sounds, noise - signal dynamic range - pitch - harmonics-equalization reverberation time, Sabine formula.

UNIT - II :

Radio broadcast: structure, over view, digital broadcast, basic radio journalism, radio verses news paper and TV- news gathering- radio genres - planning and developing stories- writing for radio- story treatment- interviews- sound clips,-sound bites- language and grammar- audio cut, cue lay out- executing program.

UNIT-III:

News bulletins- infotainment- youth stations- presentation- breaking news- special presentations- interviews- techniques - children's program- production: fixing guest, teasers and promos, jingles, features, documentaries- outdoor broadcast, phone-ins, discussion , music production, feedback & analysis.

UNIT –IV

Mixing console - Echo and reverberation - special effects units- equalizers & compressors, plug-ins - digital recording software - editing techniques. Input devices - Storage - Output devices - file transfer protocols- networking of studio -streaming -basics of broadcasting- AM, FM, mobile radio, internet radios, community radio,educational radio broadcasts, audio publishing .

UNIT-V:

Interconnection of musical instruments- samplers & synthesizers- Basic concepts of musical composition- fundamentals of music theory- Recording Techniques- Microphone placement and techniques-Location recording- Concert Session- Multi track recording & Editing- outdoor recording & broadcast; Post production: digital audio- MIDI.- DJ decks – mixer- field production techniques.

References:

- Philip Newell, Elsevier. Recording Studio Design. Oxford: Focal press. 2005.
Strutt, John Williams, Baron. The Theory of Sound. Rayleigh. 1996.
Fahy, Frank Foundations of Engineering Acoustics. Academic Press. 2001
Acoustics and Psychoacoustics (2nd ed.). Oxford: Focal Press, 2001.
Paul Chantler and Peter Stewart. Basic Radio Journalism.. Oxford: Focal Press.2003.
Keith, Michael C. Radio Station(6th ed.). Oxford: Focal Press, 2004.
Mills, Jenni. Broadcast Voice. Oxford: Focal Press, 2004.
Michael Talbot-Smith. Broadcast Sound Technology. Oxford: Focal Press.2002.
Francis Rumsey and TimMick. Sound and Recording: An Introduction. Oxford: Focal Press
John Watkinson. An Introduction to Digital Audio. Oxford: Focal Press.

Allied Paper: Practical - AUDIO PRODUCTION

LIST OF PRACTICALS

1. Add vocals to previously recorded rhythm tracks and correct errors and add new parts.
2. Do over dubbing procedures for any three types of musical instruments.
3. Blend sound to create moods.
4. Record live drums using multiple mikes.
5. Do Signal processing to shape sound through the use of reverberation units, digital delays and echo production – (using either software/hardware)
6. Produce a radio news bulletin.
7. Experiment and discover your own unique sounds and special effects.
8. Create a signature tune, a PSA, a radio spot, a radio ad, a jingle.
9. Produce programme in different formats (Talk, compeering, announcement, anchoring, interviews etc.)
10. Create an audio story book with BGM, ambience and effects (duration 10 to 15 minutes).

Skill Based Subject -1

COMPUTERS IN COMMUNICATION MEDIA - I

UNIT I

Introduction to computers – History and generation of computers- Basics of computers –Hard ware & Soft ware -Operating systems. Multimedia – evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry. DTP (Desk Top Publishing).

UNIT II

Graphic Communication – Definition, nature & scope. Elements of design, Principles of design, Design process, Role of computers in designing. Fundamentals of layout- text & visuals, typography and drawing programs, working with colors.

UNIT III

MS Office and its applications- MS Word – tools, word processing techniques, MS Excel – features & utility- PowerPoint- features & advantages. Quark Xpress – features, tools & applications. PageMaker- working with text, working with graphics & formatting. Differences in features of Quark Xpress and Page Maker.

UNIT IV

Corel Draw- features & tools, working with vector/raster images, special effects and other supporting components of CorelDraw.

UNIT V

Adobe Photoshop- features & tools, drawing, painting, cropping, editing, retouching, special effects, animation using image ready, optimization for web.

REFERENCES :

1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000.
2. MS Office – Bible, Edward Willet, IDG Books, 2000.
3. PageMaker for Windows for Dummies, Deke Mc Celland, IDG Books, 1998.
4. Corel Draw for Dummies, Deke Mc Celland, IDG Books, 1997.
5. Photoshop for Dummies, IDG Books, New Delhi, 2000.
6. Teach Yourself Photoshop, Jennifer Alspach & Linda Richards, IDG Books, New Delhi, 2000.
7. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998.
8. Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.
9. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000.

SEMESTER-IV

CORE PAPER VI - INTRODUCTION TO PHOTOGRAPHY

UNIT – I INTRODUCTION TO PHOTOGRAPHY: Define Photography. Brief History and Development of Photography. Camera –Types- Usage. Lens- Types- Usage. Lights- Types- Usage. Filters –Types- Usage. Film – Types. Film- Speed and Size. Tripod –Types- Usage. Light Meter- Usage. Flash- Types-Usage- Electronic Flash – Selection of Right Flash Mode. Other Useful Accessories.

UNIT II PHOTO COMPOSITION: Basic Techniques for Better Image. Aperture-Usage. Shutter-Speed- Usage. Depth of Field. Focal Length. Basic Lighting- Key Light-Fill Light. Low Key and High Key Picture. Rule of Third. Angle of View. Picture Format.

UNIT III INTRODUCTION TO DIGITAL PHOTOGRAPHY: Define -Digital- Digital Still Camera. Digital SLR Camera – Types. Working with Digital Camera – Major Components and Functions, Camera Operation, Mode, Advantages. Setup for Digital Imaging-Windows and Macintosh. Desktop Computer Components- Data Storage and Transfer Options. Software for Digital Processes(Digital Dark Room) -Image Editor- File Formats –Converters. Working with Scanner -Types - Scanning Techniques- Film Scanning. Photo Printers- How Printer works- Photo Quality. Printing Paper-Types.

UNIT IV INTRODUCTION TO DIGITAL IMAGING: Define Photoshop. Photoshop workspace. Palettes, Buttons. Choosing Color, Brush Shape. Operations and Usage of Tools- Pencil Tool, Paint Brush Tool, Air Brush Tool, Text Tool, Paint Bucket Tool, Gradient Tool, Smudge Tool, Focus Tool, Toning, Eye Dropper, Zoom Tool, Morgue Tool, Lasso Tool. Magi Wand, Art Marks, Art Layers, Layer Mark, Create Layer, Fill Tool, Trashcan, Cloning, Clone Align, Art Filter, Plug ins, Rule of Thumb, Kerning, Leading. Digital Image on Various Media.

UNIT V INTRODUCTION TO DIGITAL STUDIO: Photography Project, Assignments. Photo Power Point Presentation, Photo Documentary. Photo Essay. Small Budget Studio- Design, Equipments n and Budget. Corporate Studio- Design, Equipments and Budget. Popular Photography Websites. Creating Photography Website. Connecting Images for Internet Use.

References:

Digital photography, A Step- by- Step Guide and Manipulatuing Great Images by Tom ang Mitchell Beazley.

Practical photography – O.P. Sharma – Hind pocket books.

The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebel – Focal press baston, London.Third edition.

Mastering Digital Photography & Imaging(2001)Peter K Burian, Publisher Sybex. USA. 1st edn.

The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.

The Photographer's Handbook. 1999 by John H edgecoe. Alfred A.Knopf Publisher,.

Interior Shots .2002. by Roger Hicks and Frames Schultz, Rotovision, Switzerland.
Understanding Digital Photography by Joseph A . Ippolito, Thomson Delmar Learning, 2003.USA
Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. **by Catherine Jamieson/ Sean McCormick -Publisher: Wiley Jamieson and McCormick. London .**

Practical II PHOTOGRAPHY

I. LIST OF PRACTICALS

Still life
Portrait
Silhouette
Rim Lighting
Product – Indoor, Outdoor
Advertising Photography
Architecture- Interior, Exterior
Fashion Photography
Environmental Photography
Industrial Photography
Photographs on Human Interest
Photographs on Foods and Beverage
Nature Photography
News Photography
Photo Essay on Developmental Activities

II. Project Portfolio on a topic / theme

Allied Paper IV – Instructional Design

Unit – I

Introduction to Instruction Designing -Overview of Different Modes of Learning, such as E-Learning- Instructor Led Trainings- Blended Learning- Mobile Learning -Project Cycles of Creating Training Material in Different Modes of Learning

Unit –II

Introduction to Learning-Learning Theories-Applications of Learning Theories in Courseware Development-Learning Styles-Variou Models Proposed Based on Learning Styles-Modes of Learning-Learning Process in Children-Learning Process in Adults-Adult Learning Techniques

Unit –III

Role of ID in Different Modes of Learning -Advantages of Different Modes of Learning Disadvantages of Different Modes of Learning -Applications of Different Modes of Learning Game-Based Learning-Objective Writing

Unit-IV

Types of Content -Ways to Sequence Content -Component Display Theory -Mind Maps ARCS Model -Instructional Strategies -3Cs of Writing-Communication through Words-Tips for Effective Writing-How to write for global audience-Offending words and phrases not to be used in different locations

Unit-V

Instructional Designing Tools and Software-How to use various important features of Microsoft Word-List of keyboard shortcuts-How to use various important features of PowerPoint, such as embedding audio, synching it with the custom animation-Basics of Microsoft Excel-How to use Sound Forge-How to use image capturing and editing tools

References :

Smith, P.L & Ragan, T.J (2005), Instructional Design (3rd ed), Indianapolis, IN: Wiley
Duffy , T.M. & Jonas sen, D.H (Eds) (1992) Constructivism and the technology of Instruction Hills dale, NI: Lawrence Erlbum Associates {O & J}
Understanding by design , expanded 2nd Edition by Grant Wiggins and Jay
Visual Information Design , Information design Work book: Graphic approaches, solutions and inspirations
Visual language for designers : principles for creating graphics that people understand , Bevely, ML:Rockport Publisher

Skill Based Subject-2

COMPUTERS IN COMMUNICATION MEDIA - II

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

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

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

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

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

REFERENCES :

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

Semester V

CORE PAPER VII - FILM STUDIES

UNIT- I

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

UNIT - II

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

UNIT- III

Film production: Theme and story line – script writing – characterization – visualization – equipment and other inputs – Role and responsibilities of the Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods – audio and video special effects.

UNIT- IV

Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Tamil cinema.

UNIT V

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

Reference:

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

CORE PAPER VIII - MEDIA ETHICS

UNIT – I

Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Press and the public opinion.

UNIT – II

Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporates – Ad. Revenue – Editorial policy – implications of foreign press in India.

UNIT- III

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

UNIT – IV

Media and the Judiciary, Legislature and the Executive – Media Laws – violations and restrictions – media censorship – recent cases.

UNIT-V

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

Reference:

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

CORE PAPER IX - MAGAZINE PRODUCTION, LAYOUT & DESIGN

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

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

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

UNIT – IV

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

UNIT-V

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

Reference:

Mc Kay, Jenny. Magazine Handbook. London: Routledge, 2000.

King, Stacey. Magazine Design that Works. London: Routledge, 2001.

Morrish, John. Magazine Editing. London: Routledge, 1996.

Tom Ang. Picture Editing: An introduction. Oxford: Focal Press, 1996.

Evans, Harold. Volume series on Picture Editing and Newspaper Design. London: Heinemann, 1976.

Practical III PRINT PRODUCTION

I. LIST OF PRACTICALS

1. Produce a Visiting card using Screen printing/offset
2. Design a Poster (two color) using offset/screen
3. Flex designing – multi color Flex printing
4. Front page of a daily news paper
5. Sports page of a newspaper
6. Design a Magazine cover page
7. Design a Magazine special page
8. Display advertisement for a product
9. Institutional advertisement
10. Public service advertisement
11. A brochure for a company
12. Design a package for a product
13. Digital photo editing using the appropriate software
14. Digital color processes
15. Design a logo for an organization

II. A project print portfolio for an organisation on a theme or Topic.

Skill Based Subject-3

WEB DESIGNING

UNIT I The internet – concept, types, connections – structure and features of internet – Internet and Intranet. Protocols, Browsers, Search engines, Web structure, Web blogs.

UNIT II Internet services- URL, Dial-ups, ISDN, e-mail, chat, cross platform features , audio & video streaming, Internet applications – Audio & video conferencing, Internet telephony, virtual reality, artificial intelligence.

UNIT III Fundamentals of web designing - tools – design techniques- Web site organization – file structure, naming conventions, pages, folders, navigation, hyperlinks and adding sound. Websites – features – portals - content – corporate sites – commercial sites – functions.

UNIT IV Content planning – Analysis – Objectives – Content strategies – developing content tactics – defining content matter.

UNIT V Web authoring tools_ Adobe Photoshop, Front Page, Dream weaver, Flash, using peripherals for website enhancements. Macromedia Dream weaver – features – tools. Microsoft Front page - features – tools.

REFERENCES :

1. Internet Bible, IDG Books, New Delhi, 1998.
2. Internet for everyone, Leno et al., Lone Techworld, Chennai 1998.
3. Building a Website, Tim Worsley, Orling Kindersely, New Delhi, 2000.
4. Web Design Fundamentals, Daniel Gray, Dreamtech Press, New Delhi, 2000.
5. Using the internet (4th Edn.) , Prentice Hall, New Delhi, 2000.
6. How the internet works, Millennium Edition by Preston Gralla.

Semester VI

CORE PAPER X - COMMERCIAL BROADCASTING

UNIT I

Development of ideas- brief from client, agency interpretation, advertising strategy, creative work- idea/ concept development, popular TV ad formats, script/ story board, client approval, media approval- creative potential of TV.

UNIT II

Pre production- film formats, film stocks, planning of special elements- choosing the production team, crew, cast- sources of casting, importance of casting director. Pre production meeting- the agenda.

UNIT III

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

UNIT IV

Editing the commercial- traditional film editing/ non linear editing- finishing the audio elements- confirming the picture- special effects and animations.

UNIT V

Economics of commercial production- Budgeting, factors affecting budgeting, problems with in-house production- finding production companies for bidding specialization of production companies, reviewing the production company cassettes future of TV commercial production.

REFERENCE

1. Kelsey, Gerald. Writing for Television. Unistar, 2004.
2. Simon, Mark. Storyboards Motion in Action(2nd edn.). Oxford: Focal Press. 2000
3. Zettl, Herbert. Television Production Handbook(7th edn.). Belmont: Wadsworth Publishing, 2000.
4. Crittenden, Roger. Film and Video Editing (2nd edn.). London: Blue Print, 1995.
5. Wright, Steve. Digital compositing for Film and Video. Oxford; Focal Press, 2005.
6. Hooper White. How to produce effective TV commercials (3rd edn.). NTC Business Books. Chicago.
7. The audio- visual handbook- a complete guide to the world of audio- visual techniques. Alan MCPHERSON & Howard Timms. Pelham books, London.
8. Mathur,C. Advertising Management; Text and Cases. New Age International: New Delhi-2005.

Core XI - Integrated Marketing Communication

Unit I : Marketing Mix : Product, Price, Promotion and Place – Marketing communication environment (Internal and External) – Benefits of Integrated Marketing communication.

Unit:II 4E's & 4C's – Role and Relevance in IMC – Consumer behaviour – The Black Box model of consumer behavior – Understanding Consumer needs – Maslow's Hierarchy of needs – AIDA model – Think-feel-do-model, ELM – Elaboration likelihood model.

Unit:III IMC Planning process, Audience Research – Identifying Target Audiences – Situational Analysis – SWOT analysis – Niche Marketing – Agency – Client Relationship, Creative and Media Solutions – Creative Implementations – Media Implementations.

Unit : IV Direct Marketing – word of Mouth Advertising – Door to door advertising – Multi Level Marketing – Sales Promotion and retailing – Basic Concepts of Event Management – Post Purchase Relationship Image and Brand Management – Consumer Relationship Management (CRM) – IMC Evaluation – Social, ethical and legal Issues – Targeting vulnerable groups.

Unit:V Advertising and Marketing Research case studies in the Indian context :Nirma, All Out, Maruthi 800, Hindusthan lever, Contemporary studies – Rural Vs. Urban Scenario – Future Implications.

Reference Books :

1. Integrated Marketing Communication : Concepts and Cases – Gopalakrishnan P.S (ICFAI).
2. Strategic Integrated Marketing Communication : Theory and Practice, Larry Percy Butterworth Heinemann 2008 Paperback Edition.
3. Integrated Marketing Communication, Dr.Niraj Kumar, Himalaya, 2009, (1st Edition).
4. Advertising and Promotion, An IMC Perspective, Belch and Belch – Tata Mc Graw Hill (2005)
5. Principles of Advertising and IMC, Tom Duncan, 2nd Edition, Tata Mc Graw Hill (2008).

PRACTICAL IV – VIDEO PRODUCTION

LIST OF PRACTICALS

1. Script
2. Story board
3. Camera movements
4. Shots
5. Angles
6. Multi camera setup
7. Editing techniques
8. EDL preparation
9. Basic lighting techniques
10. ENG
11. Anchoring
12. Titling
13. TV commercial
14. Montage
15. Interview
16. News production
17. Talk show
18. Compeering

A complete project as a Short film or a Documentary on a theme or topic for an Organisation / agency.

Skill Based Subject-4: Practical

COMPUTERS IN COMMUNICATION MEDIA & WEB DESIGNING

List of Practicals for COMPUTERS IN COMMUNICATION MEDIA

1. Make a PowerPoint presentation with ten slides on any topic.
2. Design a two-page invitation.
3. Design a pamphlet for any consumer product.
4. Design few pages of an A4 size magazine using Quark Xpress.
5. Design a CD cover for any program.
6. Design a Point of Purchase using Corel Draw.
7. Design a package cover for any food item using Corel Draw.
8. Design a sales promotional ad with a save / free coupon with a tear sheet.
9. Using Photoshop, edit, make color correction and apply special effects to a visual.
10. Using Photoshop, convert an old, damaged photograph in to a new one.
11. Animate a 2D object using Flash.
12. Create a cell animation using Flash.
13. Create a 3D animation using 3D Studio Max.
14. Create a title with special effects in 2D animation.
15. Create a title with special effects in 3D animation.

List of Practicals for WEB DESIGNING

Using Dream Weaver / Front Page design a website with a minimum of five pages with links for the following:

1. An Educational Institution
2. A Corporate Company
3. Indian Railways
4. A Newspaper Organization
5. e- shopping
6. A Film Personality
7. To promote any art form (Dance, Music etc.,)
8. To promote tourism
9. To promote any social cause and
10. Design a pop-up advertisement.

Elective – I

A - ELEMENTS OF FILM AND VIDEO PRODUCTION

Unit-I

Introduction to Digital Video Equipments: Digital Video Camera- Types – Format-Major Components - Operation and Functions. Lens – Types – Aperture- Shutter. Focussing Methods. Focal Length. Depth of Field. Video Signal, Video Format, Video Lights - Types and Functions. Tripod- Types. Clapboard- Usage. Light meter. Other Useful Accessories.

Unit- II

Pre-Production Techniques: Ideas, Themes, Concepts, Story Development. Script-Format, Storyboard. Planning and Budgeting for Production – Talk show. Short Film. Documentary, Feature Film. Role of Director, Art Director, Cinematographer, Director of Lighting, Floor Manager, Production Manager. Casting and Location Identification.

Unit-III

Introduction to Digital Video Production: Digital Camera- Movements-Composition-Shots-Angles. Mise-en-scene. Color Temperature. Multi Camera Setup. Lighting. Basic and Special Lighting Setup-Atmospheric Lighting. ENG. Anchoring, Compeering. Montage. News Documentary.

Unit-IV

Introduction to Digital Video Editing: Editing Techniques- Continuity-Sequence-Dynamic. Linear and Non-Linear Editing. Capturing and Rendering Techniques. Method of Transitions. EDL Preparations. Storage Devices. Titling- Graphics, Animations.

Unit- V

Digital Video Production Studio: Basic Studio Structure and Equipments. Planning and Budgeting. Organizational Structure of Television Channels. OB Van and its accessories. Communication Satellites. Broadcasting – Terrestrial, Satellite, DTH. Planning and Scheduling Time Slot for Television Channel.

References:

Television Production – Gerald Millerson, Focal press,1999.London.

The Technique of Television Production 2001 by Gerald Millerson . Focal press. London.

Digital Cinematography 2001– Paul Wheeler, Focal Press,. London. First edition.

The Essential of TV Director’s Handbook 1996 – Peter Jarvis, Focal Press. III-Edition, London.

An Introduction to Ddigital Video (1994) – John Watkinson, Focal Press, London.

Video Production – Disciplines & Techniques by Thomas D. Burrows, Lynne S.Gross – MC G rawhill.

Lighting Techniques For Video Production – Tom Letourneau.1996.Mc will publications . Tanzania. First edition.

Digital Non-Linear Editing 1998.– Second edition, Thomas A. Ohanian, Focal Press. London . Sixth edition

Elective –I
B - SCREEN PLAY

UNIT I The Current Campfire: Film as a Storytelling Device- The history of storytelling - Plays vs. novels vs. film - What is a “story”? - The “idea” vs. “story” vs. “screenplay”

UNIT II The Screen Story- What is it? - The logline - The essence of a screen story - Conflict (and why we love it) - Form, format and formula

UNIT III The Structure of a Screenplay- Back to story- Aristotle (and what he had in common with Superbad) - The three act screenplay - The scene - Plot points

UNIT IV The First Act- Establish, introduce and hook- The inciting incident - The first act plot point The Second Act- Rising conflict and overcoming obstacles - The second act plot point The Third Act- The “final battle” - The outcome of the final battle - The denouement - Happy vs. hopeful endings

UNIT V Character - Plot vs. Character - Character vs. Characteristics- Actions speak louder than words - The main character (our hero!)- Other characters and character types. Dialogue - The functions of dialogue – Voiceover. The Kitchen Sink-Back story & exposition- Subplots- Setup and payoff - Flashbacks- Theme Breaking the Rules - How screenwriters break them and why Genre - “What is this movie anyway?”

UNIT VI A Script-to-Screen Analysis.

References :

- The Writer’s Journey** by Christopher Vogler
- Adventures in the Screen Trade** by William Goldman
- The New Screenwriter Looks at the New Screenwriter** by William Froug

Elective – I

C - FILM MARKETING AND DISTRIBUTION

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

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

UNIT III Stars and marketing; genres and marketing

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

UNIT V Alternative approaches to marketing film: exploitation, cult and art cinema

UNIT VI Current approaches to film marketing - cultural and economic contexts

References :

- □ Ackland, C.A. 2003. Screen Traffic: Movies, Multiplexes, and Global Culture, North Carolina: Duke University Press
 - □ Bosko, S. 2003. The Complete Independent Movie Marketing Handbook, Cal: Michael Wiese Prod
 - □ Durie, Pham & Watson, 2000. Marketing and Selling Your Film Around the World, Cal: Silman-James Press
 - □ Tuuk, T. 1997. Movie Marketing: Opening the Picture & Giving It Legs, Cal: Silman-James Press
 - □ Wasko, J. 2003. How Hollywood Works, London: Sage
 - □ Wyatt, J. 1997. High Concept: Movies and Marketing in Hollywood, Austin: UTP Trade Paper: Screen International
- Websites: Media and Review Guardian, Sight and Sound,
europa.eu.int/comm/avpolicy/index_en.htm
- □ www.mediasalles.it (European Cinema online database, including European Cinema Yearbook)
 - europa.eu.int/pol/cult/index_en.htm (European Commission website)
 - www.bfi.org.uk (information on British cinema market)

Elective – II
A –ADVERTISING AND PUBLIC RELATIONS

UNIT –I

Advertisers –Leading National and International Clients –Ad Spend –Advertising campaigns. Public Relations Fundamentals: Definitions of public relations-public relations practice-PR agencies-Growth and challenges.

UNIT –II

Advertising departments in Media: Print and Electronic media –Advertising policy and regulations of newspapers, radio stations and TV channels –tariff –space and time allocation – schedule preparation -agency relations –client relations –coordination with other departments – advertising revenue generation –advertisement executives / representatives.

UNIT-III

Media for Advertising: Newspapers and Magazines –Characteristics, reach and advertisement exposure–Products and advertisers of Print media –Cost ; Radio advertising –jingles –spots production cost –reach and effectiveness –radio audience –tariff; TV advertising: effectiveness – reach-products and advertisers on TV –channel competition –tariff –production cost –creativity; Outdoor media characteristics –cost-effectiveness in advertising.

UNIT –IV

Brand Building and Advertising Management: Defining of Brand – Evolution of brand management - Life cycle of a brand - Brand positioning and its role of advertising – Brand and consumer relationship - need to measure brand value - Power brands - characteristics of a power brand - concept of super brands - Brand image - Corporate brand - Brand identity. Case study: The Amul brand.

UNIT-V

PR and Advertising relationship - Internal and external Publics in an Institution - Advertising strategies for both publics - Organizing of events for publicity via advertising - Strategies of PR, - Press Release - Press Conference and other media tools - Advertising social issues - PSMs and corporate style of advertising.

Reference:

- 1.“Fundamentals of Advertising”, Otto Kleppner, Prentice Hall, New Jersey, 1980.
- 2.“The Practice of Advertising” 3rd Edn. Norman Hart, Heinemann Pub. London.1990.
- 3.”Advertising world wide” (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
- 4.“Brand positioning” . Sen Gupta, Tata Mc Graw Hill. New Delhi. 1990
- 5.“Advertising Management concepts and cases” M. Mohan, Tata Mc Graw Hill, 1989.
- 6.“Successful advertising research methods” Haskins & Kendrick, NTC Business Books,1991.
- 7.“Public relations” Principals and practices.,IQBLS.Sachdeva.,
8. “Advertising Management”, Jaishri Jethwaney, Shruti Jain, Oxford University Press, 2nd Edn, India 2013.

Elective – II
B - MEDIA PLANNING

UNIT I Media planning: Definition- need and importance of media planning in advertising- Aperture concept in media planning- Media Planning department.

UNIT II Media Buying – Media Characteristics- Newspapers – Magazines –Television- Radio-Direct Response – Out door- pros & cons .Media mix.

UNIT III Media planning: Information Sources and analysis-marketing sources, Creative sources& Media sources- Setting Media Objectives: Audience objective & Distribution Objective.

UNIT IV Developing Media strategy – Main components of media strategy –Media Environment –Calculating cost efficiency in media planning –Testing the media plans.

UNIT V Implementation and control of media plan –Use of computers in Media planning –linear programming, Stimulation models, and formula models.

REFERENCES

- □ Media planning Work book, WilliamB.Goodrich, Jack.Z.Sissors.5th Edition, 1996, NTC Business Books.
- □ Advertising & Media Planning ,Jack Z.Sissors, Lincoln Bumba Third Edition,1991,NTC Business Books.

Elective – II
C - MARKET SURVEY

UNIT I Market Survey Definition, Importance & Scope of Market Survey, Leading Market Research Agencies in India and their market share

UNIT II Market Survey project: Details from sponsor –proposal-Organization setup- Project Leader- Market research officer- Market Research assistants Investigator

UNIT III Market survey: Planning the survey-Problem definition-selection of the survey approach- sampling: types-major considerations in sample design- Questionnaire development: Characteristics of good questionnaire-Direct, open ended and Indirect types- Pilot surveys.

UNIT IV Planning and Completion of field work: Preparation of time-Schedule chart- Collection of data-Supervising the field work-controlling the errors-sampling & non-sampling errors.

UNIT V Analysis and Interpretation of data: Editing – Tabulating, Processing, and Interpreting data –Statistical analysis and interpretation-use of computers in data processing and data base management-Summarizing findings and Recommendations- Report writing.

REFERENCES

- □ Marketing Management, planning, Implementation and control . The Indian Context, V.S.Ramaswamy & S.Namakumari.
- □ A Practical Guide Book to Market Research, Dr.Dilip Sarwate, 1996, Everest Publishing house,pune
- □ Marketing Research :Principles,Application &Cases,DD.Sharma,1995,Sultan Chand &Sons ,NewDelhi.

Elective –III

A - GRAPHIC PRODUCTION

UNIT-I Introduction to Printing Technology: Size and scope of Printing Industry- Organization. Development of Pictographs and Ideographs. Major printing process; Relief Printing, Intaglio printing, Screen Printing and Electrostatic Printing. Printing cycle; Need-Design- Reproducing Design- Distributing printing material.

UNIT-II Design- Alphabets, Art Copy - Layout and Paste-Up, Working with Photographs- Rough Layout, Single Color and Multi Color Paste Up, Line photography, Half-Tone Photography, Tone, Density, and Contrast. Basic color theory- Color spaces- Terminology-Color separation and color correction, Half tone dots and color. Letter Press- Rotary-Block Making. Offset plate making. Lithographic Printing Plates.

UNIT-III Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process. Page Lay Out-Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Softwares. -Software for Image Solutions and Page Layouts, Printing accuracy, Image assembly. Digital half tones. Computer to Plates. Digital Proofing, Moving and Storing Data.

UNIT-IV Offset Press operations- Sheetfed - Webfed- Rollar and blanket, Trouble Shooting Check list. Screen printing process- Concept of Stencils-Frame-Masking –Squeegee and Ink-High Speed Presses Machine. Gravure-Concepts-Cylinder preparations-Printing Process -Flexographic printing-Concept-Printing Process

UNIT-V Paper and Ink for Printing Industry. Paper- Types. Recycled papers. Price of papers. Ink-Properties of Inks- Ink Specifications and Standards. Ink for Lithography, Screen, Letter Press, Flexography and Gravure. Ultra Violet Curing. Finishing- Cutting, Folding, Assembling, Binding and Packaging. Job estimation, Production Planning, Structure of Small Printing units, Corporate Printing House, System of Administration. Plan of starting a Medium Level Printing Units.

REFERENCES:

Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.

Newspaper design (2000) N Y Harlod Evans. Sage publications. London, First edition

How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy - Publisher: Princeton Architectural Press. Fock land. Second edition.

Designing Effective Communications (2001): Creating Contexts for Clarity And Meaning .by Jorge Frascara (Editor) Publisher: Allworth Press.U.S.A. First edition

In Design Type : Professional Typography with Adobe InDesign CS2 (1995) by Nigel French- Publisher: Adobe Press. Netherland. Second edition.

Golden trends in Printing Technology (1996);by V S Krishnamurthy. Sage publications. New delhi. **First edition.**

Elective – III
B - EVENT MANAGEMENT

UNIT I Introduction to Events: What are events; Objectives of events; Event Characteristics Demand for Events; Why Events; When do we need events?; Types of events; Structure of events Supply and Suppliers; Distribution; Ancillary Services

UNIT II Event Process; Brief; Concept; Budgets ;Schedule of items; The suppliers Media coverage of events; Media Coverage of an event; Themes; Beneficiary; Creative; People Celebrities in events; The Managers and their Celebrities; How do we get them; Money In Film Product Placement; Product Placement Basics

UNIT III Property Creation ; Why Property Creation; How we create properties Implications of Events; Aims; Introduction; The implications of special events; Social and Community Implications of Events; Economic Implications of Events Income from Events; Leisure Event; Cultural Event; Organizational Event; Personal Event; Sponsorship and Public Funding

UNIT IV Exhibitions; A little history; What is an exhibition; Why Exhibit At An Exhibition; Why Visit An Exhibition; Other common reasons; The Economic Impact of Exhibitions; A cost effective way of exhibiting; ways to build a dream team; 10 steps to create the great indoors

UNIT V India Trade Promotion Organization (ITPO) ; Pragati Maidan-Fair Worthy At All Times ; Exhibitions in India; Promotion Through Department Stores; Membership of International Organizations and Bilateral; Agreements; Surfing the Information Net; BIC focus; Main Activities and Services of ITPO

UNIT VI Running Events – Some Key Questions; Writing Your Major Event Strategy; UK Sport's World Class Events Program; Preparing a Bid; A Suggested Business Plan Template; Insurance & Legal Issues; Marketing and Sponsorship; Health and Safety & Risk Assessment; Data Protection; Volunteers; Ethical Considerations; Anti-Doping; Environment; Tourism and Sporting Events; The Economic Impact of Major Events; Sports Development; Support Services; Directory of Useful Contacts and Resources; Checklist and Practical Last Thoughts;

REFERENCES:

- Dynamics of public relations in Indian software and ITES sector ; Chawla, Ruchi (2204)
- Attributes of PR in the multiplex industry; Kawathekar, Parag (2004)
- Brand enhancement through corporate social responsibility (2004)
- Event production : lights and sound; Niyogi, Ishani (2004)
- Celebrity political endorsement ; Parikh, Sejal (2004)
- Role of public relation in social marketing Singh, Shruti (2004)

Elective – III
C - INTRODUCTION TO DESIGN AND VISUAL CULTURE

UNIT I Intro to design-Principles : Balance-Rhythm-proportion-Dominance-Unity – Emphasis-Harmony-Opposition-Variety- Depth-Repetition-Motion

UNIT II Elements of Design : Line-Shape-Direction-Size-Texture-Colour- Value- Concepts of Layouts: Hierarchy-Centre of visual Impact-Organization-Contrast –Colour- Typography – Unexpectedness-Rules – Consistency

UNIT III Vision and Visuality-Visual Culture-Social Conditions and Effects of Visual Objects- Critical Visual Methodology-Visual Production : Technological, Compositional and Social aspects of visuals.

UNIT IV Fundamentals of Composition –Interpretation-Spatial Organization-Light- Expression-Montage-Content- analysis.

UNIT V Introduction to semiotics-analysis-aspects of signs and symbols- the sign and meanings- description of signs- denotations and connotations- paradigmatic and syntagmatic aspects of Signs- Signs and Codes- Referent Systems- Audience and Interpretation.

REFERENCE

- Lauet, David. Design Basics.
- White, Alexander W. The Elements of Graphic Design
- Wong, Wucius. Principles of Two Dimensional Design
- Muller, Josep. Grid Systems in Graphic Design
- Zelavski, Paul and Pat Fisher, Mary. Design Principles and Problems
- Dondis, Douis A. A Primer of Visual Literacy
- Janson, Anthony F. History of Art
- Williams, Robin. The NonDesigners Design Book
- Elan, Kimberly. Geometry of Design : Studies in Proportion and Composition
- Eco, Umberto. Fundamentals of Semiotics