St.Mary's College

(Autonomous)

Re-accredited with 'A' Grade by NAAC

Syllabus

(From June 2018-2021)

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Bachelor of Science (Visual Communication)   **Course Structure (w.e.f. 2018)**

Semester –I

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil French	18ULTA11 18ULFA11	Tamil 1 French 1	6	4	40	60	100
II	General English	18UGEN11	English	6	4	40	60	100
III	Core I	18UPSC11	Introduction to visual communication	4	4	40	60	100
	Core II Practical I	18UPSC12 18UPSCR1	Print and Publication Visual Literacy	4 4	4 2	40 40	60 60	100 100
	Allied I	18UPSA11	Media history in India	4	3	40	60	100
IV	Foundation Course	18UFVE11	Value Education	2	2	20	30	50
Total				**30**	**23**	**260**	**390**	**650**

Semester II

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil French	18ULTA21 18ULFA21	Tamil 2 French 2	6	4	40	60	100
II	General English	18UGEN21	English 2	6	4	40	60	100
III	Core III	18UPSC21	Communication models and theories	4	4	40	60	100
	Core IV Practical II	18UPSC22 18UPSCR2	Basics of Photography Photography Practical	4 4	4 2	40 40	60 60	100 100
	Allied I	18UPSA21	Introduction to to Advertising and Public relations	4	3	40	60	100
	Allied Practical I	18UVCARI	Computer Graphics	2	1	40	60	100
IV	Foundation Course	18UFEV21	Environmental Studies	2	2	20	30	50
Total				30	23	**300**	**450**	**750**

Department of Visual communication

The Department of Visual Communication was established in the year 2017.Our department has been progressing with a vision towards the fascinating profession in Visual Communication. The students of this program have been trained with uncompromising standards of excellence. We believe that the learning experience in the class room is not adequate for a creative platform, so we help the students to perceive the outside world, which will make them understand their living environment and the culture. Our Visual Communication lab is well equipped. It is having canon 1100D cameras with Accessories, Video camera and three point lighting set up studio, and also having computer systems with relevant software to our field.

Vision

To inspire students to understand media better by adhering to its ethics and by shaping their creativity for their contribution to the profession and the vitality of the media community.

Mission

- To develop the creative talent of the students.
- To build strong Media Professionals.
- To train students in Media ethics.

PSO No.	Programme Outcome Students of BSc.Visual Communication will be able to
PSO-1	Communication-Apply effective verbal, written and visual communication skills to present a concept, idea, or portfolio to clients and professionals
PSO-2	Follow directions, give and receive criticism and work effectively in a team environment to solve visual communication problems
PSO-3	Apply knowledge of art history, theories and principles to traditions and digital drawing and design skills for visual communication applications relevant to contemporary applied art markets
PSO-4	Develop career goals, applying basics business and financial skill, self-discipline and motivation, versatility and adaptability, self-promotions and communication skills to create a sustainable art business
PSO-5	Research and assess technical and creative aspects of multiple projects to satisfy client needs and to continually evaluate and improve professional skills and practice.
PSO-6	Gain functional competence with principles of visual organization, including the ability to work with visual elements in two and three dimensions color theory and its applications and drawing
PSO-7	An understanding of tools and technology, including their roles in the creations ,reproduction and distribution of visual message
PSO-8	Becomes familiar with the historical achievements, current major issues, processes and directions of their fields
PSO-9	The students learn competencies and skills required by the media world. They will be well-integrated in the industry being industry-ready at the outset.
PSO -10	The students would have acquired great confidence by the end of the course, had hands-on experience with media soft ware's, intensive training in Media writing, media exposure in journalistic writing through informal internships and even experience in community outreach programmes.

SEMESTER- I		
CORE – I INTRODUCTION TO VISUAL COMMUNICATION		
Code: 18UVCC11	Hours / week :4	Credits :4

Vision:

     To imparts basic knowledge on the subject of Visual Communication.

Mission:

- To acquire knowledge of various schools of Communication.
- To make them understand the concept and process of Communication
- To develop students to apply communication concepts to the field.

CO. No.	Upon completion of this course, students will be able to	POS addressed	CL
CO-1	Gain knowledge in the various types of communication		
CO-2	Analyze the concepts of attention in colors		
CO-3	Create concrete understanding about the concept of perception. To acquire knowledge of various schools of Communication.		
CO-4	To develop students to apply communication concepts to the field.		
CO-5	To make them understand the concept and process of Communication		
CO-6	Understand about the sensory processes of the body		
CO-7	Compare and contrast the various areas of design		
CO-8	Learn the various biological basis of behavior		

UNIT: I

     Need and important of Human and Visual Communication, Elements of communication, Understanding Communication. SMCR model

UNIT: II

     Communication as a process: Message, Meaning, Connotation and Denotation culture/ code etc. - Levels of communication: Technical, Semantic and pragmatic.

UNIT: III

Principles of visual and other sensory perceptions - Color Psychology and theory (some aspects) - Definition, Optical /Visual illusion etc. Verbal communication- non-verbal communication- non-verbal communication classifications.

UNIT: IV

Types of communication: inter-intra personnel communication, group communication, mass communication. Barriers of Communication: semantic-cultural-physical-psychological-mechanical-linguistic-gender barriers.

UNIT: V

Basic of Graphic Design, Definition, Elements of Graphic Design: dot, line shape color, texture –Principles of design: Unity, rhythm, Proportion, Unity -The process of developing ideas.

REFERENCES:

1. Lester, E (2000) Visual Communication: Image with messages.

2. Visual Elements of Arts and Design (1989) Longman Porter.

3. Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic

4. Hand Book of Journalism and Mass Communication, D'Souza, Y.K., Indian Publishers

5. Distributors Books, New Delhi (1997)

6. Practicing Global Journalism: Exploring reporting issues worldwide, Herbert, John. Focal Press, London (2001)

SEMESTER- I		
CORE – II Printing and Publication		
Code: 18UVCC12	Hours / week :4	Credits :4

Vision:

Printing technology professionals need an understanding of printing press operation, graphics creation and design. Courses for this field include press operations, techniques and digital printing. Continue reading to learn more about what to expect from printing technology courses.

Mission:

- To make them understand the concept and printing methods and to develop students to apply communication knowledge to the field.

Course outcome

CO. No.	Upon completion of this course, students will be able to	POS addressed	CL
CO-1	Gain knowledge in the various types of Printing Press		
CO-2	Offset lithography, or offset printing, is most frequently used for printing magazines, newsletters, tabloids and books. Students in this course will learn terminology and basic operations of an offset press.		
CO-3	Compare and contrast the various areas of printing models		
CO-4	To acquire knowledge of various types of typography		
CO-5	Students will be conversant with the 7 Cs of effective communication.		
CO-6	Digital printing uses digital imaging rather than process and spot inks to produce print materials. Students will learn how to work with digital graphics files in order to produce them on a digital press.		
CO-7	Offset lithography, or offset printing, is most frequently used for printing magazines, newsletters, tabloids and books. Students in this course will learn terminology and basic operations of an offset press.		
CO-8	Students learn to set up and operate offset and digital printing presses and process print jobs.		

UNIT I

History of Printing-importance of printing process in design-principles of printing-plate making process.

UNIT II

Types of printing process- letterpress- offset- gravure-flexography-silk screen-color printing process-color separation-color correction and color reproduction-screen printing.

UNIT III

Elements of publication design- page makeup and layouts-types of layout-books – magazines-brochures etc. Typography- typeface design-copy fitting.

UNIT IV

Printing management- printing process organization and structure - different types of paper, ink, and plates, miscellaneous. Printing order estimation, managing wastage.

UNIT V

New development of in printing process- Digital press- recent trends in printing process. An overview of printing and publishing industry in India- An over view of electronic publishing.

REFERENCES:
1. Dennis,E (1997) Lithograpgy technology in transition,Arndams.
2. Mc Allister.R (1998) Pathways to Print:color. Thomson Learning.

SEMESTER- I
VISUAL LITERACY – CORE PRACTICAL I

Code: 18UVCCR1	Hours / week : 2	Credits :1

1. Logo-5

2. Portrait -2

3. Landscape -2

4. Perspective drawing -2

5. Pot painting - 3

6. Shading /hatching

7. Overlapping objects

8. Anatomy study

	SEMESTER- I	
	ALLIED I - MEDIA HISTORY IN INDIA	
Code: 18UVCA11	**Hours / week :4 +2**	**Credits :4**

Vision:

To imparts basic knowledge on the subject of Mass Communication.

Mission:

To study the history and development of communication media in India .To learn the techniques of journalism and put together a portfolio of journalism work

Course outcome

CO.No.	Upon completion of this course, students will be able to	Pos addressed	CL
CO-1	Learn patterns and structure of news writing		
CO-2	Their approach to scenarios will be politically correct and their use of language will be Parliamentary and decorous.		
CO-3	Students will be able to share the pride in history of journalism and be inspired to adopt a role that aids democracy, national integrity and international peace.		
CO-4	Gain knowledge in the various types of mass communication		
CO-5	Assess the impact of media on society. Be able to analyze dyadic conversations in terms of interpersonal communication theory. Students will be able to explain communication models. Students will Be able to analyze the effectiveness of their own, as well as others', communication choices in a variety of contexts.		
CO-6	Students will be able to identify various theories of communication		
CO-7	Students will Be able to explain how nonverbal behaviours influence the communication process. Students will Be able to see how the nature of language influences the communication process.		
CO-8	They will understand the significant role of press in national development and as leaders of public opinion in political affairs.		

UNIT I: DEFINITION OF MEDIA

Changing role of media in communication/society - Types of media – Print media, Traditional media, Electronic media, new media- History of Media- Media and literacy.

UNIT II: MEDIA THEMES

News and advertising – Media and politics – Media and globalization – Media and culture – Media and society Media and audience – Types of audience –Audience measurement- Media and Business – Readership, Listenership and viewership

UNIT III: PRINT

Language and society-– invention of printing press and paper Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India. Newspapers and magazines in the nineteenth century

UNIT IV: HISTORY AND DEVELOPMENT OF ELECTRONIC MEDIA

Radio: history of radio in India – radio as an instrument of propaganda during the World War II. Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.

Television: Development of television as a medium of mass communication– satellite and cable television in India. Films: Early efforts – film as a mass medium; historical development of Indian films – silent era – talkies – Indian cinema after Independence.

UNIT V: NEW COMMUNICATION TECHNOLOGIES

Development of new media; convergence – internet – on line-The emergence of newer media of communication in the global village, the Internet, Email and mobile telephony as media of cultural - Broadband services - Interactive TV - Web Radio - Fiber optics - Mobile phone technology - Video on demand - Voice over IP videoconferencing

REFERENCES:
1. Kumar.J., Keval – Mass Communication in India
2. Ahuja , B.N. - History of press; Press laws and Communication (1988)
3. D'Souza, Y.K. - Communication today and Tomorrow (1999)
4. Mehta. D.S. Mass Communication and Journalism in India (2001) Allied Publishers Ltd, New Delhi.
5. Wood, Julia T: Communication Mosaics: An Introduction to the field of Communication, Wadsworth, 2001.
6. Srinivastava H.O (2000)Broadcast Technology, Gyan Publishers, New Delhi

SEMESTER- II		
CORE III- COMMUNICATION MODELS AND THEORIES		
Code: 18UVCC21	Hours / week :4	Credits :4

Vision:

To highlight the various objectives of communication models and theories

Mission:

Students shall be able to understand the relevance of various social institutions and

learn to tap the efficacy of media in bringing behavioural change. They will be able to

understand the aspects of communication for development including life-cycle of policy

development

Course outcome:

CO.No.	Upon completion of this course, students will be able to	Pos addressed	CL
CO-1	To highlight the process of human development.		
CO-2	To learnt the history of human communication.		
CO-3	Use theories of interpersonal communication to explain and evaluate their own behaviour in interpersonal relationships.		
CO-4	Synthesize and apply appropriate and effective conflict management strategies.		
CO-5	To compare and contrast the various models of communication		
CO-6	Students shall be able to understand the relevance of various social institutions and learn to tap the efficacy of media in bringing behavioural change.		
CO-7	Create knowledge about the changes occurring in the various models of communication		
CO-8	Learn how to write captions and will have inculcated the habits of a good photo journalist		

Unit I

Communication: Definition, scope and functions of communication, communication

for social change. Culture and Communication- Signs, symbols and codes in communication.

Unit II

Normative theories: Authoritarian theory (Gulf), Libertarian theory (America, U.K.), Social responsibility theory (India), Soviet media theory (Russia), Democratic participant media theory (Third World Countries).

Unit III

Elements of Communication and their characteristics –SMCR model –Western Models of Communication: Mathematical model, Circular model, and the lasswell models of communication-dance helical model.

Unit IV

Social learning theory-learning positive and negative social behavior, attitudes, cultivations analysis process and effects- pro social and antisocial content-media portrayal ,effects on children-Agenda setting and cultural norms theory.

Unit V

Two step flow theory-whites gate keeper theory-uses and gratification theory-Media dependency theory-Hub model –Westley and Maclean model.

REFERENCES:

1. Mass Communication:An Introduction,Bittner,John.Prentice-hall,New jersey.

2. Introduction to Communication studies, Fiske, John.

Routledge, London

3. Indian Communications Revolution, singhal & Rogers, Sage,

New Delhi

4. Studying interpersonal communication, Clark, Ruth, Sage, London

	SEMESTER- II	
	CORE IV-BASICS OF PHOTOGRAPHY	
Code: 18UVCC22	**Hours / week :4**	**Credits :4**

Vision:

Highlight the importance of photography and camera basics.

Mission:

The students will gain knowledge in the technical photography

Course outcome:

CO.No.	Upon completion of this course, students will be able to	POS addressed	CL
CO-1	To enable the students to understand and use photographs as a medium for effective communication Students will learn to make use of photography as a visual tool.		
CO-2	Understand the various types of photography		
CO-3	To enable the students to understand and use photographs as a medium for effective communication		
CO-4	To provide specialized training in shooting photographs		
CO-5	Create an in-depth knowledge about camera and lighting		
CO-6	Know the meaning of phot essay and photo feature.Acquire knowledge about photo journalism		
CO-7	Learn the techniques of digital photography.		
CO-8	Adopt photography as a creative practice equipped with understanding of angle of vision, focal length, aperture etc.		

Unit I

Human eye and camera basics of camera aperture, shutter speed focal length f-stop depth of speed types of cameras types of lenses, ISO.

Unit II

Understanding lighting- three point lighting: key light, fill light, back light and background light- indoor and outdoor, exposing and focusing, filters

Unit III

History of photography, types of shots and angles –natural lights, artificial lights, exposure meter, flashes, designing with lights - Composition.

Unit IV

Photographing people: portrait and still, wildlife, environment, sports, landscape, industrial, disasters- photography for advertising- conflict war political and social photography. Photo editing –pictures of newspaper and magazine.

Unit V

News values of pictures- photo essays, photo features – photo journalism -black and white and color photography- writing captions -visual story telling-aesthetics

REFERENCES :
1. Thiagarajan.S - Practical Photography
2. Alaines George - Learning Photography
3. Longford Michael - Basics Photography
4. Kerns L.Robert - Photojournalism

SEMESTER- II
BASICS OF PHOTOGRAPHY - PRACTICAL - II

Code: 18UVCCR2	Hours / week :2	Credits :1

COURSE OBJECTIVE

- To provide specialized training in shooting photographs
- To enable the students to understand and use photographs as a medium for effective communication

LIST OF PRACTICALS

1. Composition: rule of third, headroom, nose room

2. Lighting: types –key, fill, back.

3. Silhouette

4. Portraits

5. Product photography

6. Architecture –Interior, exterior

7. Photo essay

8. Types of shots

9. Types of angles

10 animals, flowers and insects

11. Street photography

12. Children photography

13. Sports photography

SEMESTER- II		
ALLIED II - Introduction to Advertising and Public relations		
Code: 18UVCA21	Hours / week :4	Credits :3

Vision:

To highlight the importance and study of Advertising and Public relations.

Mission:

- To enhance the students with Advertising Skills
- To develop public relation skill
- To develop communication and managerial qualities in students

Course outcomes

CO. No.	Upon completion of this course, students will be able to	POS addressed	CL
CO-1	Students will know the survival skills needed for the world of advertising and PR		
CO-2	Learn designing a logo, trademark and slogan		
CO-3	Employ PR Tools effectively to create goodwill and convey a positive brand image		
CO-4	Employ PR for event management. Employ PR for handling crisis.		
CO-5	Understand brand image and position. Able to plan an ad-campaign.		
CO-6	They will know how to budget ad		
CO-7	They will have the basic knowhow on advertising start-ups.		
CO-8	They may be able to establish their own ad-agencies		

UNIT-I: INTRODUCTION

Definitions, Scope, Concept of Advertising; History, growth and development of advertising in Indian context Role and functions of Advertising; Importance of advertising; Advertising terminology

UNIT-II: CLASSIFICATIONS OF ADVERTISEMENTS

Types and classifications of advertising; Brand management and positioning What a message must contain (Ad appeal); Advertising Ethics, Code and Laws

UNIT-III: AGENCIES OF ADVERTISING

Ad agency; Ad campaigning &Media planning Adverting-Propaganda-Publicity-Public Relations; USP, PRSI, IPRA, Public Opinion, Lobbying

UNIT-IV: PUBLIC RELATIONS

Public Relations (PR): Definitions and Concept; Development of Public Relations - Functions of Public Relations - Various types of Public - Tools of PR - Duties of - Public Relations Officer (PRO) - PR code of conduct

UNIT – V: PRACTICAL

Ad Copy writing for advertisement, (Submission of a project file on different formats of advertisements on one theme/ idea / product / under single company name) &Press Release

REFERENCES:
1.Well (Williams), Burnett John, Moriarty Sandra, Advertising Principles and Practices, Prentice Hall; 6 edition (October 29, 2002)
2.Nayyar(Deepak),Public Relations and communications, ABD Publishers, Jaipur (2006) Sengupta (Subroto),Brand Positioning, New Delhi, Tata McGraw, 1990
3.Ogilvy (David), Ogilvy on Advertising London, Orbis Publication, 1983

4.Ahuja (BN), Practical Public Relations, New Delhi, Surjeet Publications, 1989

5.Basu (Anil), Public Relations, Problems and Prospects with case studies, New Delhi, Space Age Publications.

SEMESTER- II
COMPUTER GRAPHICS – ALLIED PRACTICAL I

Code: 18UVCAR1	Hours / week :2	Credits :1

Course Objectives:
- The students will learn the basic designing and animation software.
- The students will have the hands on experience in designing and editing the designs.
- Students will learn the basic 2D animation techniques.

DESIGN TECHNOLOGY (CORELDRAW)

1. Design an advertisement

2. Design a visiting card

3. Design a poster

4. Design a pamphlet

5. Design a book cover

6. Design an invitation

DESIGN TECHNOLOGY (ADOBE PHOTOSHOP)

1. Editing photographs with effects and color correction

2. Color correction

3. Text effects

4. Photo collage

5. Creating water drop on a leaf