

**MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI**

UG COURSES – AFFILIATED COLLEGES

B.Sc. Visual Communication

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

(44th SCAA meeting held on 30.05.2016)

Sem	Pt I/II/ III/IV V/VI	Sub No.	Subject status	Subject Title	Hrs/ week	Cre dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext	Tot.	Ext	Tot.
V	I	33	Core - 7	Film Studies	4	4	25	75	100	30	40
	II	34	Core - 8	Constitution & Media Law	4	4	25	75	100	30	40
	III	35	Elective - 1	Web Journalism	5	5	25	75	100	30	40
		36	Elective - 2	Media Culture & Society	5	5	25	75	100	30	40
		37	Practical -5	Audio Editing	3	-	50	50	100	20	40
		38	Practical - 6	Video Editing	3	-	50	50	100	20	40
		39	Practical - 7	Film Appreciation	2	-	50	50	100	20	40
	IV	40	Skill Based subject (Common)	Personality Development / Effective Communication	4	4	25	75	100	30	40
				Subtotal	30	22					

VI	I	41	Core - 9	Basics of Media Research	6	4	25	75	100	30	40
	II	42	Core - 10	Communication Theories	6	4	25	75	100	30	40
	III	43	Core - 11	Media Management	5	4	25	75	100	30	40
		44	Elective - 3	Graphic & Animation / Web Designing	5	5	25	75	100	30	40
		45	Practical - 5	Multimedia	3	4	50	50	100	20	40
		46	Practical - 6	Television Commercial Production	3	4	50	50	100	20	40
		47	Practical - 7	Documentary Production	2	4	50	50	100	20	40
				Subtotal	30	29					

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-V/ Core - 7**

Film Studies

UNIT I

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

UNIT II

Film forms: narrative and non-narrative - Acting, costume and music - Film and post modernism - post structuralism and deconstruction. Impressionism, expressionism, and surrealism - Fiction: realism, symbolic simulation - typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema.

UNIT III

Film production: Visualisation - script - writing - characterization - storyboard - tools and techniques. Continuity style: composing shots - spatial (mise en scene) - temporal (montage) - Camera shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions - Film editing and special effects - Film audience - Review and appreciation of film.

UNIT IV

Film festival - Film awards - Film institute's censorship certification - Cinema theatres and Projections.

UNIT V

Film business and Industry - Economic- finance and business of film - film distribution - import and export of films - regional cinema with special reference to Tamil cinema. Budgeting and schedules. B.Sc. Visual Communication.: Syllabus (CBCS)

References:

1. Indian Film, Eric Baranenn & Krishnaswamy OVP, 1980 2nd Edition
2. How films are made, Khwaja Ahemad Abbas, National Book Trust, 1977
3. Film as an art and appreciation, Maric Setton, NCERT, New Delhi
4. Cinematography Censorship rules, Govt. of India Press, Nasik, 1969
5. Cultural Heritage of India, A.L. Basham.

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-V/ Core - 8**

Constitution and Media Laws

UNIT I

Indian Constitution – Salient features – Fundamental rights – Article 19 (1) (a) – Freedom of the press.

UNIT II

Official secrets Act, 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955. Press and Publication (Parliamentary proceedings) Act, 1976.

UNIT III

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of Court.

UNIT IV

Freedom of the Press – Ramesh Tapan vs State of Madras – Brij Bushan vs State of Delhi – Virendra vs State of Punjab – Ranji Lal Modi vs State of Uttar Pradesh – Sakal Newspapers vs Union of India – Bennett Coleman and Co. vs Union of India – Indian Express vs Union of India (1985).

UNIT V

Censorship Law and internet – Law and Cyberspace – emerging trends – Laws relating to Cable and Satellite TV.

References:

1. Indian constitution : B.N. Pandey
2. Introduction to Indian constitution : D.D. Basu
3. Press laws : D.D.Basu
4. The truth about Indian press : S. Sahani
5. Historical Perspective of Press Freedom in India : Dr. Rama Krishna Challa.

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-V/ Major Elective – I**

WEB JOURNALISM

UNIT I

New Media: Use of New Communication Medium (Internet, Mobile), Advantages, Limitation and Risk factor, involve in it. Use of various applications media personal.

UNIT II

Wire service reporting, Blogs and Other "Participatory Journalists", Digital news media ,trends and technologies in digital news media.

UNIT III

How to Report News for the Web: skills a journalist needs in the digital age, multimedia tools available to report the story immediately, Contextual hyper linking.

UNIT IV

Content Planning: Planning, Management and Retiring of Content. Writing for web: Basic Principles, Powers of web Journalism: Information, news and entertainment on web. Preparation and Presentation of web content.

UNIT V

Ethics in Web journalism- anonymity, speed, rumour and corrections, impartiality, conflicts of interest, and partisan journalism, Reporters and Social Media, citizen journalists and using citizen content, Ethics of images.

References:

1. Multimedia: an introduction, Casanova John Villamil
2. Multimedia: illustrated ,Singh Vishnu Priya Singh Meenakshi ,Asian publishers, Delhi
3. Ess, Charles. Digital Media Ethics. Cambridge: Polity Press, 2009.
4. Ward, Stephen J. A. —Ethics for the New Mainstream.‖ In The New Journalist: Roles, Skills, and Critical Thinking, eds. Paul Benedetti, Tim Currie and

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-V/ Major Elective – II**

Media Culture & Society

UNIT I

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.

UNIT II

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

UNIT III

Media as text. Approaches to media analysis- Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)

UNIT IV

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.)-- Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy

UNIT V

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture.

References:

1. Silverstone, Rogers (1999) Why Study Media?. Sage Publications
2. Potter, James W (1998) Media Literacy. Sage Publications
3. Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
4. Evans, Lewis and hall, Stuart (2000): Visual culture: The reader. Sage Publications
5. Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-V/ Major Practical - 5**

Audio Editing

Class Exposure

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

Record Work:

1. Music Production (Jingle/ Promo/ Song (Album))
2. PSA
3. Radio Features:
4. Ad for Radio (commercial)
5. Live recording

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

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-V/ Major Practical -6**

Video Editing

The Students are exposed to:

- Grammar of Editing: Continuity. Cutting on movement. Montage. Basics of Film editing Vs Video Editing. Editor as a creative person. Role of Editor in a Production.
- Introduction to basics of editing tools: creating an edit Decision List, logging, digitizing and importing media on Pinnacle Liquid ed 6 and Adobe Premium Pro 2.
- Editing the visual: Assemble edit and rough cut. Applying video transitions, commentary track and special effects or multimedia.
- Synchronizing the sound with video

Record Work:

- Commercial Advertisement (with SFX) : 30 sec
- Green Matte Editing
- Titling : 30 sec
- Live Studio Editing
- Use of transitions and SFX: 30 sec

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

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-V/ Major Practical -7**

Film Appreciation

The Students are exposed to filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Ingmar Bergman etc. and skills are thought to appreciate the great filmmakers by studying the nuances in studying films.

Exercise:

Each film, which are screened are to be appreciated by the students and that has to be filed and submitted in form a record book. This will be evaluated at the end of the semester by a viva voce

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-VI / Core - 9**

Basic Media Research

UNIT I

The need and relevance of media research. Responsibility and Involvement. Scientific and non-scientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.

UNIT II

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.

UNIT III

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non-structured. Telephone and personal interviews. Questionnaire construction methods.

UNIT IV

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design.

UNIT V

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.

References:

1. Hansen, Andres et al., (1998). Mass Communication Research Methods, Macmillan Press Ltd, London.
2. Wimmer, D Roger and Dominick R Joseph, (1991). Mass Media Research- An Introduction, Wadsworth Publishing Company, California.
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. Settle (1985). The Survey Research Handbook, Irwin Homewood, Illinois.

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-VI / Core – 10**

Communication Theories

UNIT I

Defining and redefining mass communication, Emergence of scientific perspective on mass communication.

UNIT II

The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory.

UNIT III

Paradigm shift in mass communication theory; Two step flow theory, Limited effects theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory.

UNIT IV

Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality.

UNIT V

Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting.

References:

1. Mass communication theory: An introduction - Denis Mcquail
2. The process and effects of mass communication – Wilbur Schramm
3. Mean, messages and media – Wilbur schramm
4. The effects of mass communication – Joseph Klapper
5. Mass communication theory – Stanley J.Baran and Dennis K.Davis

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Semester-VI / Core – 11**

Media Management

UNIT I

Management in Media organization – Structure – nature and process of management – levels of management– Skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management.Societal and organizational environment.

UNIT II

Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery.

UNIT III

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics.Future of media business –Employment opportunities and status of media industry.

UNIT IV

Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling.

UNIT V

Marketing – management – creativity and innovation – internal communication and external communication.Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling.

References:

1. Block *et al*(2001). Managing in the Media. Focal Press.
2. Alan B. Albarran, Sylvi (2006). A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers.
3. Andrej vizjak and Max Riglstter (2003). Media management, Springer,
4. William jameswillis and dianeB.willis (2006). New Directions in Media Management, Routledge.
5. Alan B. Albarran(2009). Management of Electronic Media, Wadsworth.

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-VI / Major Elective – 3(A)**

Graphic & Animation

UNIT I

Computer Graphics – Definition – Applications – Interactive – Non Interactive applications – Graphics in Broadcast Applications; Image and Graphics; Principles of Raster Graphics: Resolution, color palates, Refresh rates and Graphic accelerators.

UNIT II

Different types of Media, Application of Multimedia, and Properties of Multimedia systems. Multimedia image processing.

UNIT III

Synchronous and asynchronous transmission – different formats – audio, video, music, Image, graphic, digital images.

UNIT IV

Essentials of 3D Animation – Architecture of 3D Animation – Graphical user interface – 3D through Maya – X,Y,Z concepts.

UNIT V

Video and animation – video signal, Compression and computed based animation, animation control. 3Ds Max – MAYA – Softimage – Character animation – Visual effects – Computer gaming – Web 3D – Games in MAYA – Special tools.

References:

1. Palf. Steinmets Klara Nahrsedt, “Computing Communications and Applications”, Prentice Hall, 2002.
2. Source Training Manuals from Macromedia Flash and Adobe Photoshop
3. Tay Vaughan, “Multimedia Making it work” Osborne – MCGraw Hill, 2002.

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-VI / Major Elective -3(B)**

Web Designing

UNIT I

Introduction to web page design Fundamentals-HTML-Introduction-Basic layout of HTML scripts-HEAD and BODY section: Title, Base HREF. Link, Meta tags-BODY section: Text formatting and alignment, fonts, colours, ordered and unordered list

UNIT II

Link Images, sounds video, Background - advanced elements: Tables, forms, frames.

UNIT III

Authoring web pages using editors-DHTML: Java script: Introduction, architecture of Java script applications- Tags in Java script.

UNIT IV

Data types variables, expressions and operations, looping and Branching, Events and Event Handling-Core Java Script elements: Array, Boolean, Data, Function, math Number, Object string, Reg Exp.

UNIT V

Client-side Java script elements: Document (Anchor, layer, Link, Image, Area). Window (frame History, Location, Screen). Form (Button, CheckBox, radio, select submit, text, area, Hidden)- Using java applets: HTTP Servers & CGI Concepts.

References:

1. HTML & XHTML: The Definitive Guide (6th Edition) by Chuck Musciano and Bill Kennedy (Paperback- Oct 17, 2006) - Illustrated
2. Web Design: The Line, The Express Line to Learning (The Line: The Express Lint to Learning) by Sue Jenkins (Paperback-Feb 27, 2007)
3. Head First HTML with CSS & XHTML (Head First) by Elisabeth Freeman and Eric Freeman (Paperback – Dec 1, 2005) – Illustrated
4. JavaScript: A Beginner's Guide, Second Edition by John Pollock (Paperback – Dec 18, 2003)

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-VI / Major Practical - 8**

Multimedia

Practical: Two each in

1. Text creation and animation using word processing/ authoring software,
2. Recording / editing sound using software (Audition/ Sound booth)
3. Making/ Importing and manipulating bitmap images/ graphics using software (Photoshop)
4. Using layers /fillers / Channels to collate/ combine images; capture and assemble video using software (Adobe Premier / avid) and mix audio.

Practical: Two each in

1. Editing rushes of video using software (FCP)
2. Prepare a video shoot in Chrome set-up and applying effect using software (After Effects) and edit with FCP

Practical: Two each in

1. 3D software (Blender/3Dmax / Maya)
2. Creating 3D shapes/ objects; materials/
3. *textures*; 2D/ 3D transformation Crating simple animation and rendering

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-VI / Major Practical - 9**

Television Commercial Production

Students should write original scripts for at-least 3 television commercial concepts of duration not more than 45 seconds. Concepts may be for a consumer product, a corporate company, for government sectors, and for PSA's

1. Shoot one of the best scripts among the three concepts as the television commercial project.
2. Each student should do individual projects containing the record and the program. The script record should be in the book binding form and TV commercial shot must be submitted in DVD.
3. Each script in the Record should contain

Script Development

- Title
- Concept (log line, one liner)
- Synopsis
- Treatment
- Step outline
- Screenplay Development
- Slug line
- Action (Video Description)
- Character Name
- Dialogue
- Sample script with storyboard
- Shooting Script
- Editing Script
- Scheduling
- Approximate Budget details
- Photographs of AD Film Making

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-VI / Major Practical - 10**

Documentary Production

Students should write original Documentary scripts for at-least 3 issues of duration not more than 5 minutes inclusive of credit lines. Concepts may be of about environmental issues, Social Issues, Any particular place etc.

1. Shoot one of the best scripts among the three concepts as the Documentary film project.
2. Each student should do individual project containing the record and the program. The script record should be in the book binding form and Documentary film must be submitted in DVD.
3. Each script in the Record should contain

Script Development

- Title
- Concept (log line, one liner)
- Synopsis
- Treatment

Mention the type of approach opted

Narration

Voice over Script

Shooting Script (if it is planned approach)

Editing Script

Scheduling

Approximate Budget details

Photographs of Film Making