B.Sc. DEGREE COURSE IN VISUAL COMMUNICATION

CHOICE BASED CREDIT SYSTEM (CBCS) WITH GRADING

SEMESTER SYSTEM WITH CREDITS

&

OUTCOME BASED EDUCATION

Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)

ACADEMIC YEAR 2018 – 2019

(Effective from the Academic year 2017- 2018)

PRINCIPAL
Dwaraka Doss Goverdhan Doss
Vaishnav College
Arumbakkam, Chennai - 600106.

Head
Department of Visual Communication
Dwaraka Doss Goverdhan Doss
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Arumbakkam, Chennai-600 106.

Core Major Paper II – Art and Aesthetics

Unit 1

General principles of Indian art: art and beauty, Principles of image making, Concepts of Rasa, Dhvani, Alankara. Visual and performing art, Visible and invisible aspects of art, Compositional aspects of art.

Unit 2

Art history, Art criticism and Aesthetics, Formalism (Wolfflin, Reigl), Iconology (Gombrich and Panofsky), Visual Perception (Rudolf Arnheim)and New Art History (Bryson, Hal Foster)

Unit 3

Art and aesthetics of the West : Plato, Aristotle and others, Aesthetic categories: Beauty, tragic, comic, sublime, Tamil aesthetics: Agam, Puram, Thinai, Manifestations of modern art movement, Theory of Avante- Garde, Concepts : Semiotics, Structuralism, Post-modernism.

Unit 4

European Art, Pre historic Art, Greek, Roman, Gothic, Renaissance, Romanticism, Realism, Impressionism, Post-Impressionism, Symbolism, Fauvism, Cubism, Expressionism and abstract trends.

Unit 5

Futurism, Dadaism, Surrealism, OP, Pop, Minimal, and art in post modern period, Happening, Installation.

Key Texts :
1. Gardner Helen, {2012 } Art through the Ages, A Global History, Volume land II, Wadsworth Publishing.
2. Robert Stecker, { 2012 }Aesthetics and the Philosophy of Art , An introduction (Elements of Philosophy), Rowman & little field Publishers
3. Yuri Borev, {1985), Aesthetics, Progress Publications, Moscow.

Books for reference :
1. Arnold Haner (1982), Social History of Art, Routledge and Kegen Paul, London
2. Ernst Fischer (1963). The necessiaty of Art, Penguin Books, UK
3. An Approach to Indian Art (1974), Nihranjan ray, publishing, Bureau, Punjab University
4. Complications, Aesthetics, Publications Division, Government of Indian (1990)
COURSE OUTCOMES:

The students will be able to understand the aesthetics of a painting or any art work and would be able to incorporate in their work. They become more professional and this in turn helps them to build their career and employment opportunities.

Core Major III: Drawing-I

Practical
Marks 100

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of concerned lecture. It should contain a content page of exercises competed by individual students.

The following exercises are compulsory. Each exercise should have at least 5 drawings {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and pen (black)

1. GEOMETRIC SHAPES – (Overlapping geometric shapes)
2. NATURE STUDY   - (Leaves, flowers, birds and animals)
3. PATTERNS AND SURFACE TEXTURES
4. STILL LIFE (Light and shade)
5. PERSPECTIVE
6. OVERLAPPING OBJECTS

COURSE OUTCOMES:

At the end of this course, the students will be able to enhance their drawing skills which thereby helps them to interpret about different shapes and design. The student will be able to identify various patterns and textures, and they would implement in their drawing.

Allied 1: Paper I - Graphic Design-I:

Practical
Marks 100

(Hand Drawing- Lined, Sketches)

Record 1 should contain handwork done by students on elements of design. There should be minimum of THREE exercises for each topic outlined below for Record 1(A miniature rough sketch is made before each exercise and all the work must be done in pen & ink only. At the end of every month three forth of the Internal Mark is assigned on the assessment of the student's progress)

1: LINES OF DIFFERENT THICKNESS
2: CURVES OF DIFFERENT FORMS
3: SHAPES OF DIFFERENT FORMS
4: FREE HAND DESIGN
5: STUDY OF MACHINERY
6: TYPOGRAPHY STUDY
7: PATTERNS CREATION

8: BRAND NAME CREATION

COURSE OUTCOMES:

At the end of the Course, the Student will be able to create company name, brand name, visiting cards, letter head, brochures and posters. This thereby enhances their skill. Also they would be able to analyze print advertisement and the tint preparation as a whole.

Semester II

Core Major IV : WRITING FOR MEDIA

Unit 1: Introduction To Script And Style

Script writing as a creative enterprise-Creative thinking-Creativity process-Stages in craft of script writing- Basic story idea, narrative synopsis outline, scene breakdown and full-fledged script

Unit 2: Screen Writing : Beginning- Middle-End-Conflict-Development-Climax and denouement- story, storyline, plot and treatment-Principles of suspense and surprise. Storyboards

Unit 3:Writing for Advertising : Copy Writing, Slogan, Press Release, Headlines, Captions

Unit 4: Writing for Audio-Visual medium : Different formats : feature, interview, radio Jockeying& video jockeying and presentation skills.

Unit 5: Writing for Features & Documentary : Different formats : News reel, News features, documentary.

KEY TEXTS
1. Howard, David and Edward Mabley(1995) *The tools of screenwriting*, New York,St.Martin's Griffin
2. Miller,William (1998) *Screen Writing for narrative film and television*, London,Columbus Books.
3. Wright, Kate (2004) *Screenwriting is Storytelling*, NewYork,The Brekeley Publishing Group.

REFERENCES

1. Rajanayagam,S.(2002) *Kanavu Thirai* ['Dream Screen'](Thamizh),Chennai, Illidam
2. Benigni,Roberto and Vincenzo Cerami (1998)*Life is Beautiful- A Screenplay*, New York, Miramax Books.

COURSE OUTCOMES:

At the end of the Course, the Student will be able to develop an idea on how to write a script which thereby enhances his/her skill. Also they would be able to develop content for features and documentary.

Core Major V : PSYCHOLOGY OF MEDIA

UNIT 1

Schools Of Psychology: Gestalt school of psychology-Behavioural school of psychology-Psycho analysis-Stimulus response psychology

UNIT 2

Perception And Awareness : Principles of visual and other sensory perceptions. Characteristics of senses-Visual senses-Auditory senses-Other senses

UNIT 3

Color Psychology : Theory (some aspects) Definition, Optical/Visual illusions Etc. Hue, Saturation, Cool Colours, Warm Colours etc.

UNIT 4

Social Behaviour : Social psychology-perception of others, interpersonal attraction, stereotypes-Application of psychological concepts related to visual communication. Audience psychology, Mob Behaviour.

UNIT 5

Media Psychology : Relation between media and human, consumer psychology, community psychology. Psychological impact of social media.

Reference :
1.Parameswaran E.G., Beena .C. An Invitation to Psychology
 2. Hilgard R. Earnest,Atkinson C.Richard , Atkinson L. Rita-Introduction to Psychology, Oxford & IBH Publishing Co.Pvt.Ltd.,1976
 3.Robert A Baron, Psychology,Eastern Economy Edition, 5th edition 2001.
4.Girishbala Mohanty, A Text Book of General Psychology,Kalyani Publishers, 1986.

COURSE OUTCOMES:

At the end of the Course, the Student will be able to identify and discuss the relation between media and psychology and its impact on the community.

Core Major- VI - Drawing- II

Practical

Max. Mark 100

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of concerned lecture. It should contain a content page of exercises competed by individual students.

The following exercises are compulsory. All exercises must be in pencil and in different medium- charcoal, watercolor, pastels, oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}

1. **FORMS**

   - Human - Eyes, Hand, Ears, Nose and Mouth

   - Human – Portrait and Full figure

   - Animals and Birds

2. **LANDSCAPES**

   - Out door study in different mediums(Charcoal, Water colour, Oil pastels, Glass marking pencil on Black board and different colour boards)

3. **MONUMENTS IN DIFFERENT MEDIUMS**

4. **ENVIRONMENTAL EXPOSURE**
   - Bus Stops
   - Railway station
   - Parks and
   - Market place

5. **Collage**
6. **Concept Art**
7. **Creative Painting**

COURSE OUTCOMES:

At the end of this course, the students will be able to enhance their drawing skills which thereby helps them to interpret about different shapes and design. The student will be able to identify various patterns and textures, and they would implement in their drawing.

Allied 1: Paper II - Graphic Design- II

Practical

Max. Mark 100

Record should contain at least THREE exercises each with written briefs, scribbles and final artwork). Cutting and pasting work for advertisement must be done with design elements (logos, illustration, lettering etc.) created by the students themselves (Cutting and

Pasting from magazine or any other Secondary Sources Will not is allowed).

Three topics are given, select any two topic, out of two one can be existing.

Topics are as follows:

1. Company – [Goods production unit/manufacturer]
2. Event Organization – [eg; Government, Social, Educational, Political, Cultural, Sports and health]
3. Service Firm – [transport, hospital, hotel, bank & others]

UNIT 1: Creating Company Name and Brand Name

UNIT 2: Creating monogram and logo design

UNIT 3: Visiting Cards

UNIT 4: Letter head

UNIT 5: Tint Preparation

UNIT 6: Print Advertisements

UNIT 7: Brochure

UNIT 8: Danglers

UNIT 9: Posters

COURSE OUTCOMES:

At the end of the Course, the Student will be able to create company name, brand name, visiting cards, letter head, brochures and posters. This thereby enhances their skill. Also they would be able to analyze print advertisement and the tint preparation as a whole.

NON-MAJOR ELECTIVE

1 : Mural Painting (Practical)

Unit - I

Methods and Materials and types of mural paintings.

Unit - II

Traditional paintings of South India.

Unit - III

Traditional paintings of North India.

Unit - IV

Comtemporary Mural painting

Unit - V

Imitating the original Art mix (Mosaic, terracotta, tile etc.)

COURSE OUTCOMES:

At the end of the Course, the student will be able to imitate original art mix like mosaic, terracotta, tile, etc and excel in contemporary mural painting.

ALLIED – II Paper 3 – Computer Graphics I

(Practical - 5)

Marks : 100

Software's Covered :

1. Adobe Illustrator
2. Adobe Photoshop
3. Adobe Lightroom
4. Adobe In design
5. Web Publishing Tool, FrontPage or Dream Weaver and MM Flash
   HTML and XML Programming
6. Macromedia Director

Projects :

Using Adobe Photoshop

1. Logo, Visiting Card, Letter Head & Envelope Design for a Commercial organization, Service Industry & Government Organization
2. Poster & Boucher for a Commercial organization
3. Leaflet Design & Label package Design for a Service Industry
4. Homepage web layouts for a Commercial & Service Organization
5. Promotional Ad Banners & Hoarding for a Government organization

Using Adobe In design

1. Create a challan leaf, Cheque Leaf, Bill Book for a Service Industry
2. Newsletter for a government organization.

Using Adobe Light room

1. Create a Black & White Photograph Conversion
2. Create a Effects for the photographs

COURSE OUTCOMES:

At the end of the Course, the Student will be able to create a print design, various types of illustrations, print advertisements, newspaper layout and 2D advertisement and Greetings with the help of software from Adobe.

ALLIED II – Paper 4- Photography

(Practical 6)

Marks : 100

Photography record should contain at least 15 black and white and 15 colour photographs. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test students knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (minimum)

Exercises

1. Landscape (scenic, people, birds/animals, monuments)
2. Portraits
3. Photo feature, Photo language
4. Environmental exposure
5. Silhouette
6. Freezing movement
7. Panorama
8. HDR
9. Indoor photography
10. Industrial photography
11. Special effects

COURSE OUTCOMES:

At the end of the Course, the Student will be able to identify the structure and functions of a DSLR camera. They would be given hands-on training on how to handle a camera and what are the factors that are to be kept in mind while taking a photograph in order to become a professional photographer.

CORE MAJOR IX – ADVANCED PHOTOGRAPHY

UNIT 1: PROFESSIONAL PHOTOGRAPHY

Professional photography-Branches of professional photography-Advertising photography-Scope of advertising photography-Advertising photography as a career

UNIT 2: EQUIPMENT AND TECHNIQUES

Cameras and lenses-Getting exposure right-Choosing lenses-Standard lens-Wide angle lenses-Telephoto lenses-Tele Zooms-Fish eye lens and fast lens

UNIT 3: COMPOSITION

Rules-Picture with the impact-The focal point-Center of interest-Perspective and view point

UNIT 4: CREATIVITY IN AD PHOTOGRAPHY
Shapes and form-Pattern and outline-Movement-Zone system-Using simple filters-Cropping

UNIT 5: UNDERSTANDING LIGHT
Understanding and handling light-Adapting day light-Direct light-Diffused light-Reflected light-Controlling and measuring light

PRACTICALS
1. Product with different light settings
2. Product with model portfolio shoot
3. Product alone with the model
4. Outdoor shooting
5. Symbolic advertising photography

References

1. Dave Saunders (1988), *Professional advertising photography*, Mere Hurst Press, London

2. Jack Newbart (1989) Industrial photography, Am Photo, Watson Guptill Publication, NewYork
3. Davies Harcourt, Paul (2005) *Photographer's practical book,*David &Charles

COURSE OUTCOMES:

At the end of the Course, the Student will be able to identify the structure and functions of a DSLR camera. They would be given hands-on training on how to handle a camera and what are the factors that are to be kept in mind while taking a photograph in order to become a professional photographer.

ALLIED II – Paper 5 – Multimedia

(Practical 7)
Marks 100
Multimedia: Authoring Tools: Macro-Media Director.

Web publishing:Web Publishing Tool, FrontPage or Dream Weaver and MM Flash
HTML and XML Programming

Creation of the Home Page of a Web Site with proper links

Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts.

Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts

Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates.

Note :

1. The web pages should contain objects created by the students only. **No objects/ elements downloaded from the Internet should be used**. If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop.

2. A minimum of Five exercises should be carried out on each theme outlined above

3. At least FIVE complete web sites for different categories of products or organizations must be created for the record

4. All exercises should be accompanied by "paper-page" and "paper-design" in **record** form along with the original fine containing the exercises.

5. The above mentioned are the *minimum requirement* for external examination.

References

1. Powell, Thomas . Web Design(2000). The Complete Reference. Tata McCraw-Hill

2. Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future

3. Grahm, L (1999) The principles of Interactive Design. Thomson Learning

4. Xavier: World Wide Web with HTML. Tata McGraw- Hill

5. Hillman, D (1998). Multimedia Learning and Applications

6. Vaughan (1999) Multimedia: Making it work

7. Peck D (1998). Multi-media: A hands on introduction. Thomson Learning

COURSE OUTCOMES:

At the end of the Course, the Student will be able to create a static multipage website, motion graphics for online media and social network, title design and intro design for movies and TV production, explainer video for a company's product and a full video advertisement with CGI and Motion Graphics.

Allied II – Paper 5 – Digital Cinematography

(Practicals 8)

Marks 100

Exercises:

News Story

Music Video (The choice of the song will be the students's : full video presentation has to be original)

Re-create a Scene

COURSE OUTCOMES:

At the end of the Course, the Student will be able to understand cinematic terms. They will enhance their skills by creating radio jingles, PSA, and small budget films or TV series.

CORE PAPER XIV – AUDIO-VISUAL TECHNIQUES

PRACTICAL 9

MAX. MARKS 100

This paper will let the students bring their theortical knowledge into practice by way of making the following :

1. Short Film on any Social issue (max. 5-7 minutes duration)
2. An ad film   - (max. duration 30 seconds)

COURSE OUTCOMES:

At the end of the Course, the Student will be able to enhance their skill on computing and creating short films. They will be able to indicate the social issues and relate them with the usage of audio visual concepts.

CORE PAPER XVI – 3Ds MAX AND MAYA

PRACTICAL 11
MAX. MARKS 100

Software's Covered :

1. Autodesk 3D Studio Max
2. Autodesk Maya

Projects :

Using Autodesk 3D Studio Max & Autodesk Maya

1. Create a walkthrough of a building, (Interior & exterior) for one minute.
2. Create a Title Animation with credits for a short film
3. Create a Movie toon Animation
4. Create a Character Model for a game design & Animate using Bones
5. Create a Inner organ Model
6. Create a Electronic Gadget
7. Create a Furniture Model
8. Create a Stage Model for a Reality show
9. Create a Auditorium / Playgrounds.
10. Create a Low Poly set models

COURSE OUTCOMES:
At the end of the Course, the Student will be able to apply audio and video production techniques to an Animation project. This adds up to their employability skills. They would be able to develop portfolios based on texturing, creating anatomy models, portfolios based on rigging and set modelling.