

BHARATHIAR UNIVERSITY, COIMBATORE – 641 046

B.Sc Visual Communication

(For the students admitted from the academic year 2014 –2015 & onwards)

SCHEME OF EXAMINATIONS: CBCS Pattern

Part	Study Components	Course Title	Ins. Hrs / week	Examinations				Credits
				Dur. Hrs	CIA	Marks	Total	
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 - Advertising I		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 - Audio Visual Communication (Photo Journalism)		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	3	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	3	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)

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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
	B	Media Planning
	C	Market Survey
Elective –III	A	Graphic Production
	B	Event Management
	C	Introduction to Design and Visual Culture

Note : The syllabus for the above papers (except Core – XI Integrated Marketing Communication , Allied Paper III Audiography and Allied Paper IV– Instructional Design) be the same as prescribed for the academic year 2011-12. The syllabus for Core – XI Integrated Marketing Communication , Allied Paper III Audiography and Allied Paper IV– Instructional Design are furnished below:

SEMESTER- III
Allied Paper: Practical - AUDIO PRODUCTION

LIST OF PRACTICAL

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).

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 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

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).