# B.Sc Visual Communication with Diploma in Multimedia and Animation

(For the students admitted during the academic year 2008-2009 and onwards)

**SCHEME OF EXAMINATIONS : CBCS Pattern**

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
<th>Ins. hrs / week</th>
<th>Examinations</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
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<td></td>
<td>Dur. Hrs</td>
<td>CIA</td>
<td>Marks</td>
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<tr>
<td>Semester I</td>
<td>I</td>
<td>Language-I</td>
<td>6</td>
<td>3</td>
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<td></td>
<td>II</td>
<td>English-I</td>
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<td>III</td>
<td>Core I – Introduction to Communication</td>
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<td>Core II – Communication Media</td>
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<td>Allied Paper I – Introduction to Social Psychology</td>
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<td>Core III – Advertising-I</td>
<td>5</td>
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<td>Core IV – Advertising (Practical)</td>
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<td>Allied Paper II - Writing</td>
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<td>Allied Paper - Drawing (Practical)</td>
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<td>Value Education – Human Rights #</td>
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<td>Core V–Communication Theories</td>
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<td>Core VI – Writing for Media</td>
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<td>Core VII–Audio Visual Communication (Photo Journalism)</td>
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<td>Core VIII – Photography (Practical)</td>
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<td>III Core IX – Film Studies</td>
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<td>III Core XI – Media Ethics</td>
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<td>III Core XII – Commercial Broadcasting</td>
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<td>III Elective –I :</td>
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@ 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)

<table>
<thead>
<tr>
<th>Elective – I</th>
<th>A</th>
<th>Elements of Film &amp; Video Production</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Screen play</td>
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<td></td>
<td>C</td>
<td>Film Marketing and Distribution</td>
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<thead>
<tr>
<th>Elective – II</th>
<th>A</th>
<th>Advertising</th>
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<tr>
<td></td>
<td>B</td>
<td>Media Planning</td>
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<td></td>
<td>C</td>
<td>Market Survey</td>
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<table>
<thead>
<tr>
<th>Elective - III</th>
<th>A</th>
<th>Graphic Production</th>
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<tbody>
<tr>
<td></td>
<td>B</td>
<td>Event Management</td>
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<td></td>
<td>C</td>
<td>Introduction to Design and Visual Culture</td>
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</tbody>
</table>
SEMESTER I

INTRODUCTION TO 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 Advertising: Definition- need and significance - overview of advertising industry- advertiser, agency and media ; Public Relations: Definition, goals and functions, Publicity and Propaganda; PR and media.

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


REFERENCES :

Cutlip, Center and Broom. “Effective Public Relations”. Prentice Hall; NJ; 1982
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.


REFERENCES :

‘Mass media in India’ Publication Division, I&B Ministry, Govt. of India.
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; G h 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 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.


SUGGESTED READINGS


ADVERTISING - I

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

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


REFERENCES:

2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
PRACTICAL – I: ADVERTISING \hspace{1cm} SEMESTER \hspace{0.5cm} II

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)

**Break up of marks for Examination : (Max Marks: 100)**

<table>
<thead>
<tr>
<th>Component</th>
<th>Marks</th>
</tr>
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<tbody>
<tr>
<td>Record</td>
<td>10</td>
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<tr>
<td>Advertisement elements/ formats</td>
<td>30</td>
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<tr>
<td>Product centred advertisement</td>
<td>30</td>
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<tr>
<td>Advertising appeals</td>
<td>30</td>
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Total \hspace{1cm} 100 Marks
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 IV  Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor - profiles - Practical exercises.


REFERENCES:

7. Effective writing – Robert Gunning
8. Modern English Usage – Fowler
9. Art of effective writing – Rudolf Flesch
ALLIED

SEMESTER II

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.

PRACTICAL BREAK-UP FOR EXAMINATION (Max Marks: 50)

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<thead>
<tr>
<th>AREA</th>
<th>MARKS</th>
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<tr>
<td>AREA I – Pencil / painting</td>
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<td>AREA II – Spray Painting</td>
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<td>AREA III – Cartoons</td>
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<td>AREA IV – Record</td>
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<td><strong>Total</strong></td>
<td><strong>50</strong></td>
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</tbody>
</table>
SEMESTER-III

CORE V                      COMMUNICATION THEORIES


REFERENCE:
2. The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
WRITING FOR MEDIA

UNIT-I


UNIT –II

UNIT- III

UNIT – IV

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:

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: Sound isolation and room acoustics- means of control- treatments- studio layout –room dimensions- Basic set-up of recording system-analog, digital,- cables and connectors, interference, microphone , musical stands, equipment inter-connection – input, out meters-the essence of recording engineering.

UNIT-III : The production chain and responsibilities - recording session, production charts and log, laying tracks, mono, stereo, panning, surround, filters and pad - studio communication, environment, head phones: types and uses, ambience noise, dolby A,B,C,SR,bdx. LFE.

UNIT-IV: Microphones types - direction pick up pattern, phantom power, noise, choosing the right mike, technique - Sound reproduction devices - zero level, monitors, specifications listening test- Compression ratios -various sound file extensions- time code, synchronization -positioning of microphones – speech-musical instrument s-standard rules,1/3 rule, care and handling - foley & sound effect creation.


References:


COMPUTERS IN COMMUNICATION MEDIA - I

UNIT I

UNIT II

UNIT III

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 :
AUDIO VISUAL COMMUNICATION (PHOTO JOURNALISM)

UNIT - I

UNIT II

UNIT III

UNIT IV

UNIT V
References:

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

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


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. Iippolito, Thomson Delmar Learning, 2003. USA

Sem.IV
Practical II  PHOTOGRAPHY

LIST OF PRACTICALS

I  Still life
   Portrait
   Children
   Silhouette
   Rim Lighting
   Product – Indoor, Outdoor
   Advertising Photography
   Architecture- Interior, Exterior
   Environmental Photography
   Industrial Photography
   Photographs on Human Interest
   Photographs on Foods and Beverage
   Wildlife Photography
   Multiple Exposures
   Image Manipulation- Color to Monochrome,
   Monochrome to Color
   Photo Essay on Developmental Activities
   Digital Image Format for Various Media
   Digital Print on Various Media

II  PROJECT PORTFOLIO ON A TOPIC/THEME

Practical Break Up: (Time 6 hrs. Max. Marks 100)

Record  20
Project  20
Practical Examination  60
UNIT - I:
Radio broadcast: structure, overview, digital broadcast, basic radio journalism, radio versus 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-II:
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-II:
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

UNIT-IV:

UNIT-V:
The mastering process-, Computers in Music Technology - music Keyboards- Effects-electronic music instruments- MIDI channels -MIDI applications-Synchronization FSK MTC SMPTE/EBU time code- voice over- audio dubbing for video production

References:
LIST OF PRACTICAL

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

Comprehensive Practical Examination: (Time: 3 hrs. Max marks: 50)

**Split up of the Marks:**

<table>
<thead>
<tr>
<th>Record work</th>
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<tr>
<td>Record on CD/DVD</td>
<td>10 marks</td>
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<tr>
<td>Practical Exam.</td>
<td>30 marks</td>
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</tbody>
</table>
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

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 :
4. Flash Bible, Robert Reinhardt, IDG Books, New Delhi, 2000
Semester V

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

UNIT- III

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:


SEMESTER V
MARKETING

UNIT – I
Marketing – Definition – Marketing Mix elements – Globalisation – competition-need for effective marketing – Marketing and Selling - New trends in marketing – Corporate social responsibilities – Green marketing- social marketing and other concepts.

UNIT – II
Marketing objectives – differentiation strategies – Factors influencing marketing plans: organizational factors - social, economic, technological, legal and political factors – recent cases.

UNIT-III

UNIT – IV
Promotion mix in marketing – advertising, Public relations and publicity – Sales promotion techniques – Corporate and brand image building – Direct marketing strategies – telemarketing and online marketing: status, challenges and future developments.

UNIT- V

REFERENCE:

B.Sc. Visual Communication
Semester: V

MEDIA ETHICS

UNIT – I

UNIT – II

UNIT- III

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:

SEMESTER VI

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

WEB DESIGNING

UNIT I


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


UNIT IV

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

UNIT V


REFERENCES :

1. Internet Bible, IDG Books, New Delhi, 1998.
2. Internet for everyone, Leno et al., Lone Techworld, Chennai 1998.
B.Sc. Visual Communication
Semester VI
Gr.C.Appln.oriented.
Paper I:

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:


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

1. Produce a Visiting card using Screen printing/offset
2. Poster (two color) using offset/screen
3. Flex designing – multi color Flex printing
4. Front page of a daily
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

A PROJECT PRINT PORTFOLIO FOR AN ORGANISATION ON A THEME OR
TOPIC

Comprehensive Practical Examination (Time: 6 hrs. Max. Marks: 100)

Break up of Marks:

Record 20 marks
PROJECT 20 marks
Practical Exam. 60 marks
PRACTICAL : VIDEOPRODUCTION

LIST OF PRACTICALS

Script
Story board
Camera movements
Shots
Angles
Multi camera setup
Editing techniques
Linear and Non-linear editing
Capturing - Rendering – Storage Media- Transitions
EDL preparation
Basic lighting techniques
Atmospheric lighting
ENG
Anchoring
Titling
Short film
TV commercial
Montage
Interview
News production
Talk show
Compeering with songs

A COMPLETE PROJECT ON A THEME OR TOPIC FOR AN ORGANISATION/AGENCY

Break up for comprehensive examination (Time 6 hrs. Marks 100)

Record Note(Text) 10
Record Work (DVD) 20
Project 30
Practical 40
B.Sc. Viscom
Sem. VI
Diploma paper: Practical I

**COMPUTERS IN COMMUNICATION MEDIA & WEB DESIGNING PRACTICALS**
**COMPUTERS IN COMMUNICATION MEDIA**

**List of Practicals**

1. Make a PowerPoint presentation with ten slides on any topic.
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.
9. Design a sales promotional ad with a save / free coupon with a tear sheet.
10. Using Photoshop, edit, make color correction and apply special effects to a visual.
11. Using Photoshop, convert an old, damaged photograph into a new one.
12. Animate a 2D object using Flash.
13. Create a cell animation using Flash.
14. Create a 3D animation using 3D Studio Max.
15. Create a title with special effects in 2D animation.
16. Create a title with special effects in 3D animation.

Comprehensive Practical Examination: Time: 3 hrs Max. Marks. 50

**Breakup of the marks:**

| RECORD NOTE BOOK | - | 10 |
| RECORD WORK(CD/DVD) | - | 20 |
| PRACTICALS | - | 20 |
WEB DESIGNING
Practicals

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.

Comprehensive Practical Examination: (Time: 3 hrs. Max. Marks: 50)

Break up of the marks:

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<tr>
<td>RECORD NOTE BOOK</td>
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<td>RECORD WORK (CD/DVD)</td>
<td>20</td>
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<tr>
<td>PRACTICAL EXAM.</td>
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Elective – I A ELEMENTS OF FILM AND VIDEO PRODUCTION

Unit-I

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

Unit-IV

Unit- V

References:

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 pointThe 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:

Websites: Media and Review Guardian, Sight and Sound, europa.eu.int/comm/avpolicy/index_en.htm
- www.mediasalles.it (European Cinema on-line 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 - II

UNIT – I
Advertisers – Leading National and International Clients – Ad Spend – Advertising campaigns – other promotional campaigns – Advertising and PR Department of the clients – Role, responsibilities and functions of Advertising and PR managers – planning and execution – coordination with advertising and marketing agencies.

UNIT – II

UNIT-III

UNIT – IV
Rural Advertising: Rural market characteristics – growth – penetration of brands – brand competition – media and rural market – nature of products and services for rural markets – media planning – use of outdoor media – successful rural advertising and marketing campaigns – Rural advertising agencies- economics of rural advertising.

UNIT-V

Reference:
Elective – II  |  MEDIA PLANNING

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


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

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

Reference:
- Market research-G.C.Beri
- Marketing Research- Rajendra Nargundkar(Tata Mc)
- Research for Marketing Decisions by Paul Green, Donald Tull
- Business Research Methods- Donald R.Cooker.
- Marketing Research, Concept & Cases – Cooper Schindler.
- Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaurn
- Marketing Research – Aakar, Kumar, Day
- Marketing Research by Ramanuj Majumdar
- Marketing Research by Mishra
- Marketing Research by M.V.Kulkarni
- Marketing Research by D.M. Sarawte.
- Marketing Research – Thomas C. Kinnear
- Marketing Research – Aakar, Kumar, Day
UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

REFERENCES:


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


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 (2004)
- Attributes of PR in the multiplex industry; Kawathekar, Parag (2004)
- Brand enhancement through corporate social responsibility (2004)
- Celebrity political endorsement; Parikh, Sejal (2004)
- Role of public relation in social marketing; Singh, Shruti (2004)
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 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:

2. White, Alexander W. The Elements of Graphic Design
3. Wong, Wucius. Principles of Two Dimensional Design
4. Muller, Josep. Grid Systems in Graphic Design
5. Zelavski, Paul and Pat Fisher, Mary. Design Principles and Problems
6. Dondis, Douis A. A Primer of Visual Literacy
7. Janson, Anthony F. History of Art
8. Williams, Robin. The Non-Designers Design Book
10. Eco, Umberto. Fundamentals of Semiotics