

Annexure No.	48 A
SCAA Dated	29.02.2008

BHARATHIAR UNIVERSITY – COIMBATORE 641 046.
REGULATIONS FOR BSc. VISUAL COMMUNICATION (ELECTRONIC MEDIA)
and A DIPLOMA IN MULTIMEDIA AND ANIMATION (Semester System)

**(Effective for the Affiliated College students (Regular) admitted
from the academic year 2007-2008 and onwards)**

1. Eligibility for Admission to the Course

Candidate for admission to the first year of the .B.Sc Visual Communication (Electronic Media) degree course shall be required to have passed the higher secondary examination conducted by the Govt. of Tamil Nadu or other examinations accepted as equivalent there to by the Syndicate, subject to such other conditions as may be prescribed there for.

2. Duration of the Course

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

3. Course of Study

The course of study for the B.Sc Visual Communication (Electronic Media) degree course shall consist of the following

a) Part - I

Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu. It shall be offered for the first two semesters with one examination at the end of each semester.

b) Part – II : English

The subject shall be offered during the first two semesters with one examination at the end of each semester. During third semester the subject communication skills will be offered as one of the core subject.

c) Foundation Course

The Foundation course shall comprise of two stages as follows:

Foundation Course A : General Awareness (I & II semesters)

Foundation Course B : Environmental Studies (III & IV semesters)

The syllabus and scheme of examination for the foundation course A, General awareness shall be apportioned as follows.

From the printed material supplied by the University - 75%

Current affairs & who is who? - 25%

The current affairs cover current developments in all aspects of general knowledge which are not covered in the printed material on this subject issued by the University.

The Foundation course B shall comprise of only one paper which shall have Environmental Studies.

d) Part – III

Group A : Core subject – As prescribed in the scheme of examination.

Examination will be conducted in the core subjects at the end of every semester

Group B: allied subjects -2 subjects-4 papers

Examination shall be conducted in the allied subjects at the end of first four semesters.

Group C: application oriented subjects: 2 subjects – 4 papers

The application –oriented subjects shall be offered during the last two semesters of study viz., V and VI semesters. Examination shall be conducted in the subjects at the end of V & VI semesters.

Group D: field work/institutional training

Every student shall be required to undergo field work/institutional training, related to the application-oriented subject for a period of not less than 2 weeks, conveniently arranged during the course of 3rd year. The principal of the college and the head of the department shall issue a certificate to the effect that the student had satisfactorily undergone the field work/institutional training for the prescribed period.

Diploma Programme:

All the UG programmes shall offer compulsory diploma subjects and it shall be offered in four papers spread over each paper at the end of III, IV, V, & VI semesters.

e) Co-Curricular activities: NSS/NCC/Physical education

Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the above programmes.

The above activities shall be conducted outside the regular working hours of the college. The principal shall furnish a certificate regarding the student's performance in the respective field and shall grade the student in the five point scale as follows

A-Exemplary

B-very good

C-good

D-fair

E-Satisfactory

This grading shall be incorporated in the mark sheet to be issued at the end of the appropriate semester (4th or 5th or 6th semester).

(Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above 3 field and be graded and certified accordingly).

4. Requirement to appear for the examinations

- a) a candidate will be permitted to appear for the university examinations for any semester if
 - i) He/she secures not less than 75% of attendance in the number of working days during the semester.
 - ii) He/she earns a progress certificate from the head of the institution, of having satisfactory completed the course of study prescribed in the subjects as required by these regulations, and
 - iii) His/her conduct has been satisfactory.

Provided that it shall be open to the syndicate, or any authority delegated with such powers by the syndicate, to grant exemption to a candidate who has failed to earn 75% of the attendance prescribed, for valid reasons, subject to usual conditions.

- a) A candidate who has secured less than 65% but 55% and above attendance in any semester has to compensate the shortage in attendance in the subsequent semester besides, earning the required percentage of attendance in that semester and appear for both semester papers together at the end of the latter semester.
- b) A candidate who has secured less than 55% of attendance in any semester will not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 55%
- c) A candidate who has secured less than 65% of attendance in the final semester has to compensate his/her attendance shortage in a manner as decided by the concerned head of the department after rejoining the same course.

5. Restrictions to appear for the examinations

- a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.
- b) "Candidates who fail in any of the papers in Part I, II & III of UG degree examinations shall complete the paper concerned within 5 years from the date of admission to the said course, and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that paper with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that paper consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent paper in the revised syllabus as suggested by the chairman and fulfill the requirements as per regulation/ curriculum for the award of the degree.

6. Medium of Instruction and examinations

The medium of instruction and examinations for the papers of Part I and II shall be the language concerned. For part III subjects other than modern languages, the medium of instruction shall be either Tamil or English and the medium of examinations is in English/Tamil irrespective of the medium of instructions. For modern languages, the medium of instruction and examination will be in the languages concerned.

7. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit bonafide Record Note Books prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the concerned Head of the department from the institution of the candidate certified that the candidate has performed the experiments prescribed for the course. For such candidates who do not submit Record Books, zero (0) marks will be awarded for record note books.

8. Passing Minimum

- a) A candidate who secures not less than 40% of the total marks in any subject including the Diploma and Foundation courses (theory or Practical) in the University examination shall be declared to have passed the examination in the subject (theory or Practical).
- b) A candidate who passes the examination in all the subjects of Part I, II and III (including the Diploma and Foundation courses) shall be declared to have passed, the whole examination.

9. Improvement of Marks in the subjects already passed

Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

10. Classification of Successful candidates

- a) A candidate who passes all the Part III examinations in the First attempt within a period of three years securing 75% and above in the aggregate of Part III marks shall be declared to have passed B.A/ B.Sc./B.Com./B.B.M. degree examination in **First Class with Distinctions**
- b)
 - (i) A candidate who passes all the examinations in Part I or Part II or Part III or Diploma securing not less than 60 per cent of total marks for concerned part shall be declared to have passed that part in **First Class**
 - (ii) A candidate who passed all the examinations in Part I or Part II or Part III or Diploma securing not less than 50 per cent but below 60 per cent of total marks for concerned part shall be declared to have passed that part in **Second Class**
 - (iii) All other successful candidates shall be declared to have passed the Part I or Part II or Part III or Diploma examination in **Third Class**

11. Conferment of the Degree

No candidate shall be eligible for conferment of the Degree unless he / she,

- i. has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed therefor.
- ii. Has satisfactorily participated in either NSS or NCC or Physical Education as evidenced by a certificate issued by the Principal of the institution.
- iii. Has successfully completed the prescribed Field Work/ Institutional Training as evidenced by certificate issued by the Principal of the College.

12. Ranking

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures I or II class shall be eligible for ranking and such ranking will be confined to 10 % of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks.

The improved marks will not be taken into consideration for ranking.

13. Additional Degree

Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so and such candidate shall join a college in the III year of the course and he/she will be permitted to appear for par III alone by granting exemption form appearing Part I, Part II and common allied subjects (if any), already passed by the candidate. And a candidate desirous to obtain an additional UG degree involving practical shall be [permitted to do so and such candidate shall join a college in the II year of the course and he/she be permitted to appear for Part III alone by granting exemption form appearing for Part I, Part II and the common allied subjects. If any, already passed. Such candidates should obtain exemption from the university by paying a fee of Rs.500/-.

14. Evening College

The above regulations shall be applicable for candidates undergoing the respective courses in Evening Colleges also.

15. Syllabus

The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject.

16. Revision of Regulations and Curriculum

The above Regulation and Scheme of Examinations will be in vogue without any change for a minimum period of three years from the date of approval of the Regulations. The University may revise /amend/ change the Regulations and Scheme of Examinations, if found necessary.

17. Transitory Provision

Candidates who have undergone the Course of Study prior to the Academic Year 2007-2008 will be permitted to take the Examinations under those Regulations for a period of four years i.e. up to and inclusive of the Examination of April 2012 thereafter they will be permitted to take the Examination only under the Regulations in force at that time.

BSc in VISUAL COMMUNICATION WITH A DIPLOMA IN MULTIMEDIA AND ANIMATION**4. COURSE OF STUDY AND SCHEME OF EXAMINATION :**

Sem	Part	Subject and Paper	Instruction Hrs. per week	University Exams	
				Duration Hours	Max. Maks
I	I	Language Paper I	6	3	100
	II	English Paper I	6	3	100
	III	Gr.A.Core			
		Paper I: Introduction to Communication	6	3	100
		Paper II: Communication Media	6	3	100
		Gr. B. Allied A			
II	I	Language Paper II	6	3	100
	II	English Paper II	6	3	100
		Foundation Course A	2	3	100
	III	Gr.A.Core			
		Paper III: Advertising I	5	3	100
		Practical I: Advertising	3	6	100
		Gr. B. Allied A			
		Paper II: Writing	4	3	75
		Practicals: Drawing	4	3	50
III	I	Language Paper III	6	3	100
	II	English Paper III	6	3	100
	III	Gr.A.Core			
		Paper IV: Communication Theories	5	3	100
		Paper V:Writing for Media	5	3	100
		Gr. B. Allied B			
		Paper I: Audiography - I	5	3	75
	Diploma: Paper-I: Computers in Communication Media - I	3	3	100	
IV	I	Language Paper IV	6	3	100
	II	English Paper IV	6	3	100
		Foundation Course B	2	3	100

	III Gr.A.Core			
	Paper VI: Audio Visual Communication (Photo Journalism)	4	3	100
	Practical II: Photography	3	6	100
	Gr. B. Allied B			
	Paper II: Audiography - II	3	3	75
	Practical: Audio Production	3	3	50
	Diploma Paper II: Computers in Communication Media- II	3	3	100
	III Gr.A.Core			
V	Paper VII: Film Studies	6	3	100
	Paper VIII: Marketing	6	3	100
	Paper IX: Media Ethics	5	3	100
	Gr. C. Appl. Ori. Sub:A			
	Paper I: Introduction to Visualisation and Commercial Arts	5	3	75
	Paper II: Elements of Film & Video Production	5	3	75
	Diploma : Paper III: Web Designing	3	3	100
	III Gr.A.Core			
VI	Paper X: Commercial Broadcasting	5	3	100
	Paper XI: Advertising II	5	3	100
	Practical III: Print Production	4	6	100
	Gr. C. Appl. Ori. Sub:B			
	Paper I: Magazine production, Layout & Design	4	3	75
	Paper II:Graphic Production	4	3	75
	Practical: Video Production	4	6	100
	Diploma course:			
	Practical I: Computers in Communication Media.	2	3	50
	Practical II: Web Designing	2	3	50

SYLLABUS

BSc VISUAL COMMUNICATION

CORE PAPER I

SEMESTER I

INTRODUCTION TO COMMUNICATION

UNIT -I Communication – definitions, scope, forms and purpose; Intra-personal , Interpersonal, mass, organizational, non-verbal and verbal. Communication – socio economic changes and the emerging trend in 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.

UNIT –V. Communication and Culture: Global media – multi cultural content - impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.

REFERENCES :

- Blake et al. “ A Taxonomy of concepts of in Communication”. Hasting House, NY, 1979.
McQuail Dennis, “Communication Models”, Longman, London, 1981.
John R. Bitner “Mass Communication – An introduction”. Prentice Hall, New Jersey, 1980.
Seetharam K.S. “Communication and culture – A world view”. McGraw Hill, New Delhi, 1991.
Shukla,SK. ‘ Mass media and Communication’ . Cybertech Publishing, New Delhi. 2006.
Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.
Kleppner, Otto. “Fundamentals of Advertising”, Prentice Hall, 1980.
Cutlip, Center and Broom. “Effective Public Relations”. Prentice Hall; NJ; 1982

CORE PAPER II

SEMESTER I

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.

UNIT-III Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati- an introduction.

UNIT- IV: Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences - critical review of noted regional/national films.

UNIT-V: New Media: Information age, knowledge society and global media and audiences ; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future challenges.

REFERENCES :

Arvind Kumar. “The Mass Media”. Anmol Pub. New Delhi. 1999.

Parthasarathy, Rangasamy.”Journalism in India”. Sterling Pub. New Delhi.1995.

Keval J Kumar “Mass Comunication in India “ Jaico pub. Bombay. 1998.

Chatterji. P.C. “ Broadcasting in India”. Sage, New Delhi. 1997.

Shrivastava,KM. ‘Radio and TV Journalism’ Sterling Pub., New Delhi.1989.

Arandhai Narayanan. “Tamizh Cinemavin Kadhai”. New Century Pub., Chennai. 1981.

Ashish Rajadhyakshaand Paul Wileman “Encyclopedia of Indian Cinema” Oxford Univ. Press. New Delhi, 1995.

Fidler, Roger. “Mediamorphosis-Understanding New Media”. Pine Forge Press. 1997.

Singhal and Rogers , “India’s Information Revolution”. Sage, New Delhi. 1989.

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

Srinivas Melkote, “Communication for development in the Third World(Theory and Practice).
Sage, New Delhi, 1991.

‘Media towards 21st Century ’, KM. Srivastava, Sterling Pub. New Delhi. 1998.

ALLIED PAPER I

SEMESTER I

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 III : Attitudes and Opinions The Nature and Dimensions of Attitudes. The Formation and Change of Attitudes. Communication and Persuasion. Public opinion – Nature, measurement, formation and change. Role of Mass communication in Public Opinion Formation and change.

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.

UNIT V : Mass Psychology; Audiences and Collective Behaviour. Classification of Collective masses. Casual Audiences, Intentional Audiences and Audiences and Mass Media. Collective Behaviour – the mobs and the Different kinds of Mobs. The Psychology of Mass Movements.

SUGGESTED READINGS

Mc David and Harris ; “An Introduction to Social Psychology” . Harper & Row, 1968

D Crytchfold, RS and Ballachey, E L “Individual in Society”. McGraw Hill. New York

Sherif, N and Sherif C.W. ”An Outline of Social Psychology” Harper & Row. New York,

CORE PAPER III

SEMESTER II

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.

UNIT-V: Professional ethics in advertising- cases of ethical violations -Advertising Standards Council – Social and cultural issues – Global regulations and Future trend.

REFERENCES:

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij, Mariekae de; 'Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994.
5. Mohan, M; "Advertising management concepts and cases"; Tata McGraw Hill; New Delhi. 1989.
6. Chunnawalla and K.C. Sethia ; "Foundations of Advertising: Theory and practice",

ALLIED PAPER II

SEMESTER II

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 III Effective writing – principles and methods – Rules and grammar – paragraphs – Narration – description – sentences – Nouns & Pronouns – verbs – adjectives – sequences of tenses – punctuation marks – Idioms and phrases – Techniques of translation – practical exercises.

UNIT IV Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor - profiles - Practical exercises.

UNIT V Creative writing – principles and practice – feature writing – Essays – Business writing – Sports writing and Technical writing- Practical exercises and review of published articles.

REFERENCES:

1. Mencher, Melvin. ‘Basic News Writing’ Universal Bookstall, New Delhi.1993.
2. Sreenivas Rao. ‘Handbook for Writers and Editors’. Academic Book Centre, Ahmedabad. 1981.
3. Evans, Harold. ‘ Newsman ‘s English’ . Heinemann, London:1972.
4. Reah, Danuta. Language of Newspapers (2nd ed.). Routledge, London. 2002.
5. Ferguson, Rowena. ‘Editing A Small Magazine’. Columbia Univ.Press. 1976
6. Hicks,Wynford. English for Journalism. Routledge, London. 1993.
7. Effective writing – Robert Gunning
8. Modern English Usage – Fowler
9. Art of effective writing – Rudolf Flesch

CORE PRACTICAL – I: ADVERTISING SEMESTER 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)

Record	10 marks
Advertisement elements/ formats	30 marks
Product centred advertisement	30 marks
Advertising appeals	30 marks

Total	100 Marks

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)

	<i>MARKS</i>
AREA I – Pencil / painting	15
AREA II – Spray Painting	15
AREA III – Cartoons	15
AREA IV – Record	5
Total	<u>50</u>

SEMESTER III

Core Paper IV

COMMUNICATION THEORIES

UNIT - I

Communication and human development – Role and functions of mass media in society – Media and democracy – Media and socio, economic development – Media system and theories : Authoritarian, Libertarian, Social responsibility and communist theories.

UNIT – II

Evolution of models in Communication – Elements of Basic models in communication – Noise factors – Limited effects theory – Factors affecting communication process – current systems of communication – communication networks.

UNIT – III

Mass communication, Media and changing audience characteristics – Narrowcasting – media dependence theory – information seeking behaviour – media pluralism – audience Perception and use of media – Uses and gratifications theory – media convergence.

UNIT – IV

Media effects: Cultivation thesis – Television violence and children- mediated world - Agenda setting function of media – Foreign media and the impact of native culture- Internet and children- new media and digital divide.

UNIT – V

Information society – concepts and theories of information society – information super highway – knowledge society and knowledge gap theory – Technological determinism and Global village.

REFERENCE:

1. 'Communication models' by McQuail, Denis and Sven Windahl.; Longman, New York 1981.
2. The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
3. 'Theories of Mass Communication' by Mattelart et al., Sage, London. 1998.
4. 'Essentials of Mass Communication" by Asa Berger, Sage, New Delhi, 2000.
5. 'Media Gratifications Research' by Rosengren et al., Sage, London, 1985.
6. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
7. 'Theories of the Information Society' by Webster, Frank. Routledge, London. 1995.

Sem.III
Core Paper V

WRITING FOR MEDIA

UNIT-I

Print Medium: Nature and characteristics of a Newspaper- Readers' perception – Information medium – Deadline – content variety – general and specialized newspapers – Editorial policy and style – language – inverted pyramid – source attribution - writing features and articles- Comparative analysis of Tamil and English dailies – Freelancing.

UNIT –II

Magazines: General and specialized magazines – contents – target readers – language – writing style – pictures and illustrations – features and special articles – Tamil Magazines vs English magazines: a comparative analysis – Freelancing.

UNIT- III

Radio: Nature and characteristics of Radio – Radio for information, education and entertainment – Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation -language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style – music-competition – technological factors in writing for electronic media

UNIT – IV

Television: Nature and characteristics of television – audio and visual elements – writing television news – time factor – informational and educational programmes – general and special audience programmes – language and style of presentation – Video jockeying – entertainment programmes – audience participation.

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:

- Mencher, Melvin. "News Reporting and Writing". New York. McGraw Hill Pub. 2003.
- Navin Chandra & Chaugan. ' Journalism Today'. New Delhi. Kanishka Pub. 1997.
- Shrivastava, K.M. 'Radio and TV Journalism'. New Delhi. Sterling Publishers, 1989
- Hilliart, Robert. 'Writing for Television, radio and New media(8th ed.). Belmont.Wadsworth Pub. 2004.
- White, Ted. 'Broadcast news writing, Reporting and Producing'(4th ed.).Oxford. Focal Press. 2006.

B.Sc.Viscom

Sem.III Allied Paper-I

AUDIOGRAPHY - I

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.

UNIT-V: 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 .

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.

Morfey, Christopher L. Dictionary of Acoustics.. Academic press.2001.

Holman, Tomlinson. Surround Sound: Up and Running.. Oxford: Focal press.1999.

AlecNisbet. The Use of Microphones. Oxford: Focal Press, 2004.

Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focal Press, 1996.

B.Sc. Viscom.
Sem.III
Diploma Paper: I

COMPUTERS IN COMMUNICATION MEDIA - I

UNIT I

Introduction to computers – History and generation of computers- Basics of computers -Hard ware & Soft ware -Operating systems. Multimedia – evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry. DTP (Desk Top Publishing).

UNIT II

Graphic Communication – Definition, nature & scope. Elements of design, Principles of design, Design process, Role of computers in designing. Fundamentals of layout- text & visuals, typography and drawing programs, working with colors.

UNIT III

MS Office and its applications- MS Word – tools, word processing techniques, MS Excel – features & utility- PowerPoint- features & advantages. Quark Xpress – features, tools & applications. PageMaker- working with text, working with graphics & formatting. Differences in features of Quark Xpress and Page Maker.

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 :

1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000.
2. MS Office – Bible, Edward Willet, IDG Books, 2000.
3. PageMaker for Windows for Dummies, Deke Mc Celland, IDG Books, 1998.
4. Corel Draw for Dummies, Deke Mc Celland, IDG Books, 1997.
5. Photoshop for Dummies, IDG Books, New Delhi, 2000.
6. Teach Yourself Photoshop, Jennifer Alspach & Linda Richards, IDG Books, New Delhi, 2000.
7. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998.
8. Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.
9. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000.

B.Sc. Visual Commn.

Sem.IV

Paper VI **AUDIO VISUAL COMMUNICATION (PHOTO JOURNALISM)**

UNIT - I

INTRODUCTION TO PHOTOGRAPHY: Define Photography. Brief History and Development of Photography. Camera –Types- Usage. Lens- Types- Usage. Lights- Types- Usage. Filters –Types- Usage. Film – Types. Film- Speed and Size. Tripod –Types- Usage. Light Meter- Usage. Flash- Types-Usage- Electronic Flash – Selection of Right Flash Mode. Other Useful Accessories.

UNIT II

PHOTO COMPOSITION: Basic Techniques for Better Image. Aperture-Usage. Shutter-Speed- Usage. Depth of Field. Focal Length. Basic Lighting- Key Light-Fill Light. Low Key and High Key Picture. Rule of Third. Angle of View. Picture Format.

UNIT III

INTRODUCTION TO DIGITAL PHOTOGRAPHY: Define -Digital- Digital Still Camera. Digital SLR Camera – Types. Working with Digital Camera – Major Components and Functions, Camera Operation, Mode, Advantages. Setup for Digital Imaging-Windows and Macintosh. Desktop Computer Components- Data Storage and Transfer Options. Software for Digital Processes(Digital Dark Room) -Image Editor- File Formats –Converters. Working with Scanner -Types - Scanning Techniques- Film Scanning. Photo Printers- How Printer works- Photo Quality. Printing Paper-Types.

UNIT IV

INTRODUCTION TO DIGITAL IMAGING: Define Photoshop. Photoshop Workspace. Palettes, Buttons. Choosing Color, Brush Shape. Operations and Usage of Tools- Pencil Tool, Paint Brush Tool, Air Brush Tool, Text Tool, Paint Bucket Tool, Gradient Tool, Smudge Tool, Focus Tool, Toning, Eye Dropper, Zoom Tool, Morgue Tool, Lasso Tool. Magi Wand, Art Marks, Art Layers, Layer Mark, Create Layer, Fill Tool, Trashcan, Cloning, Clone Align, Art Filter, Plug ins, Rule of Thumb, Kerning, Leading. Digital Image on Various Media.

UNIT V

INTRODUCTION TO DIGITAL STUDIO: Photography Project, Assignments. Photo Power Point Presentation, Photo Documentary. Photo Essay. Small Budget Studio- Design, Equipments and Budget. Corporate Studio- Design, Equipments and Budget. Popular Photography Websites. Creating Photography Website. Connecting Images for Internet Use.

References:

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

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

The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebel – Focal press
baston, London.Third edition.

Mastering Digital Photography and Imaging(2001) – Peter K Burian – Publisher Sybex.
USA. First edition.

The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray,
Focal Press, Ninth Edition.

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 . Ippolito, Thomson Delmar Learning,
2003.USA

Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by
Catherine Jamieson/ Sean McCormick -Publisher: Wiley Jamieson and McCormick. London .

B.Sc. Viscom.

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

BSc.Viscom: Allied Paper-II

AUDIOGRAPHY – II

Sem.IV

UNIT - I :

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-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:

Audio & and special effects for radio- film and animation- Dynamics and Effects Compression -audio sweetening, compressors- Gating Delay and reverberation- parameters- Phasing- flanging –chorusing; Digital phasing effects- Exciter, Pitch changer, Noise reduction in analogue recorders .

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:

- 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.
Francis Rumsey. MIDI System and Control. Oxford: Focal Press.
Alec Nisbet. The Sound Studio. Oxford: Focal Press. 2004.
Tim Amyes. Audio Post-production in Video and Film. Oxford: Focal Press.2001.

B.Sc. Visual Communication
Allied Paper: **Practical**

AUDIO PRODUCTION

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:

Record work	10 marks
Record on CD/DVD	10 marks
Practical Exam.	30 marks

B.Sc. Viscom
Sem.IV
Diploma paper II

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

Basics of 2D animation – Macromedia Flash- Features & tools – cell animation, tweening – onion skinning - using imported art works and adding sound – Interactivity – Exporting and Publishing .

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 :

1. Computer Graphics – Donald Hearn& Pauline Baker, (2nd Edn.), Prentice Hall, 1994.
2. CG Film Making - From Concept to completion, Barrett Fox Tata McGraw-Hill, 2004.
3. Understanding Animation, Paul Wells, Routledge, London, 1998.
4. Flash Bible, Robert Reinhardt, IDG Books, New Delhi, 2000

Semester V
Core Paper VII

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

Film audiences – Fantasy Vs reality in cinema – cinematic theme and elements – Film culture
– film genre – Popular, Parallel and Documentary films – concepts in film.

UNIT- III

Film production: Theme and story line – script writing – characterization – visualization –
equipment and other inputs – Role and responsibilities of the Cinematographer and the
Director – problems of artists – financial management – editing studios – editing methods –
audio and video special effects.

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:

Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University
Press. New Delhi.

Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.

Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.

Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth
Publication.

Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.

Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism:
Introductory Readings. 4th Edition. Oxford University Press. New Delhi.

B.Sc. Viscom
SEMESTER V
Core paper VIII

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

Target market – niche marketing – types of market – characteristics of the Indian market – Need for market study – global brands and market perception – Demographic, psychographic and geographic segmentation of markets – Test marketing: objectives, planning and execution.

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

Integrated Marketing Communication – Need for integrated approach – cross cultural marketing programmes – challenges in multinational marketing – ethical issues in marketing – consumer rights and forums – cases.

REFERENCE:

1. William Stanton et al. 1994. Fundamentals of Marketing. Tata McGraw Hill, New Delhi.
2. Sengupta, Subroto. 1990. Brand Positioning. Tata Mc Graw Hill. New Delhi.
3. Sontakki.2000. Principles of Marketing. Kalyani Pub. New Delhi.
4. Kenneth Clow & Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication (2nd edn.) Prentice Hall, New Delhi.
5. Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Pub. New Delhi.

B.Sc. Visual Communication
Semester:V
Paper:IX

MEDIA ETHICS

UNIT – I

Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Press and the public opinion.

UNIT – II

Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporates – Ad. Revenue – Editorial policy – implications of foreign press in India.

UNIT- III

News selection – News values – Journalists as gatekeepers – sources of news – maintaining confidentiality – investigative journalism – sting operations – fair practice and professionalism – cases of unfair journalism.

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:

Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet Publications, 1988.

Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.

Nalini Rajan (Ed.). Practicing Journalism. London: Sage Pub. 2005.

Joseph, N.K. Freedom of the Press. New Delhi: Anmol Pub. 1997

Ahuja B.N. Audio Visual Journalism. New Delhi. Surjeet Pub. 2000.

Shrivastava, K.M. Radio and Television Journalism. New Delhi: Sterling Pub. 1989.

SEMESTER V
Appli. Oriented Paper I

INTRODUCTION TO VISUALISATION AND COMMERCIAL ARTS

UNIT – I

Mass Communication industry and creative products – Creativity in media production – Need for Visualization – definition and elements of visualization.

UNIT- II

Creative process: Orientation, Preparation, Analysis, Ideation, Incubation, Synthesis, Evaluation – creative inputs – issues of plagiarism in creative productions.

UNIT – III

Commercial art Vs Fine art – Fundamental elements of design – Line, Color, Texture, Shape, Size, Space – Design principles – Balance, Proportion, Sequence, Unity, Emphasis, Tension and surprise- application of creativity in designing.

UNIT – IV

Structuring of message- Choosing a basic design, Layout - Steps in layout designing, Working with copy and visuals – Camera ready pages – Designing softwares .

UNIT – V

Managing cost and quality in commercial production – material inputs - Black and white and color – Pantone color matching system – Artist’s tool kit – Computer applications in creative industries.

REFERENCE:

1. Richard Schlemmer. Handbook of Advertising Art Production’, Prentice Hall, New York,
2. Edmund Arnold. ‘Designing the total Newspaper’. Harper Collins, NY.1981.
3. Harold Evans. ‘Newspaper Design’ . Heinemann. London.1976.
4. Moen, Daryl. Newspaper Layout and Design. (4th edn.). Surjeet Publications, New Delhi. 2004.
5. Frank Ramano et al. Encyclopedia of Graphic Communication. Prentice Hall. NY. 1998.

B.Sc. Viscom.

Sem.V

Paper II.

ELEMENTS OF FILM AND VIDEO PRODUCTION

Unit-I

Introduction to Digital Video Equipments: Digital Video Camera- Types – Format- Major Components - Operation and Functions. Lens – Types – Aperture- Shutter. Focussing Methods. Focal Length. Depth of Field. Video Signal, Video Format, Video Lights - Types and Functions. Tripod- Types. Clapboard- Usage. Light meter. Other Useful Accessories.

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

Introduction to Digital Video Production: Digital Camera- Movements-Composition-Shots-Angles. Mise-en-scene. Color Temperature. Multi Camera Setup. Lighting. Basic and Special Lighting Setup-Atmospheric Lighting. ENG. Anchoring, Compeering. Montage. News Documentary.

Unit-IV

Introduction to Digital Video Editing: Editing Techniques- Continuity-Sequence-Dynamic. Linear and Non-Linear Editing. Capturing and Rendering Techniques. Method of Transitions. EDL Preparations. Storage Devices. Titling- Graphics, Animations.

Unit- V

Digital Video Production Studio: Basic Studio Structure and Equipments. Planning and Budgeting. Organizational Structure of Television Channels. OB Van and its accessories. Communication Satellites. Broadcasting – Terrestrial, Satellite, DTH. Planning and Scheduling Time Slot for Television Channel.

References:

Television Production – Gerald Millerson, Focal press,1999.London.

The Technique of Television Production 2001 by Gerald Millerson . Focal press. London.

Digital Cinematography 2001– Paul Wheeler, Focal Press,. London. First edition.

The Essential of TV Director’s Handbook 1996 – Peter Jarvis, Focal Press. III-Edition, London.

An Introduction to Ddigital Video (1994) – John Watkinson, Focal Press, London.

Video Production – Disciplines & Techniques by Thomas D. Burrows, Lynne S.Gross –
MC G rawhill.

Lighting Techniques For Video Production – Tom Letourneau.1996.Mc will publications .
Tanzania. First edition.

Digital Non-Linear Editing 1998.– Second edition, Thomas A. Ohanian, Focal Press. London
. Sixth edition

B.Sc. Viscom.
Sem. V
Diploma Paper III

WEB DESIGNING

UNIT I

The internet – concept, types, connections – structure and features of internet – Internet and Intranet. Protocols, Browsers, Search engines, Web structure, Web blogs.

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

Fundamentals of web designing - tools – design techniques- Web site organization – file structure, naming conventions, pages, folders, navigation, hyperlinks and adding sound. Websites – features – portals - content – corporate sites – commercial sites – functions.

UNIT IV

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

UNIT V

Web authoring tools_ Adobe Photoshop, Front Page, Dream weaver, Flash, using peripherals for website enhancements. Macromedia Dream weaver – features – tools. Microsoft Front page - features – tools.

REFERENCES :

1. Internet Bible, IDG Books, New Delhi, 1998.
2. Internet for everyone, Leno et al., Lone Techworld, Chennai 1998.
3. Building a Website, Tim Worsley, Orling Kindersely, New Delhi, 2000.
4. Web Design Fundamentals, Daniel Gray, Dreamtech Press, New Delhi, 2000.
5. Using the internet (4th Edn.) , Prentice Hall, New Delhi, 2000.
6. How the internet works, Millennium Edition by Preston Gralla.

SEMESTER VI
Core Paper X

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

1. Kelsey, Gerald. Writing for Television. Unistar, 2004.
2. Simon, Mark. Storyboards Motion in Action(2nd edn.). Oxford: Focal Press. 2000
3. Zettl, Herbert. Television Production Handbook(7th edn.). Belmont: Wadsworth Publishing, 2000.
4. Crittenden, Roger. Film and Video Editing (2nd edn.). London: Blue Print, 1995.
5. Wright, Steve. Digital compositing for Film and Video. Oxford; Focal Press, 2005.
6. Hooper White. How to produce effective TV commercials (3rd edn.). NTC Business Books. Chicago.
7. The audio- visual handbook- a complete guide to the world of audio- visual techniques. Alan MCPHERSON & Howard Timms. Pelham books, London.
8. Mathur,C. Advertising Management; Text and Cases. New Age International: New Delhi. 2005.

B.Sc. Visual Communication
Semester VI
Core Paper XI:

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

Advertising departments in Media: Print and Electronic media – Advertising policy and regulations of newspapers, radio stations and TV channels – tariff – space and time allocation – schedule preparation - agency relations – client relations – coordination with other departments – advertising revenue generation – ad. executives/representatives.

UNIT-III

Media for Advertising: Newspapers and Magazines – Characteristics, reach and ad.exposure – Products and advertisers of Print media – Cost ; Radio advertising – jingles – spots – production cost – reach and effectiveness – radio audience – tariff; TV advertising: effectiveness – reach- products and advertisers on TV – channel competition – tariff – production cost – creativity; Out door media characteristics –cost- effectiveness in advertising.

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

Multinational Brands – Multinational Advertising Agencies – Indian Agencies with Foreign Agencies – Multinational campaign strategies and cost considerations – creativity and content in International advertisements – cultural differences and global advertising campaigns – implications – regulations .

Reference:

- 'Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey, 1980.
- 'The Practice of Advertising' 3rd Edn. Norman Hart, Heinemann Pub. London.1990.
- ' Advertising world wide' (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
- ' Brand positioning' . Sen Gupta, Tata Mc Graw Hill. New Delhi. 1990
- 'Advertising Management concepts and cases' M. Mohan, Tata Mc Graw Hill, 1989.
- 'Successful advertising research methods' Haskins & Kendrick, NTC Business Books, 1991

B.Sc. Viscom.

Sem.VI

Practical III

PRINT PRODUCTION

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

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:

Mc Kay, Jenny. Magazine Handbook. London: Routledge, 2000.

King, Stacey. Magazine Design that Works. London: Routledge, 2001.

Morrish, John. Magazine Editing. London: Routledge, 1996.

Tom Ang. Picture Editing: An introduction. Oxford: Focal Press, 1996.

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

B.Sc. Viscom
Sem.VI Paper II

GRAPHIC PRODUCTION

UNIT-I

Introduction to Printing Technology: Size and scope of Printing Industry- Organization. Development of Pictographs and Ideographs. Major printing process; Relief Printing, Intaglio printing, Screen Printing and Electrostatic Printing. Printing cycle; Need- Design- Reproducing Design- Distributing printing material.

UNIT-II

Design- Alphabets, Art Copy - Layout and Paste-Up, Working with Photographs- Rough Layout, Single Color and Multi Color Paste Up, Line photography, Half-Tone Photography, Tone, Density, and Contrast. Basic color theory- Color spaces-Terminology-Color separation and color correction, Half tone dots and color. Letter Press- Rotary-Block Making. Offset plate making. Lithographic Printing Plates.

UNIT-III

Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process. Page Lay Out-Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Softwares. -Software for Image Solutions and Page Layouts, Printing accuracy, Image assembly. Digital half tones. Computer to Plates. Digital Proofing, Moving and Storing Data.

UNIT-IV

Offset Press operations- Sheetfed - Webfed- Rollar and blanket, Trouble Shooting Check list. Screen printing process- Concept of Stencils-Frame-Masking –Squeegee and Ink- High Speed Presses Machine. Gravure-Concepts-Cylinder preparations-Printing Process
-Flexographic printing-Concept-Printing Process

UNIT-V

Paper and Ink for Printing Industry. Paper- Types. Recycled papers. Price of papers. Ink-Properties of Inks- Ink Specifications and Standards. Ink for Lithography, Screen, Letter Press, Flexography and Gravure. Ultra Violet Curing. Finishing- Cutting, Folding, Assembling, Binding and Packaging. Job estimation, Production Planning, Structure of Small Printing units, Corporate Printing House, System of Administration. Plan of starting a Medium Level Printing Units.

REFERENCES:

Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.

Newspaper design (2000) N Y Harlod Evans. Sage publications. London, First edition

How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy - Publisher: Princeton Architectural Press. Fock land. Second edition.

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

In Design Type : Professional Typography with Adobe InDesign CS2 (1995) by Nigel French- Publisher: Adobe Press. Netherland. Second edition.

Golden trends in Printing Technology (1996);by V S Krishnamurthy. Sage publications. New delhi. **First edition.**

B.Sc. Viscom.
Sem. VI

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

List of Practicals

1. Make a PowerPoint presentation with ten slides on any topic.
2. Design a two-page invitation using Page Maker.
3. Design an instructional booklet / manual using Page Maker.
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.
7. Design a pamphlet for any consumer product using Page Maker.
8. Design a package cover for any food item using Page Maker & 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 in to 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

B.Sc. Viscom.
Sem. VI
Diploma Practical - II.

WEB DESIGNING

List of 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:

RECORD NOTE BOOK	-	10
RECORD WORK (CD/DVD)	-	20
PRACTICAL EXAM.	-	20

B.Sc Visual Communication
Semester III
Core

COMMUNICATION THEORIES

Time: 3hrs

Marks: 100

Answer all Questions
SECTION – A (10X1= 10 marks)

1. Cyber space is created by _____
2. _____ theory gives importance to working class.
3. Semantics refers to the -----area of study.
- 4 ----- are termed as magic bullets in bullet theory
5. The term Global village concept was created by _____

Write a short note on the following

6. Propaganda
7. 'Future shock'
8. Katz&Lazerfeld
9. Mathematical model
10. political economy of media

SECTION – B (5X6= 30 marks)
Answer all Questions

11. (a). Define communication? Explain the surveillance function of communication.
Or
(b) Examine the role of Communication in development?
12. (a) Give the concepts in Osgood and Schramm's circular model.
Or
(b) What are the contributions of David Berlo?
- 13 (a) Examine the relevance of Bullet theory in the present day context?
Or
(b) Define the term propaganda?

- 14 (a) Explain spiral of silence.
Or
(b) Examine the role of media in socialization
15. (a) What are the implications media globalization.?
Or
(b) Write a note on establishment of non -aligned news pool.

SECTION – C (5X12= 60 marks)
Answer all Questions

16. (a) Describe the Authoritarian theory in detail?
Or
(b) Explain the nature free press and give an account on Hutchins's report?
17. a) Explain the Mathematical model of Communication in detail?
Or
(b) Give the views of Lasswell on functions of media.
18. (a) Explain Aristotle's Theory of Rhetoric communication?
Or
(b) What is public opinion and explain the contribution of media in formation of public opinion?.
19. (a) Define innovation and how an innovation is diffused into a society?
Or
(b) What is Socialization? Examine formal and informal agents of socialization.
20. (a) Evaluate the impact of Global media on society and culture.
Or
(b) Critically analyze the current information super highway society.

Sem. III
Core paper V

WRITING FOR MEDIA

Model Question paper

Time: 3hrs

Marks: 100

Answer all Questions

SECTION – A (10X1= 10 marks)

1. The Editor of ‘ Business Line’ is -----
2. An editorial reflects ----- of the newspaper
3. ----- explains the editorial style of a newspaper.
4. A picture equals-----
5. Protocols is used for-----

Write a short note on the following

6. FM Radio
7. Animation film
8. Game shows
9. Hypertext
10. Nasscom

SECTION – B (5X6= 30 marks)

Answer all Questions

11. a. How newspaper is perceived as an information medium?
Or
b. What is the role of editorial board in a newspaper?
12. a. Explain the need for specialized magazines.
Or
b. What characterizes the Tamil magazines?
13. a. Give reasons for the revival of Radio in the form of FM broadcasting.
Or
b. What lacks the FM radio stations in terms of content?
14. a. What is the impact of audience participated programmes on TV?
Or
b. Explain the popularity of youth programmes on Television.
15. a. What are the advantages of online news media?
Or
b. Who access online newspapers and in what context?

SECTION – C (5X12= 60 marks)
Answer all Questions

16. a. Discuss factors influencing the contents of newspapers in the light of growing competition from electronic news media.

Or

b. Describe the content and design aspects of Tamil newspapers.

17. a. Discuss the major factors considered in the publication of a magazine.

Or

b. Write in detail the problems faced by small magazines and newspapers.

18. a. Explain the concept of Community Radio and its role in development.

Or

b. Discuss the vertical integration of media that is emerging in India.

19. a. What are the factors to be considered while writing Television news?

Or

b. What role can television play in the process of rural development.?

20. a. Give details of a project using Internet for socio economic development in Tamilnadu.

Or

b. List out recent cyber crimes in the country and suggest how cyber crimes can be controlled.

Sem.III

Allied Paper-I

AUDIOGRAPHY – I

Model question paper.

Time: 3 hrs.

Max. Marks:75

SECTION – A (10x1=10 marks)

Answer all the questions. All questions carry equal marks.

1. dBA refers to -----
2. Human hearing range of sound is -----
3. ----- is an effective means to control acoustics
4. Footage means -----
5. Time code is used in -----
6. ----- is a surround sound characteristic.
7. dolby refers to -----
8. The standard compression ratio for music is -----
9. The latest software used in sound editing is -----
10. ----- is used as sound file extension.

SECTION – B (5x5=25 marks)

Answer all the questions. All questions carry equal marks.

11. a. Explain the meaning of any two concepts of sound **OR**
b. Define dynamic range.
12. a. List out any five differences between analogue and digital sound. **OR**
b. What are the main functions at the control room?
13. a. Give the basic materials used for acoustics in a room. **OR**
b. What are the pre production tasks in a sound studio?
14. a. What factors are considered in the selection of mics? **OR**
b. Define compression ratios.
15. a. What are the functions of a mixing console? **OR**
b. What are the functions of an equalizer?

SECTION – C (5x8=40 marks)

Answer all the questions. All questions carry equal marks.

16. a. Explain the characteristics of sound waves **OR**
b. What are the factors considered in the designing of a professional audio studio?
17. a. Describe the features of modern equipment for audio recording and editing. **OR**
b. What are the accessories and specifications required at the sound studio?
18. a. Explain the role and responsibilities of a sound engineer in a studio. **OR**
b. Explain the characteristics of professional mics used in sound recording.
19. a. Write in detail the process of sound editing. **OR**
b. Give the various methods of digital sound recording and the formats used.
20. a. What precautions are to be taken for the maintenance of sound equipment? **OR**
b. Write on the latest softwares used in the recording and editing of sound.

B.Sc. Viscom.

Sem.III : Paper I

Model Question Paper

COMPUTERS IN COMMUNICATION MEDIA I

Section A – (10x1=10)

Answer all the questions. All questions carry equal marks.

1. Transistors were used in _____ generation of computers.
2. Digital computers can understand only _____ numbers.
3. JPEG & BMP are _____ files.
4. _____ program converts bitmap paintings in to vector drawings.
5. _____ tool is used to create a copy of an image or a part of it.

Expand the following:

6. BMP
7. NTSC
8. DTP
9. GUI
10. GIF

Section B – (5x6=30)

11. a. Describe the salient features of any two operating systems. **OR**
b. Identify the hardware & software requirements for multimedia applications.
12. a. What do you mean by Graphic Communication? Examine its nature and scope in present scenario. **OR**
b. Examine the role of computers in designing and give examples.
13. a. MS Word has simplified the process of document editing. Comment. **OR**
b. Delineate the differences in the features of Quark Xpress and Page Maker.
14. a. Distinguish between vector and raster images with illustration. **OR**
b. Explain the special effects in Corel Draw.
15. a. Enumerate the tools in Photoshop for photo editing. **OR**
b. List the utilities of Photoshop.

Section C – (5x12=60)

16. a. Discuss the applications of computers in the media industry. **OR**
b. Describe the features of different generations of computers.
17. a. Delineate the essentials of typography and explain how computers help in text selection and arrangement. **OR**
b. Enumerate the fundamentals of layout with illustration.
18. a. Elaborate the features, advantages and applications of Power Point. **OR**
b. Write the steps involved in designing a four page brochure using Page-Maker.
19. a. Briefly outline the supporting soft wares of Corel Draw and its applications. **OR**
b. Describe in detail the functions of various tools of Corel Draw.
20. a. Explain the salient features of Photoshop. **OR**
b. Detail the process of converting an old photograph in to a new one using Photoshop.

B.Sc. DEGREE EXAMINATION

Fourth Semester

Paper VI - AUDIO VISUAL COMMUNICATION (PHOTO JOURNALISM)

Time : Three hours

Maximum: 100 Marks

SECTION A - (10 X 1 =10 Marks)

ANSWER ALL QUESTIONS:

1. Tripods are used to control-----
2. The type of lens mostly used for landscape photography is
3. D2X camera is manufactured by -----
4. In Photoshop curve option is used for -----
5. The most popular photograph “ Margret mother” comes under -----

Write short notes on the following questions

6. ISO
7. Aperture.
8. File formats in digital photography
9. Digital imaging
10. Type of batteries used in digital camera

SECTION B - (5X 6 = 30 Marks)

Answer all questions . All questions carry equal marks

11. (a) Explain the usage of soft boxes in photography.
(or)
(b) Discuss the importance of tungsten light.
12. (a) Examine the uses of reflectors in photography.
(or)
(b) Write a short note on portable flash
13. (a)What are the advantages of TLR camera .
(or)
(b) What are the advantages of digital SLR camera.
14. (a) Define color correction in digital photography.
(or)
(b) write short notes on scanners and color printers.

15. (a) Distinguish between news photography and advertising photography.
(or)
(b) Draw the structure of the corporate photo studio.

SECTION C - (5 X 12 =60 Marks)

16. (a) List out the equipments for a modern photography studio .
(or)
(b) Brief the history of photography and developments.
17. (a) Explain the steps involved in film processing.
(or)
(b) Elaborate the important parts of digital camera .
18. (a) Explain ISO, aperture, shutter as controllers of light.
(or)
(b) How will you prepare your photographic website.
19. (a) What is Photoshop? Explain the various tools.
(or)
(b) Discuss the different file formats for various publishing media.
20. (a) How will you prepare the studio for portrait photography.
(or)
(b) Design with illustration of professional Digital studio setup.

Sem.IV

Allied Paper-II

AUDIOGRAPHY –II

Model question paper.

Time: 3 hrs.

Max. Marks:75

SECTION – A (10x1=10 marks)

Answer all the questions. All questions carry equal marks.

1. ENG refers to -----
2. The radius of coverage by FM is -----
3. The one who does the anchoring for radio programe is -----
4. Voice dubbing means-----
5. Reverberation refers to-----
6. MIDI is used for -----
7. DSP stands for -----
8. Expand DTS-----
9. Synchronisation refers to -----
10. Diaphragm is associated with -----

SECTION – B (5x5=25 marks)

Answer all the questions. All questions carry equal marks.

11. a. What factors are to be considered while writing for radio? **OR**
b. What qualities make a good RJ?
12. a. How is outdoor broadcasting done? **OR**
b. What do you mean by music composition?
13. a. Define multi track recording. **OR**
b. What are the features of a MIDI system?
14. a. Explain the concept of 7.1 music system **OR**
b. What aspects of a speaker determine the sound quality?
15. a. Give some special features of Protools? **OR**
b. Explain the use of time code in sound recording and editing.

SECTION – C (5x8=40 marks)

Answer all the questions. All questions carry equal marks.

16. a. Explain the process of programme production for radio broadcast **OR**
b. Give the structure of All India Radio broadcasting station in your city.
17. a. How radio broadcast differs from television? **OR**
c. Explain the process of recording a live music concert.
18. a. How special effects are generated and used in audio programming? **OR**
b. Explain the advantages and disadvantages of the software used in your audio studio.
19. a. Give details of the methods and tips for the storage of equipment and accessories **OR**
b. Explain the need and techniques of noise reduction in sound recording.
20. a. What system is required for local FM broadcasting on your campus? **OR**
b. Explain the process of audio dubbing for video.

B.Sc. Viscom.
Sem.IV
Diploma Paper II
Model Question paper

COMPUTERS IN COMMUNICATION MEDIA – II

Time: 3 hrs.

Max.Marks.100

Section - A (10x1=10)

Answer all the questions. All questions carry equal marks.

- 1) _____ is an error in computer software that produces an unintended result.
- 2) Any graphic image created with the assistance of computer is known as _____.
- 3) The process of timing and posing a character to create the illusion of life is called _____.
- 4) The number of bits used to store color information for each pixel in an image is called _____.
- 5) Setting key poses and interpolating between the keys to create animation is _____.
Explain the following in one or two lines:
 - 6) Frame rate
 - 7) Polygon modeling
 - 8) Color resolution
 - 9) Morphing
 - 10) Onion skinning

Section B (5x6=30)

Answer all the questions. All questions carry equal marks.

11. a. Explain the various image file formats. **OR**
b. Define animation and explain the basic steps in computer animation.
12. a. What are the differences between 2D& 3D animation? **OR**
b. Examine the role of sound in animation
13. a. Bring about the significance of drawing in animation. **OR**
b. Differentiate traditional animation from computer animation.
14. a. What is rendering? Explain the different types of rendering. **OR**
b. Briefly outline the process of compositing.
15. a. Explain the career opportunities in the field of animation in India. **OR**
b. Describe the current status of Indian animation Industry.

Section C (5x12=60)

Answer all the questions. All questions carry equal marks.

16. a. What are the different types of animation? Elaborate. **OR**
b. Explain the various techniques of animation in detail.
17. a. How masking & color correction features are useful in animation? **OR**
b. How do you compress, export/publish an animated work in internet?
18. a. Elaborate on the various applications of 3D animation and its advantages. **OR**
b. Explain the process of character modeling & texturing in 3D animation.
19. a. Narrate the importance of lighting in animation and the different types of lighting. **OR**
b. Detail the process of editing in animation and its types.
20. a. Discuss the significance of animation in Tamil Cinema. **OR**
b. To what extent animation industry dominates television entertainment scenario, including advertising?

BSc. Viscom.

Sem. V

Core paper VII

FILM STUDIES

Model Question paper

Time: 3hrs

Marks: 100

Answer all Questions

SECTION – A (10X1= 10 marks)

1. The most prestigious film award in India is-----
2. Expand NFDC
3. A documentary film reflects ----- of life.
4. DTS stands for-----
5. A shot sheet describes-----

Write short note on the following

6. Film genre
7. Deconstruction
8. Video piracy
9. Virtual cinema
10. Graphics

SECTION – B (5X6= 30 marks)

Answer all Questions

11. a. What is the dominant story line in recent Tamil films? Give examples.

Or

b. Explain Digital projection of films.

12. a. Explain the theme of art films. Give examples.

or

b. What are the features of commercial films?

13. a. What factors need to be considered while reviewing a film?

Or

b. What equipment are currently used to edit films in studios?

14. a. Explain non-linear method of film editing.

Or

b. How cinematography is important in conveying messages in a film?

15. a. What are the programmes of Film Institutes in India?

Or

b. Give an account of Regional film festivals.

SECTION – C (5X12= 60 marks)
Answer all Questions

16. a. Give a detailed review of the developments taken place in Tamil film industry.
Or
b. Discuss the major challenges faced by film industry from new media.
17. a. Analyse the prosocial and antisocial contents of Tamil films with suitable examples.
Or
b. Discuss film and its audience from uses and gratifications perspective.
18. a. Explain the pre production process in the making of a film.
Or
b. What factors determine the success of a film? Give examples.
19. a. How do you go about setting up a studio for audio and film editing?
Or
b. Discuss how Indian films are being influenced by the western films.
20. a. Critically examine the role and functioning of the censor board with recent cases
Or
b. Give your suggestions for regulation and control of ethical violations and video piracy in films.

B.Sc. Visual Communication
Semester V

MARKETING

Time: 3hrs

Marks: 100

Answer all Questions
SECTION – A (10X1= 10 marks)

1. Marketing myopia is_____
2. The first stage in new product development is _____
3. Discount given to the marketing middlemen is called _____
4. The firm concentrates on serving many needs of a particular consumer groups is called _____
5. Selling goods and services without the aid of wholesaler and retailer is_____

Write short notes on the following:

6. Marketing mix
7. Majority fallacy
8. DAGMAR.
9. Sales forecasting
- 10 PLC.

SECTION – B (5X6= 30 marks)
Answer all questions. All questions carry equal marks.

11. a. Define the term Marketing and explain its benefits.
Or
(b) What is production concept? Explain in detail?
- 12 (a) Describe internal environment of an organization.
Or
(b) Explain the different types of competitions.
- 13 (a) State the benefits of segmentation.
Or
(b) Explain the different types of market targeting

- 14 (a) What is zero level marketing? Give examples.
Or
(b) Write a note on outdoor advertising.
- 15 (a) Marketing is the coordinated effort of all the departments of a concern-
Elaborate.
Or
(b) State the importance of public relations in a business concern.

SECTION – C (5X12= 60 marks)
Answer all questions. All questions carry equal marks.

- 16 (a) Describe the evolution of marketing in detail.
Or
(b) Give a detailed account of factors influencing marketing.
- 17 (a) Explain any two macro environmental factors
Or
(b) Explain different types of public that affect the companies marketing.
- 18 (a) Explain the bases of consumer market segmentation.
Or
(b) How different types of target marketing is planned?
- 19 (a) Describe the buying decision process in detail.
Or
(b) What is new product development? Explain the stages of new product development.
- 20 (a) Frame a strategy for the introduction of a new mobile phone in the market.
Or
(b) Plan a sales promotion campaign for a seasonal product of your choice.

B.Sc. Viscom.
Sem. V
Core paper IX

MEDIA ETHICS

Model Question paper

Time: 3hrs

Marks: 100

Answer all Questions

SECTION – A (10X1= 10 marks)

1. Press in a democracy is called the -----.
2. -----article of our constitution guarantees fundamental rights.
3. The editorial policy of a media is decided by -----
4. ----- is a case of recent sting operation by media in India
5. The film certification is done by -----

Write a short note on the following:

6. Public media
7. Editorial Board
8. News Agencies
9. Contempt of court
10. PIB

SECTION – B (5X6= 30 marks)

Answer all Questions

11. a. What is media watch-dogging?
Or
b. What are the reasonable restrictions under the constitution?
12. a. What is media agenda setting ?
Or
b. How media have become corporates?
13. a. Explain how news gatherers act as gatekeepers in media?
Or
b. What is meant by sting operation? Give recent examples.
14. a. What is copyright law? Give cases of copyright violations.
Or
b. What is the role of Press Council in regulating the press in India?
15. a. What is the need for a Broadcasting Council in India?
Or
b. How media compromise on advertising ethics for ad. revenue?

SECTION – C (5X12= 60 marks)

Answer all Questions

16. a. Describe the role of mass media in moulding public opinion in a democracy.
Or
b. What is media conglomeration? What are its implications in India?
17. a. What are the implications of foreign press in India?
Or
b. Give a critical evaluation of the contents of television programmes.
18. a. Examine how media persons cultivate and make use of the sources of information?
Or
b. Give an account of the major media laws that a media person should be aware?
19. a. How media are influenced by the political and economic factors?
Or
b. What precautions need to be taken while covering the judiciary? Give recent cases.
20. a. What broadcasting codes are being followed in India? Do you think the codes need to be revised? Why?
Or
b. Give details of recent cases of law involving media.

B.Sc Visual Communication
Semester V
Appln. Paper I

Introduction to Visualization and Commercial arts

Time: 3hrs

Marks: 75

Answer all Questions
SECTION – A (10X1= 10 marks)

1. An idea expressed with clarity through a combination of words and visuals will become a _____
2. A 65 line screen used for making half tone blocks is identified as _____
3. The printing paper is generally described as _____
4. When the shading in a picture is not formed by screen dots it becomes _____
5. The four colours used in printing are _____
6. What are thumbnail sketches?
7. What is called bleed?
8. What are camera ready pages?
9. What is creative strategy?
10. Who coined the term USP?

SECTION – B (5X5= 25 marks)
Answer all Questions All questions carry equal marks

11. (a). What is creativity in advertising?
Or
(b) Explain the term convergent thinking and its application in advertising field.
12. (a) State the importance of incubation period in generating creative ideas.
Or
(b) What is the need for brainstorming sessions in creative productions.?

13 (a) Write a note on commercial art.

Or

(b) Differentiate commercial with fine art.

14 (a) Explain the steps involved in layout and designing.

Or

(b) What is the importance of colour in designing?

15 (a) Paper has a dramatic effect on cost and quality in production- Explain.

Or

(b) Explain instant types and designs.

SECTION – C (5X8= 40 marks)
Answer all Questions All questions carry equal marks

16 (a) Describe the elements of an advertisement.

Or

(b) Explain what is creative concept and the two types of thinking?

17 (a) Explain the creative process in detail.

Or

(b) Explain the internal and external factors that influence the creation of concept.

18 (a) List the various persons involved in the commercial art production.

Or

(b) Examine the recent opportunities in commercial art.

19 (a) Discuss the design principles in detail.

Or

(b) Explain the various page design techniques in detail.

20 (a) Give a detailed account of artistic tool kit.

Or

(b) Computer replaces the manual designing and usage of designing tools. Elaborate.

**B.Sc. DEGREE EXAMINATION
Visual Communication**

Fifth Semester

Paper II

ELEMENTS OF FILM AND VIDEO PRODUCTION

Time : Three hours

Maximum: 75 Marks

SECTION A - (10X1=10 Marks)

Answer all questions

1. Editing the film for the first time -----
a) Space cut b) Rough cut c) Time cut
2. DTS and FX are -----
a) Visual b) Animation c) Sound
3. Exposure of more than one image onto the same film stripe is-----
a) Cutting b) Superimposing c) Graphics
4. Framing only the face of the actor is -----
a) Mid shot b) Close up shot c) Extreme close-up
5. Editing alternate shot is-----
a) Jump cut b) Cross cut c) Fading

Write short notes on the following questions

6. Feature film
7. Documentary
8. Transitions
9. Continuity
10. 2 D Animation

SECTION B (5X5=25 Marks)

11. (a). How do camera angle communicate.
(or)
(b) What is sequence?
12. (a). What is flash back Technique?
(or)
(b) What is storyboard?
13. (a) What is shot?
(or)
(b) What is budgeting?

14. (a). Define ENG
(or)
(b) Explain Scene

- 15 (a) What is buffer shot?
(or)
(b) What is montage?

SECTION C (5X8=40 Marks)

16. (a). Explain the elements of video
(or)
(b). Detail the elements of script

17. (a.) Create a storyboard for a TV commercial
(or)
(b). Prepare a budget for a short film

18. (a). Differentiate between storyboard and script
(or)
(b). Explain the camera movements

19. (a.) Examine different shots
(or)
(b). Define the functions of an art director

20. (a). Describe various departments of a TV Channel
(or)
(b). Explain and illustrate the structure of a TV Channel Organization

B.Sc. Viscom.:

Sem.V : Diploma Paper III

WEB DESIGNING

Time: 3 hrs.

Max. Marks 100

Section A – (10x1=10)

Answer all the questions. All questions carry equal marks.

- 1) An interconnection of autonomous computers is _____.
- 2) The first web browser is called _____.
- 3) The first page of a web site is called _____.
- 4) _____ key is used to view the source code in Dream Weaver.
- 5) _____ is a protocol used for downloading and uploading files between server and a website.

Expand the following:

- 6) HTTP
- 7) URL
- 8) DHTML
- 9) TIFF
- 10) CGI

Section - B (5x6=30)

Answer all the questions. All questions carry equal marks.

11. a. Trace the evolution of Internet. **OR**
b. Differentiate internet from intranet.
12. a. Explain the term audio video streaming. **OR**
b. Write short notes on cross platform features.
13. a. Delineate the role of sound in web designing. **OR**
b. Distinguish between Corporate and Commercial Sites.
14. a. What are the various sources of content? **OR**
b. What are the main objectives of content planning?
15. a. Identify the major differences between Dream Weaver and HTML. **OR**
b. Describe the important features of Front Page.

Section C – (5x12=60)

Answer all the questions. All questions carry equal marks.

- 16.a. Explain the different kinds of internet connections. **OR**
b. What is a browser? Explain its features and give examples.
- 17.a. List the various internet services. **OR**
b. Write in detail about the applications of internet.
18. a. Define portals and explain its types. **OR**
b. What do you mean by a domain? List its functions in developing a web site.
19. a. What are the fundamentals of web designing? **OR**
b. Explore the different strategies used in content developing in web designing.
20. a. What are web authoring tools? Elaborate. **OR**
b. Explore the contribution of Flash in developing a web site.

**B.Sc Visual Communication
Semester VI**

Commercial Broadcasting

Time: 3hrs

Marks: 100

Answer all Questions

SECTION – A (10X1= 10 marks)

1. Expand HDTV
2. AIDA refers to -----
3. _____ is a type of panning shot, in which the camera pans back and forth across a crowd.
4. Transfer of a commercial on film to video signal for broadcast on TV is done by a _____ machine
5. _____ is a complex process used in colgate gel commercial which gives a sparkling blue glow.

Write a note on the following

6. Narrowcasting
7. Models
8. Morphing
9. Jingles
10. Frames per second

SECTION – B (5X6= 30 marks)

Answer all Questions

11. (a) What is idea generation? Explain
Or
(b) Explain the popular TV ad formats?
12. (a) What is Preproduction meeting? Explain its agenda .
Or
(b) What are the sources of casting?
- 13 (a) Write a note on Pre score and Post score music
Or
(b)List out the advantages of set shooting
- 14 (a) What is optical effect?
Or
(b) Write short note on Key frame animation
15. (a) What is firm bid? What are the things to be considered while preparing budget?
Or
(b) Explain the problems with in house production

SECTION – C (5X12= 60 marks)
Answer all Questions

16. a) List out the merits and demerits of TV advertising in present day context?
Or
(b) Explain Storyboard and script in detail
17. a) Who are the people involved in the commercial production? What roles they play?
Or
(b) Explain the role of casting director in a commercial production
18. (a) Give a detailed account of shooting day activities
Or
(b) Discuss sound recording for commercial production
19. (a) Explain the steps involved in the editing process
Or
(b) What is Computer graphics? State the recent developments in this field
20. (a) Write an essay on Economics of TV Commercial production?
Or
(b) Prepare a script for a 30 second TV commercial for a new consumer product.

B.Sc. Viscom.
Sem. VI
Core paper XI

ADVERTISING - II

Model Question paper

Time: 3hrs

Marks: 100

Answer all Questions

SECTION – A (10X1= 10 marks)

1. The -----department in an ad.agency deals with the clients.
2. Ad Spend refers to -----
3. The tariff for classified ads. is based on -----
4. Prime time means-----
5. Salience in TV ads. refers to -----

Write a short note on

6. Advertising clutter
7. Web advertising
8. In-house ad.agencies
9. David Ogilvy
10. Advertising Standards Council

SECTION – B (5X6= 30 marks)

Answer all Questions

11. a. List out some of the leading international television advertisers in India.
Or
b. What are the responsibilities of an advertising manager in an organization?
12. a. What is the need for an ad.department in a media organization?
Or
b. How media fix the advertising tariff?
13. a. What makes Radio advertising advantageous in local markets?
Or
b. How comparative media cost for advertising is worked out?
14. a. What factors are considered in advertisement placement on a medium?
Or
b. Explain the penetration of brands rural markets.
15. a. What is brand management?
Or
b. How brand cannibalization happens in the competitive market?

SECTION – C (5X12= 60 marks)
Answer all Questions

16. a. Give the structure and functions of a an advertising department of a national advertising organization.

Or

b. Elaborate on the need for integrated approach in promotional campaigns.

17. a. What strategies do media adopt in enhancing advertising revenue?

Or

b. What factors do ad agencies consider in the selection of media?

18. a. Describe consumer behaviour of the rural markets with regard to consumer items.

Or

b. Justify a media strategy for promotion of an agricultural product in your district.

19. a. Discuss the impact of television channels on the rural consumers?

Or

b. Give details of the structure and functioning of an international ad agency.

20. a. Critically analyse the contents of international advertisements and its impact on children in India.

Or

b. Give cases of ethical violations in the practice of advertising with special reference to Indian context.

B.Sc. Viscom.
Sem. VI
Appln.Oriented paper I

MAGAZINE PRODUCTION, LAYOUT & DESIGN

Model Question paper

Time: 3hrs

Marks: 75

Answer all Questions

SECTION – A (10X1= 10 marks)

1. ----- is an example of special magazine.
2. The editor of 'Kungumam' is -----
3. The largest circulated vernacular language Weekly is -----
4. The dimension of Tamil India Today magazine is -----
5. -----is a technical pre press work related to illustrations.
6. Bleed refers to-----
7. ----- describes a picture
8. ----- is one of the principles of design
9. The quality of paper used for magazine advertisement in color is -----
10. The picture resolution for best reproduction in magazine is -----

SECTION – B (5X5= 25 marks)

Answer all Questions

11. a. What is the general nature of content in Tamil weeklies?
Or
b. What gratifications magazines fulfill for the readers?
12. a. What is an exclusive story?
Or
b. What kind of typographic style is applied in magazines?
13. a. Explain the functions of magazine cover page.
Or
b. What elements of design get importance in children's magazines?
14. a. What is the importance of pictures and illustration in magazines?
Or
b. What are the editorial guidelines followed in special magazines?
15. a. How freelancing helps small magazines?
Or
b. List out some of the women's magazines and name their publishers.

SECTION – C (5x8 =40 marks)
Answer all Questions

16. a. Trace the growth of specialized magazines in the recent years and explain the factors that influenced the growth.

Or

b. Discuss the impact of electronic and new media on magazine readership.

17. a. Give a comparative analysis of the Tamil and English magazines in terms of content.

Or

b. Discuss the various factors that determine the lay out and design of magazines.

18. a. Examine the various problems of small magazines.

Or

b. Do you think that the advertisers influence the content and style of a magazine?

Justify your argument.

19. a. Explain the production process in Magazine publication as compared to a newspaper.

Or

b. Give in detail the input costs in the publication of a magazine.

20. a. What lay out and design would you suggest for a new magazine meant for the rural students for their general awareness?

Or

b. Give details of content, layout and design for a monthly magazine meant for the students of your institution.

B.Sc. DEGREE EXAMINATION
Visual Communication
Sixth Semester

GRAPHIC PRODUCTION

Time : Three hours

Maximum: 75 Marks

SECTION-A (10X 1 =10 Marks)

ANSWER ALL QUESTIONS

Choose the correct answer:

1. A process in which the printing image is etched refer the non printing area is----
2. The most common type face used in English news paper is-----
3. Pica is equal to-----
4. Filters are used to _____ colors
5. Screening the photograph is to make it a _____

Write short notes on the following questions

6. Serif.
7. Stencils
8. TIFF
9. Filters
10. CMYK

SECTION B (5X 5 =25 Marks)

11. a) Draw the diagram of a foundry cast type and label the parts.
(Or)
b) Explain the uses of X height and principles of good typography.
12. a) Explain the file formats in image processing.
(Or)
b) Explain the lithographic printing process
13. a) What is image editing. Explain the software and its tools.
(Or)
b) Describe the process of screen printing.
14. a) Describe “scanning” operation.

(Or)

- b) Explain the process of color separation and color correction.
15. a) Distinguish between gravure and letter press printing.
(Or)
b) Classify papers and its uses.

SECTION C (5X 8=40 Marks)

16. a) Explain the color theory and color masking.
(Or)
b) Describe digital image types, file formats, input devices.
17. a) Explain the process of color scanning and the tools for color correction
(Or)
b) Elaborate the Multicolor offset printing process
18. a) Explain the process of letter press printing.
(Or)
b) what is gravure printing and explain its uses and advantages.
19. a) Write notes on 1.Flexographic printing process
2. Inkjet printing process
3. Digital printing process
(Or)
b) Explain the types of paper used in printing industry and its characteristics.
20. a) Explain the role of inks used in different printing processes.
(Or)
b) Describe these finishing operations like Cutting , Folding , Assembling and Binding
