



St. PETER'S UNIVERSITY

St. Peter's Institute of Higher Education and Research

(Declared Under Section 3 of the UGC Act, 1956)

AVADI, CHENNAI – 600 054

TAMIL NADU

B.Sc. (VISUAL COMMUNICATION)

Code No. - 325

(Effective From 2009 – 2010)

(Distance Education)

Regulations and Syllabus

(I to III Year)

St. PETER'S INSTITUTE OF DISTANCE EDUCATION

Recognized by Distance Education Council and

Joint Committee of UGC – AICTE - DEC, New Delhi

(Ref. F. No. DEC/SPU/CHN/TN/Recog/09/14 dated 02.04.2009 and

Ref.F.No.DEC/Recog/2009/3169 dated 09.09.2009)

St. PETER'S UNIVERSITY
St. PETER'S INSTITUTE OF DISTANCE EDUCATION
Chennai – 600 054.

Code No. – 325
B.Sc. (VISUAL COMMUNICATION)
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Regulations and Syllabus
(Effective from 2009 – 2010)

- 1. Eligibility:** Candidates who have passed the Higher Secondary Examination conducted by the Government of Tamilnadu, or any other examination recognized as equivalent thereto are eligible for admission to Three Year B.Sc Programme in Visual Communication.
- 2. Duration:** Three Years.
- 3. Medium:** English is the medium of instruction and examination.
- 4. Methodology:** The methodology of distance education includes the supply of self-instructional study materials in print format and in CD, face-to-face instruction for theory and practicals for a limited period during week ends and on holidays, provision of virtual class in phased manner, dissemination of information over e-mail, Student - Support Service at various Centres of the University, Continuous Assessment and End Assessment conducted by the University at various parts of India.
- 5. Weightage for Continuous and End Assessment:** There is no weightage for Continuous Assessment unless the ratio is specifically mentioned in the scheme of Examinations. The End Assessment (EA) has 100% weightage.

6. Credit System: Credit system be followed with 36 credits for each Year and each credit is equivalent to 25 hours of effective study provided in the Time Table of the formal system.

7. Scheme of Examinations

First Year

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
109UTMT01 109UHIT01	Tamil - I Hindi - I	6	100	100
109UEHT02	English - I	6	100	100
109UVCT03	Introduction to Visual Communication	6	100	100
109UVCT04	Printing Technology and Publication	6		
109UVCP01	Drawing Record	6	90 10	100
109UVCP02	Allied – I: Graphic Design – I Record	6	90 10	100
Total		36	600	600

Second Year

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
209UTMT01 209UHIT01	Tamil - II Hindi - II	6	100	100
209UEHT02	English – II	6	100	100
209UVCT03	Photography	6	100	100
209UVCT04	Advertising	6	100	100
209UVCT05	Film Studies	6	100	100
209UVCP01	Computer Graphics Record	6	90 10	100
Total		36	600	600

Third Year

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
309UVCT01	Television Production	6	100	100
309UVCT02	Media Management	6	100	100
309UVCT03	Media Culture and Society	6	100	100
309UVCP01	Television Production Practical Record	6	90 10	100
309UVCP02	Multimedia – Webpublishing Record	6	90 10	100
309UVCP03	Project (Select anyone of the following) 1. Advertising Photography 2. 3D Animations 3. TV Production	6	100	100
Total		36	600	600

8. Passing Requirements: The minimum pass mark (raw score) be 40% in End Assessment.

9. Grading System: Grading System on a 10 Point Scale be followed with 1 mark = 0.1 and the conversion of the Grade point as given below.

$$\begin{aligned} \text{Overall Grade Point Average (OGPA)} &= \frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}} \\ &= \frac{\sum (EA) C}{\sum C} \end{aligned}$$

The Overall Grade: The Overall Grade and Classification of I candidates be arrived at from the Overall Grade Point Average as stipulated in the following conversion Table.

Grade	Over all Grade Point Average(OGPA)	Over all weighted Average marks	Classification
0	9.0 to 10.0	90 to 100	First Class
A	8.0 to 8.9	80 to 89	First Class
B	7.0 to 7.9	70 to 79	First Class
C	6.0 to 6.9	60 to 69	First Class
D	5.0 to 5.9	50 to 59	Second Class
E	4.0 to 4.9	40 to 49	Third Class
F	0.0 to 3.9	0 to 39	Reappearance

The Grade Sheets of the candidates provide particulars such as (1) Overall weighted Average Marks and (2) Overall Grade.

10. Pattern of the Question Paper: The question paper for the End Assessment will be set for three hours and for a maximum of 100 marks with the following divisions and details.

Part A: 10 questions (with equal distribution to all the units in the syllabus). Each question carries 2 marks.

Part B: 5 questions with either or type (with equal distribution to all the units in the syllabus). Each question carries 16 marks.

The total marks scored by the candidates will be reduced to the maximum prescribed in the Regulations.

11. Syllabus

YEAR – I

109UVCT03: INTRODUCTION TO COMMUNICATION

Unit-I:

Need for and the Importance of Human and Visual Communication, Communication as expression, skill and process, Understanding Communication: SMCR Model. Communication as a process: Message, Meaning, Connotation, Denotation, Culture/Codes etc. levels of communication: Technical, Semantic, and Pragmatic. The Semiotic landscape: Language and Visual Communication, narrative representation.

Unit-II:

Fundamentals of Design: Definition, Approaches to Design, Centrality of Design, Elements/Elements of Design: Line, Shape, Space, Color, Texture, Form Etc. Principles of Design: Symmetry, Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.). Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions, etc. Various stages of design process-problem Identification, search for solution, refinement, analysis, decision making, Implementation.

Unit-III:

Basics of Graphic Design, Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, combination and thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

Unit-IV:

Interpersonal communication: Theories and Models – Transactional analysis etc. group communication: Theories and Models – Decision making process, leadership, team work communication patterns in group context. Public communication: Rhetoric Model, Persuasion Models.

Unit-V:

Non-verbal Communication: Theories and Models of non-verbal behavior Kinesics. Case Studies in communication skills, Ideation and Creative Thinking – Lateral Thinking. Designing Messages for different audiences.

References:

1. Lester, E (2000) Visual Communications : Thomson Learning. Images with messages.
2. Picture this: Media Representation of Visual : University of Luton. Press Arts and artists
3. Palmer, Frederic: Visual Elements of Art and Design : Longman.
4. Porter, Tom and Goodman, Sue: Manual of Graphic : Astragal Books
Technique 2: For Architects, Graphic Designers,
And Artists, 1982
5. Palmer. F: Visual Awareness: Bats ford, 1972.
6. Wood, Julia T: Communication Mosaics: An Introduction to the Field of Communication, 2001. Wadsworth.
7. Larson, Charles U; Persuasion: Reception and Responsibility. Wadsworth, 2001.

109UVCT04: PRINTING TECHNOLOGY AND PUBLICATION

Unit-I:

History of printing. Recent technological development of printing processes. Importance of printing processes in design decisions.

Unit-II:

Principles of printing (relief, planography etc.,) Type-setting methods: hot metal, photo composition and digital. Plate making process. Types of printing processes – Letter Press, Offset, Gravure, Flexography and Silk Screen. Colour printing process – Colour separation, colour correction and colour reproduction. Current trends and future developments in printing processes (Laser Printers, Scanners, Ink-jet printers, Image setters, Direct-to-plate printing etc).

Unit-III:

Elements of publication design. Page-makeup and layout. Types of layout-Books, Magazines, Brochures, Catalogues etc., Typography – typeface design, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc).

Unit-IV:

Printing Management, Printing press organization and structure Economics of printing – different types of paper, ink, plates, miscellaneous; Print order estimation, managing wastage.

Unit-V:

New technological development in printing process. Digital pre-press. Direct to plate technologies. Recent trends printing processes. An over view of printing and publishing industry in India. An over view of electronic publishing.

References:

1. Dennis, E (1997), Lithographic technology in transition. Amdams, J.M.
2. Ramano F. (1997), Delmar's dictionary of Digital Printing and Publishing.
3. Ruggles, P. (1996), Printing Estimating: digital and traditional costing methods for graphic imaging. 4th Edition. Thomson Learning.
4. McAllister R. (1998), Pathways to Print: Trapping, Thomson Learning.
5. McAllister R (1998) Pathways to Print: color. Thomson Learning.
6. Cost, F (1997), Pocket guide to digital world. Thomson Learning.
7. Bergland, D (1997), Printing in a digital world. Thomson Learning.
8. Finley, C (1998), Printing paper and inks. Thomson Learning.
9. Amdams, J.M. (1996), Printing Technology 4th Edition. Thomson Learning.
10. Hoff, S (1997), Screen Printing. Amdams, J.M. – Thomson Learning.
11. Ramano, F (1996), Pocket Guide to digital pre-press- Thomson Learning.

109UVCP01: DRAWING – I

The drawing record should contain exercises completed by each student on every practical class during the first Year with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have atleast 5 drawings. (Roughs also should be submitted along with the final drawings). All exercises must be in pencil and pen (black).

- Geometrical shapes
- Patterns, Surface textures etc.
- Perspectives
- Overlapping objects
- Light and shade

109UVCP02: ALLIED – GRAPHIC DESIGN – I (Hand Drawing – Lines, Sketches)

Record I should contain handwork done by students on basic elements of design. There should be minimum of THREE exercises for each topic outlined below for

Record:

- Lines of different thickness
- Curves of different thickness
- Shapes of different thickness
- Patterns – of different kinds
- Distortion – of different kinds
- Lettering (fonts) Alphabets
- Fonts Numbers

YEAR – II

209UVCT03: BASIC PHOTOGRAPHY

Unit-I:

Human Eye and Camera, Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.), Camera operations. Types of Camera. Types of Lenses. Visual Perception. Experiencing equipment – different types of cameras, lenses, filters, bellows, converters etc.

Unit-II:

Understanding lighting – indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light. Types of Film-Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light.

Unit-III:

Black and white and colour photography – negatives, colour materials, processing and printing. Basic requirement, Equipments, Developing Process. Control Factors – Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques – motion pictures etc., manipulation of image, framing and trimming.

Unit-IV:

Some basic Principles, Aesthetics, Basics of photo-journalism, Photo-features, Photo-essays, Writing captions, Visual story telling. Photography for advertising – Consumer and industrial. Planning a shoot-studio, location, set props and casting.

Unit-V:

Practical Photography

Exercises

Landscape – Industrial photography – Indoor photography – Special effects – Model Photography.

209UVCT04: ADVERTISING

Unit-I:

Definition, Nature and Scope of Advertising. Roles of Advertising: Societal, Communication, Marketing and Economic. Functions of advertising.

Unit-II:

Based on target audience, geographical area, Media and Purpose. Corporate and Promotional Advertising. Web Advertising.

Unit-III:

Environment, Components – Advertiser, Advertising agency and Media, Consumer behavior. Latest trends in advertising – (India and abroad). Ad Agency – Structure of small, medium & Big agencies, functions. Types of agencies-in-house, Independent, Full-service and specialized. Legal aspects and ethical issues.

Unit-IV:

Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management – Positioning, brand personality, brand image, brand equity. Case studies.

Unit-V:

Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing and Layout, Copy writing – Types of headlines, body copy base lines, slogans, logos, and trademarks. Typography, Writing styles, Scripting. Story board. Advertising campaign – from conception to execution.

References:

1. Sandage, Fryburger and Rotzoll (1966), **Advertising Theory** and Practice. AAITBS Publishers.
2. Stansfied, Richard, **Advertising Managers Handbook**. UBBSPD Publications. Third edition.
3. Advertising Handbook: A Reference Annual on Press TV, Radio and Outdoor Advertising. Different Years ATLANTIS Publications.
4. Mohan, Advertising Management: Concepts and Cases. Tata McGraw-Hill.
5. Jewler, E (1998), Creative Strategy in Advertising, Thomson Learning.

209UVCT05: FILM STUDIES

Unit-I:

Indian (Hindi, Tamil and other languages), Film form and film History: Early Cinema (1893 – 1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.

Unit-II:

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production – Shooting, Direction and Cinematography. Post production – Editing, sound recording, Dubbing, Special effects, Graphics and Final mixing. Distribution and Exhibition.

Unit-III:

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene, space and time, narrative functions of mise-en-scene. Cinematographer properties – the photographic image, framing, duration of the image, montage and long take. Editing – dimensions of film editing, continuity editing, alternative to continuity editing. Sound – the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

Unit-IV:

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (Language, style, grammar, syntax.)

Unit-V:

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

References:

1. Thoraval, Yves (2000) The Cinema of India (1896 – 2000).
2. Roberge, Gaston: the subject of Cinema.
3. Roberge, Gaston (1977): Films for an ecology of Mind.
4. Halliwell: The filmgoers Companion 6th edition.
5. Arora: Encyclopedia of Indian Cinema.
6. Baskar, Theodor: Eye of the Serpent.

209UVCP01: COMPUTER GRAPHICS I

The practical will include

1. Editing and manipulation of image/pictures using Photoshop (latest versions)
2. Coral draw (Latest version)
3. Illustrator (Latest version)

Exercises

1. Design a 'logo' for an
 - a. Advertising agency
 - b. Commercial organization
 - c. Non-profit organization
 - d. Government agency
 - e. Service industry
2. Design a 'visiting card' and 'Letter head' for the same FIVE organizations Mentioned above using the logo created in the previous exercise.
3. Design a 'news letter' for any one of the above-mentioned agencies.
4. Design the 'front cover' of an in-house journal published by any one of the above mentioned agencies.
5. Design a greeting card for an occasion.
6. Design a spoke character for any one of the above mentioned topic.

FINAL YEAR

309UVCT01: TELEVISION PRODUCTION

Unit-I:

Introduction of visualization, Different approaches to visualization – TV, Films and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management – indoor and outdoor, production management, budget preparation.

Unit-II:

Principles of script writing, creative writing, script formats, Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set and design, Research. Locations: In-door, set, On-sights sets, -- outdoor on-sight sets, blue matte, etc.,

Unit-III:

Camera techniques and operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), framing, shots and movements (wide, medium, close-ups, shadow, zoom, pan, tilt, aerial etc.) usage of various types of camera lenses (Normal, Tele, Zoom etc.,) usages of various filters (day, night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior etc.,) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.,) Video recording format – Audio on line or off line. Usage of various kinds of mics (Dynamics mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omni-directional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.,)

Unit-IV:

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting – sound in editing – categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing – linear, non-linear, types of editing modes (assemble mode, insert mode, on line mode) computer editing – time code roll editing, etc., Television graphics and titling and specials effects, Audio – Dubbing, Back ground Music, synchronizing of video and audio, voice over (narration) etc. Presentation skills, recording live programmes.

References:

1. Millerson, G.H (1993) Effective TV Production. Focal Press.
2. Holland, P (1998). The Television Handbook. Routledge.

309UVCT02: MEDIA MANAGEMENT

Unit-I:

Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company.

Unit-II:

Behavior in media Organization and Organizational Behaviour. Nature and Structure of different Media Organizations – AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behaviour, Innovation and Creativity, Culture of organization.

Unit-III:

Economics of Media – Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Industry today.

Unit-IV:

Project Management in Media-Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice – Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting (tools etc.) Project Responsibility, Production Process (status Report, Assessment, negotiation, Completion, Follow-up).

Unit-V:

Programming Strategies, Audience Rating – Analyzing Programming and Audience Trends Marketing Programs and selling space and time. Different Kinds of contracts and legal arrangements, Project Management.

Reference:

Block et al. Managing in the Media. Focal Press, 2001.

309UVCT03: MEDIA, CULTURE AND SOCIETY

Unit-I:

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

Unit-II:

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

Unit-III:

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

Unit-IV:

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

Unit-V:

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

References:

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

309UVCP01: TELEVISION PRODUCTION PRACTICE

1. Students should write original scripts for different formats like documentary and TV commercial (five exercises) – these should be submitted as a separate Record.
2. Shoot a Short story or Documentary – duration not to exceed 5 minutes.
3. Shoot a Commercial – 15 or 20 second spots.

Each student should do individual project containing the record and the program. Final practical examination will test the students on their ability to prepare a complete script and story board on any of the above-mentioned format.

309UVCP02: MULTIMEDIA - WEB PUBLISHING

Web publishing: Web Publishing Tool, Front Page of Dream Weaver and MM Flash HTML and XML Programming.

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

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

Students should be given orientation on web/multimedia usability issues and interface design basics.

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

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

Note

1. The web pages should contain objects created by the students only. No Objects/elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like Photoshop.
2. A minimum of Five exercises should be carried out on each theme outlined above.
3. At least FIVE complete web sites for different categories of products or organizations must be created for the record.
4. All exercises should be accompanied by "paper-page" and "paper-design" in record form along with the original file containing the exercises.
5. The above mentioned are the minimum requirement for external examination.

References:

1. Powell, Thomas. Web Design(2000). The Complete Reference. Tata McGraw-Hill.
2. Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future.
3. Grahm, L (1999) The principles of Interactive Design. Thomson Learning.
4. Xavier: World Wide Web with HTML. Tata McGraw-Hill.

309UVCP03: PROJECT - ELECTIVES

ELECTIVE – I

ADVERTISING PHOTOGRAPHY

1. Visual of the product alone (photograph against plain backdrop)
2. Visual of the product in a setting where it is used
3. Visual in use
4. Visual of a benefit from using the product
5. Visual showing the loss or disadvantage resulting from not using the advertised product
6. Dramatization of the headline
7. Dramatization of the evidence
8. Dramatization of a detail (in the product)
9. Comparison between two brands
10. Contrast between before and after using the product
11. Visuals using Trade Characters
12. Symbolism
13. Abstract illustration (logo)
14. Continuity strip
15. Mood setting visual
16. Visual of the product in the package
17. Visual of the product ingredients or raw materials
18. Special effects (freezing movements)
19. Montage
20. Visual with models

ELECTIVE – II

3 D ANIMATIONS

Project work (walk-through, animated logo, etc.) should contain record containing advanced animation works done by the student. At least FIVE concepts of animation should be included as a part of the record. Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. No objects/elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop. All exercises should be accompanied by “paper-design”: in record form along with the original file containing the exercises.

ELECTIVE – III

TV Production

1. Students should write original scripts for different formats like documentary and TV commercial (five exercises) – these should be submitted as a separate Record.
2. Shoot a Documentary – duration not to exceed 10 minutes.
3. Shoot a PSA – 1 or 2 minutes spots.

Each student should do individual project containing the record and the program. Final practical examination will test the students on their ability to prepare a complete script and story board on any of the above-mentioned format.