## M.SC VISUAL COMMUNICATION

### SEMESTER I

<table>
<thead>
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**Practical**

- VC9315 Advertising Practical: 0 L, 0 T, 3 P, 2 C
- VC9316 Computer Graphics Lab: 0 L, 0 T, 3 P, 2 C
### SEMESTER IV

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### LIST OF ELECTIVES

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UNIT I

UNIT II
Visual language and culture – World culture, society and ethics, Understanding Popular Culture and Sub culture – Abstract thinking, Linear and lateral thinking – Holistic visual thinking.

UNIT III

UNIT IV

UNIT V

TOTAL : 45 PERIODS

REFERENCES:
UNIT III
Introduction to photo shop – tools overview, classification of images – creation of background and textures – working with colours, layers, filters, importing artworks from corel Draw and illustrator, creation of slices for web page designing, introduction to page making softwares. Text: fonts, faces, computers and text, font editing and design tools, hypermedia and hypertext. Sound: Nature of sound, digitalization and processing sound, multimedia system sounds. Digital audio, Audio file formats, sound in windows.

UNIT IV

UNIT V


TOTAL : 45 PERIODS

REFERENCES:
1. Photoshop for Dummies, Dake MC celland, IDG Books, New Delhi 2000
UNIT III
Media, Politics and ideology — Market oriented media and social dilemma culture and communication - mass mediated culture — communication and social conflicts — religion and communication – contemporary relevance of Gandhian model of communication

UNIT IV
Communication across culture — New communication technologies — change and challenges — trends in mass communication in the internet era — knowledge society — information rich and information poor.

UNIT IV
Mass Communication: characteristics; Mass media — Growth, New media context, access, control and use. Functions of mass communication — information, education and entertainment, social norm, status conferral, privatization, monopolization, canalization, inoculation, Mass media and mass culture — Dysfunction: stereotyping, cultural alienation, impact on children — regulatory mechanism: government, professional bodies and citizen groups.

TOTAL : 45 PERIODS

REFERENCE:
UNIT IV
Advertising management – Departments – Functions – Duties and responsibilities – Art department – Creative Department – Client servicing – Media planning – Advertising Production and studio management.

UNIT V

TOTAL : 45 PERIODS

REFERENCES:
5. Advertising Principles and practice (6th Edn.) by Wells, Burnett, Moriarty, Prentice Hall, India

VC9315 ADVERTISING PRACTICAL L T P C 0 0 3 2

Print
1. Designing a logo
2. Solus Advertisement - Magazine / Newspaper
3. Half Page Advertisement - Magazine / Newspaper
4. Brochure (two fold)
5. Menu card

Indoor advertisement
1. Dangler
2. Table top
3. Slide designing

Outdoor advertisements
1. Transit advertisement
2. Hoarding Design
Radio

1. Radio ad for Product sector
2. Radio ad for service sector

Television

1. Product advertisement
2. Non Product advertisement
3. Public service advertisement

The relevant multimedia tools and applications shall be used for the above said practical exercises.

TOTAL : 45 PERIODS

VC 9316 COMPUTER GRAPHICS LAB

1. Concepts creation, story boarding, scripting and project developing methods
2. 3D designing and animation dynamics – lens, effects, ray tracing, lighting, reflection, texturing techniques

TOTAL : 45 PERIODS

VC9321 PHOTOGRAPHY

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 and usage; Light meter; usage – Flash; types, usage – Electronic Flash – Selection of Right Flash Mode – Other Useful accessories.

UNIT II
UNIT III

UNIT IV

UNIT V

TOTAL : 45 PERIODS

REFERENCES:
1. Tom and Mitchell Beazley, Digital Photography, A step by step guide and manipulating great images,
2. O.P Sharma, Practical Photography, Hind Pocket Books,
UNIT I

UNIT II

UNIT III

UNIT IV
Visual analysis theories: Sign and meaning making process; The semiotic and structuralistic approach to Visuals – Psychoanalysis and visuality; Subjectivity and unconscious – Voyeuristic gaze to the laconian gaze.

UNIT V
Feministic approach to visual media – Postmodern and postcolonial approach to visuals – Marxixt approach to visual texts.

TOTAL : 45 PERIODS

REFERENCES

UNIT I

UNIT II
UNIT III
Definition of packaging – History of packaging – The changing face of retailing – Packaging and social change – Packaging design today – Future developments – Types of packaging; basic, surprising, interactive and promotional.

UNIT IV

UNIT V

TOTAL : 45 PERIODS

REFERENCES:

VC9324 WRITING FOR PRINT AND BROADCAST MEDIA

UNIT I

UNIT II
UNIT III

UNIT IV

UNIT V

TOTAL : 45 PERIODS

REFERENCES:
5. Writing for TV, Radio & New Media 8th Edn, Belmont wadsworth Publications, 2004

VC9325 INTRODUCTION TO FILM STUDIES L T P C
3 0 0 3

UNIT I
Short History of Indian cinema – Brief history and trends of foreign 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 – contemporary tends.

UNIT II

UNIT III
Mis-en-scene – space and time – framing – Film culture – Film genres – dividing a feature film into parts and genres (language, style, grammar, syntax), Documentary genres, Role of a cinematography, Editing dimensions of film editing – deconstruction of film, Award winning films – review – The power of sound, Foley sound, theatrical sound formats.
UNIT IV

UNIT V

TOTAL : 45 PERIODS

REFERENCES:
7. Sanjit Narwekar, Spectrum India 1994, 3rd Bombay International Film Festival for Documentary, Short and Animation Films.

VC9326 PHOTOGRAPHY & VISUAL DESIGN PRODUCTION LAB

Part-I
1. Still Life
2. Portrait
3. Children
4. Silhouette
5. Rim Lighting
6. Product – Indoor and Outdoor
7. Advertising Photography
8. Architecture – Interior and Exterior
9. Industrial Photography
10. Photographs on Human Interest
11. Photographs on Foods and Beverage
12. Wild Life Photography
13. Multiple Exposures
14. Photo Essay on Developmental activities

Part-II
Graphic design applications in Brochure, Newsletter, Direct mail, Magazines, Posters, Newspapers, Billboards, Catalogue, Letterhead, Corporate merchandising, Product packaging in different forms.

TOTAL : 45 PERIODS
UNIT I
Development of mass media research around the world – phases of media research – mass communication research in India - Thrust areas in media research – present media context – Evolution of new media and audiences – Need for media analysis – concepts and theories in media studies.

UNIT II

UNIT III
Primary data : Types of data; nominal, ordinal, interval and ratio – Data collection methods and tools; questionnaire – types of questions – construction of questionnaire – administration; interview schedule and techniques – focus groups – observation techniques; measurement of variables: scales – attitude scales ; procedure and applications of thrustone, likert , semantic differential scales – methods of testing; validity and reliability of measurements.

UNIT IV
Research Design: Experimental and non experimental research methods and procedures – qualitative and quantitative studies – Descriptive and Analytical research – Cross sectional and longitudinal research designs – Factorial design – Content analysis procedures and methods – Case study approach.

UNIT V

TOTAL : 45 PERIODS

REFERENCES:
9. Introduction to communication studies 2nd Edn by John Fiske, Routledge (1990)
UNIT I

UNIT II
New media and mass communication – Theme of new media theory – applying medium theory to new media – new patterns of information traffic – computer –mediated community formation – political formation – new media and democracy – technologies of freedom – new equalizer or driver - Theories of information society – technological determinism – concept of modernism and post modernism

UNIT III

UNIT IV
Media structure and governance: Principles and accountability – Mass media governance – The regulations of mass media – media convergence – Diffusion of innovation

UNIT V
Cyber world – IT act – RTI – media self regulation and control – commodification of news and other media

TOTAL : 45 PERIODS

REFERENCES:
UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TOTAL : 45 PERIODS

REFERENCES:
VC9334 ELECTRONIC MEDIA PRODUCTION LAB

List of Practicals

1. Script
2. Story board
3. Camera movements
4. Shots
5. Angles
6. Multi camera setup
7. Editing techniques
8. Linear and Non-Linear editing
10. Edit Design List preparation
11. Basic Lighting techniques
12. Atmospheric lighting
13. Electronic News Gathering
14. Anchoring
15. Titling
16. TV commercial
17. Montage
18. Interview
19. News Production
20. Talk show
21. Compeering with Songs
22. Short Film
23. Documentary

TOTAL : 45 PERIODS

VC9001 INTRODUCTION TO GRAPHIC DESIGN

UNIT I
A brief history of graphic design: Elements of design; Principles of design: Unity, balance, rhythm, proportion, movement; Language of design: white space, fonts, pictures, page layout and design.

UNIT II
Design process: conceptualization, stages involved; types of design; creativity in design; traditional and modern designs – technology in designing.

UNIT III
Text and Images: typography- styles and features, application and techniques in design; Colour in design: colour theory, colour combinations, colours and meanings, psychology of colours, Logo design, illustration techniques, design and composition.
UNIT IV
Introduction to graphic design softwares – Features and application of Coral Draw, Photoshop, Illustrator, Quark Xpress, PageMaker. Review of graphic designs (cases).

UNIT V
Graphic design application in brochure, newsletter, direct mail, magazines, posters, newspapers, billboards, catalogue, letter head, corporate merchandising, packaging, product. (Practical exercises in creating designs using computer softwares to be done regularly.)

TOTAL: 45 PERIODS

REFERENCES:

VC9002 WEB DESIGNING PRINCIPLES AND TECHNIQUES L T P C
3 0 0 3

UNIT I

UNIT II

UNIT III
UNIT IV
Intro to Interactive features and Internet; Advanced 3D animation techniques. Morphing
Opacity map. Audio editing features. Incorporating 3D models and 3D renderings. Linking digital
Embedding completed animations in web pages and other media containers.

UNIT V
Introduction to telecommunication terms, concepts, equipment. Electronic mail accounts. Using
browsers Anatomy of a URL. Connecting to an intranet server to download.Copyright laws and
implications . Bookmarking sites: Good models. Storyboarding a site. Saving Text files and
Moving Between applications. Using HTML to format text. Working with background Colors.
Graphics, illustrating, graphic tools on the Internet. locating and sharing HTML resources
Including graphics into HTML Documents . Coding for Graphics.

TOTAL : 45 PERIODS

REFERENCES:

VC9003 GRAPHICS AND ANIMATION WEB DESIGNING L T P C 3 0 0 3

List of Practicals:
Create a 2D and 3D Animation for the following items using the appropriate software
1. Create multiple objects using Pen tool and animate the same
2. Create and animate text using Flash
3. Create a human character using lines and animate
4. Create a key frame animation using library and symbols in Flash
5. Create an object and text animation using Tweening methods
6. Create masking animation using Flash
7. Create background using multi-layer techniques in Flash
8. Create animation with sound
9. Create multiple objects using standard Primitives in 3D Studio Max
10. Convert 2D objects into 3D objects
11. Create an animated 3D titling with sound
12. Create an object/ character highlighting texturing using 3D Studio Max
13. Create multiple objects with different lightings using 3D Studio Max
14. Create a human character using Character Studio and animate the same
15. Create a walk-through using 3D Studio Max.

Web Designing

List of Practicals:

Design a web site Home page with all the elements for the following:
1. For an Educational Institution
2. For an in-house advertising agency
3. For a multi-speciality hospital
4. For a Travel and Tourism Agency
5. For an on-line newspaper
6. For a five star restaurant
7. For a government department
8. For a leading manufacturer of consumer electronics
9. For a national Bank
10. A complete project for any of the above (live with all factual information on a theme or on a topic for an organization)

TOTAL: 45 PERIODS

VC9004 CONSUMER BEHAVIOR L T P C
3 0 0 3

UNIT I
Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Difference between consumer & Customer, Development of the Marketing Concept-The Marketing concept, Implementing the Marketing Concept, Segmentation, Targeting, Positioning

UNIT II

UNIT III
Role of Research in understanding consumer behaviour: Consumer Research: Consumer Research Paradigms (Qualitative & Quantitative Research Methods, Combining Qualitative and Quantitative Research Findings) The consumer research process - Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings. Input-Process-Output.
UNIT IV

UNIT V

REFERENCES:
2. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
3. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
4. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
5. Customer Relationship Management- Peelu Ahamed & Sagadevan Vikas Publishing

VC9005 MEDIA PLANNING L T P C 3 0 0 3

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

UNIT II

UNIT III
Media planning : Information Sources and analysis-marketing sources, Creative sources & Media sources- Setting Media Objectives : Audience objective & Distribution Objective.
UNIT IV
Developing Media strategy – Main components of media strategy – Media Environment – Calculating cost efficiency in media planning – Testing the media plans.

UNIT V
Implementation and control of media plan – Use of computers in Media planning – linear programming, Stimulation models, and formula models.

TOTAL : 45 PERIODS

REFERENCES:

VC9006 CONVERGENCE ADVERTISING L T P C
3 0 0 3

UNIT I
Definition, nature & scope of advertising, Roles of advertising; societal, communication, marketing & economic, functions of advertising

UNIT II
Based on target audience, geographic area, media & purpose. Corporate and promotional advertising, web advertising, Digital Signage

UNIT III

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 & layout, copy writing - types of headlines, body copy base lines, slogans, logos & trade marks, scripting, story board. Advertising campaign-from conception to execution.

TOTAL : 45 PERIODS

REFERENCES
2. AAITBS Publishers Stansfied, Richard:
UNIT I
Introduction to Marketing Research; Role of marketing research in marketing; Definition: Scope, Significance, Limitations, Obstacles in acceptance, Ethics in marketing research, Difference between Marketing Research and Market Research, Introduction to Market Research; Types of Research – Basic & Applied, Nature, Scope, Objectives, Importance and Limitations of Market Research, Prominent Research agencies in India; Jobs in marketing research – skill sets required - job and growth prospects

UNIT II
Marketing Intelligence system; what is marketing intelligence? ;Marketing Decision Support System components; Scope and Significance of Marketing Intelligence in decision making; Quality and quantity of Market Information; Value of information; Decision tree and Bayesian analysis concept; Types of market information.

UNIT III
Research process; Identification of Management Problem; Formulation of Research Problem; Steps in Research Process; Common Research Errors; Evaluation and Control of the Marketing Research Efforts

UNIT IV
Research designs; Definition of Research Design; Types of Research Design; Exploratory Research; Conclusive Research Sources and collection of Secondary Data.; Types of data; Secondary data Sources and collection of Primary Data.; Advantages & Limitations of primary data; Methods of Collecting Primary Data; Survey method of Primary Data Collection Questionnaire Design; Observation Method; Consumer Panel Method Experimental Research Method Scaling Techniques Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale

UNIT V
Applications of Marketing Research: Cluster analysis for identifying market segments; Conjoint analysis for Product research; Multi-dimensional scaling

TOTAL : 45 PERIODS

REFERENCE:
UNIT I
The Current Campfire: Film as a Storytelling Device - The history of storytelling - Plays vs. novels vs. film - What is a “story”? - The “idea” vs. “story” vs. “screenplay”

UNIT II
The Screen Story - What is it? - The logline - The essence of a screen story - Conflict (and why we love it) - Form, format and formula

UNIT III
The Structure of a Screenplay - Back to story - Aristotle (and what he had in common with Superbad) - The three act screenplay - The scene - Plot points

UNIT IV
The First Act - Establish, introduce and hook - The inciting incident - The first act plot point The Second Act - Rising conflict and overcoming obstacles - The second act plot point The Third Act - The “final battle” - The outcome of the final battle - The denouement - Happy vs. hopeful endings

UNIT V
Character - Plot vs. Character - Character vs. Characteristics - Actions speak louder than words - The main character (our hero!) - Other characters and character types Dialogue - The functions of dialogue – Voiceover. The Kitchen Sink - Back story & exposition - Subplots - Setup and payoff - Flashbacks - Theme Breaking the Rules - How screenwriters break them and why Genre - “What is this movie anyway?”

TOTAL : 45 PERIODS

REFERENCE:
1. The Writer’s Journey by Christopher Vogler
2. Adventures in the Screen Trade by William Goldman
3. The New Screenwriter by William Froug
UNIT IV  
9  
Camera as Narrator; Reveal; entrance; objectives camera; subjective camera; visual design; style; coverage; lenses; composition; dramatic blocks and camera; shot lists; story board and setups

UNIT V  
9  
Dialogue Exercises, Advertising films, Music videos, Documentary including full research Learning and craft through film analysis Alfered Hitchcoks notoriousu Peter Weirs the trueman show Federico Fellinis 8 1/2 Tokyo story, Yasujiro Ozu (1953, Japan) The battle of algiers, Gillo pontecorvo (1965, France)Little children, Todd Field (2006)

TOTAL : 45 PERIODS

REFERENCES:

VC9010  
CINEMATOGRAPHY  
L T P C  
3 0 0 3

UNIT I  
9  
Motion picture cameras: Various parts of Motion picture cameras; perforation loop; pressure plate; Plate catch; Pull down claw; magazine; threading of film; loading unloading of magazine; Types of magazine; intermittent Movement; Analysis of Claw motion; Registration pin; Sprocket wheel; Frames per sec; View finder; Eye piece adjustment; camera Motors; Slow motion and Fast motion; Reverse Movement; Tacho meter; Lens Mount Flange Depth; matte Box; Blimp; Changing bag; Magazine Cover/rain cover.

UNIT II  
9  
Photographic Image: Motion picture Photographic; Emulation; Film base; latent image; Graingrain technology, graininess; halation, Anti halation backing; Resolving power: definition; Sensitometer; transition; opacity; Density; base density; Relation between Density and fog level; Characteristic Curve; D-max D-min, Shoulder, Toe; Gamma; Density measurement ; black and white density and Color density; Film speed and shopper index; Contrast. Colour reproduction; Structure of the motion picture film; Colour negative processing Remjet backing; various types of Motion picture films

UNIT III  
9  
Film Dimension and Packaging: Negative and positive perforation; Edge No ; Cores and camera spool ; Edge marking; 16mm film winding; a-winding and B-winding; can label information.

UNIT IV  
9  
Various Camera Test: Physical condition of the camera and lenses; optical path and focusing; Shutter; gate; camera Choking; motors ; Scratches; Fogging of film; taking care of your camera; sample lens test; eye piece /viewfinder/ground glass
UNIT V
Camera filters: for Motion picture: filter factor; filter grades; UV filter; Infra red filter; Neutral density filter; Colour gradation; polarizing filter; Spl effect filters; diffusion filters Fog or promist filter; contrast control filter; star effect; Filter for black and white; Colour conversion.80B. 85.; Y-1. Filter; Sepia filter; day for night; Contrast viewing filter; Close up and split Field; hand made filter; 85and ND mixed; Florescent correction filter; Mixed light situation

TOTAL : 45 PERIODS

REFERENCES:

VC9011 2D GRAPHICS AND ANIMATION

UNIT I
Introduction to Computer graphics. Basic products of graphic technology, materials and designing formats, different elements in computer graphics. Interactivity and user interface. Coordinate systems, pixels, bitmaps, scalar, raster and vector, etc.

UNIT II

UNIT III
FLASH Interface - Stage, panels, layers, and the timeline. Creating and modifying vector objects Manipulating multiple objects – Shapes, Groups, Digital 2-D Animation Techniques. The principles of 2D Animation. Tweens, Graphic, Button, and Movie Clip, Symbols – Libraries and Instances. Gif Animation- Image optimization for optimal download time, Import, Trace, Break apart, and loading bitmaps in FLASH.

UNIT IV
Animated Cartoons – Character, Conceptualization techniques brainstorming, thumbnails, storyboarding Animation Cycles, scenes, Lip synchronization, Page Layout for the Internet, The Illusion of Depth – Perspective - Rendering Form, flash Video & Sound, Transitions, Importing, file formats.

UNIT V
Scripting Languages: ActionScript and JavaScript Events and event handlers: Mouse, Keyboard, movie clip and time based events, movie Clips and multiple .swf files, components. Advanced techniques, CBT presentation, dynamic web pages, Publishing in internet, user interactions using multimedia systems, advanced animations tools and applications.

TOTAL : 45 PERIODS
TEXT BOOKS:
1. Adobe Flash Guide latest version
4. Jayne Pilling, Animation 2D and Beyond, Rotovision, September 2000

REFERENCES:
2. Vikas Gubta & Kogent Solutions Inc.: Multimedia and Web Design. A Revolutionary 3-Stage Sub learning System Published by dream tech.

VC9012 3D GRAPHICS AND ANIMATION       L T P C
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UNIT I INTRODUCTION TO 3D ANIMATION
Theory – Essentials of 3D Animation – Architecture of 3D Animation Softwares – Graphical User Interface – 3D Animation through 3D Animation Softwares

UNIT II ANIMATION CONCEPTS AND STYLES

UNIT III MODELING
Object Modeling – Character Modeling – Backgrounds – Walk Through

UNIT IV SCRIPTING
Key Frame Animation – Motion Capture Technology – tips and Tools in Key Frame Animation – Advanced tools in Rendering.

UNIT V APPLICATION
Development of application using 3D Animation Softwares – Design and Development Issues

TOTAL: 45 PERIODS

TEXTBOOK:

REFERENCES:
FILM PRODUCTION

List of Practicals

(1) Preproduction (a) Script in proper format and length (b) Script breakdown and schedule for shooting (c) Detailed budget

(2) Production (a) Shooting principles and pickup photography by deadline (b) Work as crew member on at least one other person's film

(3) Post-production (a) Film Editing (b) Synchronization of sound track (c) Mixing all sound into a composite sound track

(4) Production book Including all notes, budget and receipts, breakdown, camera reports, editing logs, mixing cue sheets, talent releases, music license, etc.

(5) Evaluation of finished film (a) Effectiveness of storytelling (b) Technical considerations: focus, clarity of sound, editing (c) Aesthetic considerations: style, pace, creativity

TOTAL: 45 PERIODS

REFERENCES:
I. LIST OF PRACTICALS

1. Script
2. Story board
3. Shots
4. Basic lighting techniques
5. Capturing - Rendering – Storage Media- Transitions
6. EDL preparation
7. Film editing
8. Titling
9. Pre-Production and Post-Production,
10. Outdoor shooting
11. Studio shooting
12. Lights: type and use
13. Sound: recording & dubbing

TOTAL : 45 PERIODS

VC9015 ADVANCED 3D GRAPHICS AND ANIMATIONS

1. Finishing Tools, Special Effects, Scripting
2. Advanced Tips and Techniques with Maya/3D Max/Combustion
3. Basic Animated Character, Movements shots (walk, run etc, Logos/Titles
4. TV Commercial/Promotions, Public Service Announcements
5. Short Animation Film, Information-Educational Programs
6. Audio and Video Editing Software
7. Advanced Effects/Finishing Tools

TOTAL : 45 PERIODS