



# VELS

INSTITUTE OF SCIENCE, TECHNOLOGY  
& ADVANCED STUDIES (VISTAS)



(DEEMED TO BE UNIVERSITY Estd. u/s 3 OF THE UGC ACT, 1956)

**NAAC ACCREDITED**

PALLAVARAM - CHENNAI - INDIA

**School of Mass Communication**

Department of Visual Communication

**B.Sc.**

**Visual Communication**

**Programme Outcomes for School of Mass Communication:**

The Mass Communication Programme prepares students to be able to do the following:

- PO1:** To demonstrate effective speaking, effective writing and listening skills for communication in personal, public, and media areas.
- PO2:** To demonstrate the ability to observe events, gather information, write news reports and news releases, report on events, and edit other people's writings.
- PO3:** To demonstrate the ability to understand the media critically and recognize how media shapes and is shaped by politics, society, culture, economics and daily lives.
- PO4:** To demonstrate the ability to recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.
- PO5:** To demonstrate an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.
- PO6:** To demonstrate the ability to apply communication theories to analyze contemporary problems.
- PO7:** To demonstrate an understanding of the history, development, and practice of the print media, electronic media, and the new media.

# **B.Sc.**

## **Visual Communication**

### **Programme Specific Outcomes (PSO) for B.Sc. Visual Communication:**

*Students who graduate with a Bachelor of Visual Communication will:*

**PSO1:** Obtain a significant knowledge on fundamental and advanced aspects of Visual Communication.

**PSO2:** Gain in-depth knowledge on pre-production, production and post-production process in Film Making.

**PSO3:** Gain proficiency in studio techniques such as photography, audiography and videography.

**PSO4:** Grasp the fundamental concepts of Documentary Film Making.

**PSO5:** Gain insight into the various aspects of script writing, direction and editing.

**PSO6:** Assimilate technical skills on photography, cinematography, audio editing and video Editing, 2D &3D Animation and Dubbing.

# School of Mass Communication

**B.Sc.**

**Visual Communication**

## Board of Studies Members

Sl. No.	Name & Address	Designation	Signature
1	<b>Mr. R. Raghuram,</b> Head, School of Mass Communication. VELS University.	Chairperson	
2	<b>Mr.M.Thulasi Bharathy,</b> Asst. Professor, School of Mass Communication. VELS University	Internal Member	
3.	<b>Mr.A.Kalimuthu,</b> Asst. Professor, School of Mass Communication. VELS University	Internal Member	
4.	<b>Ms.Malini,</b> Director, Loyola-KAUSHAL Kendra, Loyola College, Nungambakkam Chennai.600034	External Member (Academics)	
5.	<b>Mr.Raghunath,</b> CEO,Pencils Rock, No.11,2 <sup>nd</sup> street,Balaji nagar,kelkatalai, Chennai=117	External Member (Industry)	
6.	<b>Mr. R.Siddharth Mohan</b> Production Executive, Future Works, A-302 Purva jade Apartment,170 Arcot road Valasaravakkam Chennai-600087	Alumni	



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PALLAVARAM - CHENNAI - INDIA

## **B.Sc. Visual Communication**

### **Curriculum and Syllabus**

(Based on Choice Based Credit System)

Effective from the Academic year

**2015-2016**

Department of Visual Communication

**School of Mass Communication**

**B.Sc. VISUAL COMMUNICATION  
CURRICULUM**

**Total number of credits: 135**

**Semester: I**

Category	Code	Course	Hours / week			Credits
			Lecture	Tutorial	Practical	
Core	15LTA001/ 15LHN001/ 15LFR001	Language-I Tamil / Hindi / French	5	0	0	4
Core	15LEN001	Foundation English –I	5	0	0	4
Core	15BVC001	Theories and Principles Of Communication	5	1	0	4
Core	15BVC002	Graphic Design I	0	0	5	2
Core	15BVC003	Drawing I	0	0	5	2
Core	15BVC004	Anatomy Study	0	0	4	2
SEC	---	SEC I	0	0	0	2
		<b>Total</b>	<b>15</b>	<b>1</b>	<b>14</b>	<b>20</b>

**Semester : II**

Category	Code	Course	Hours / week			Credits
			Lecture	Tutorial	Practical	
Core	15LTA002/ 15LHN002/ 15LFR002	Language-II Tamil / Hindi / French	5	0	0	4
Core	15LEN002	Foundation English –II	5	0	0	4
Core	15BVC005	Communication Skills	4	2	0	4
Core	15BVC006	Basic Photography	4	2	0	4
Core	15BVC007	Graphic Designing-II	0	0	4	2
Core	15BVC008	Drawing-II	0	0	4	2
		<b>Total</b>	<b>18</b>	<b>4</b>	<b>8</b>	<b>20</b>

**Semester: III**

Category	Code	Course	Hours / week			Credits
			Lecture	Tutorial	Practical	
Core	15LTA003/ 15LHN003/ 15LFR003	Language-III Tamil / Hindi / French	4	0	0	4
Core	15BVC009	Introduction to Journalism	2	2	0	4
Core	15BVC010	Advertising	2	2	0	4
Core	15BVC011	Computer Graphics	0	0	4	2
DSE	---	Discipline Specific Elective - I	0	0	4	2
DSE	---	Discipline Specific Elective - II	0	0	4	2
AECC	---	AECC - I	4	0	0	4
GE	---	Generic Elective – I	2	0	0	2
		<b>Total</b>	<b>14</b>	<b>4</b>	<b>12</b>	<b>24</b>

**Semester: IV**

Category	Code	Course	Hours / week			Credits
			Lecture	Tutorial	Practical	
Core	15LTA004/ 15LHN004/ 15LFR004	Language-IV Tamil / Hindi / French	4	0	0	4
Core	15BVC012	Television Production	2	2	0	4
Core	15BVC013	Elements of Film	2	2	0	4
Core	15BVC014	Multimedia	0	0	6	3
DSE	15BVC103	Discipline Specific Elective - III	0	0	4	2
AECC	---	AECC - II	4	0	0	4
AECC	---	AECC - III	2	0	0	2
GE	---	Generic Elective – II	2	0	0	2
		<b>Total</b>	<b>16</b>	<b>4</b>	<b>10</b>	<b>25</b>

**Semester: V**

Category	Code	Course	Hours / week			Credits
			Lecture	Tutorial	Practical	
Core	15BVC015	Media, Culture and Society	2	2	0	4
Core	15BVC016	Documentary Filmmaking	2	2	0	4
Core	15BVC017	Television Production Practice	1	0	4	3
Core	15BVC018	3D Animation	1	0	4	3
Core	15BVC019	Media Internship – I	0	0	0	2
DSE	---	Discipline Specific Elective - IV	0	0	4	2
DSE	---	Discipline Specific Elective – V	0	0	4	2
GE	---	Generic Elective – III	2	0	0	2
SEC	---	SEC II	2	0	0	2
		<b>Total</b>	<b>10</b>	<b>4</b>	<b>16</b>	<b>24</b>

**Semester: VI**

Category	Code	Course	Hours / week			Credits
			Lecture	Tutorial	Practical	
Core	15BVC020	Media Organisation	4	0	0	4
Core	15BVC021	Media Ethics	4	0	0	4
Core	15BVC022	Documentary Film Practice	0	0	4	2
Core	15BVC023	Media Internship –II	0	0	0	2
DSE	---	Discipline Specific Elective – VI	0	0	4	2
DSE	---	Discipline Specific Elective – VII	0	0	4	2
DSE	---	Discipline Specific Elective – VIII	0	0	4	2
GE	---	Generic Elective – IV	2	0	0	2
SEC	---	SEC – III	0	0	4	2
		<b>Total</b>	<b>10</b>	<b>0</b>	<b>20</b>	<b>22</b>

**List of Discipline Specific Elective Courses:**

<b>S.No.</b>	<b>Code</b>	<b>Course</b>
1.	15BVC101	<b>Script Writing</b>
2.	15BVC102	Art Direction
3.	15BVC103	<b>Applied Photography</b>
4.	15BVC104	Web Design
5.	15BVC105	Creative Video Editing
6.	15BVC106	Modeling Photography
7.	15BVC107	Video Jockey
8.	15BVC108	Product Photography
9.	15BVC109	Visual Effects
10.	15BVC110	Jingle Production
11.	15BVC111	Colour Grading

**List of Ability Enhancement Compulsory Courses:**

<b>S.No.</b>	<b>Code</b>	<b>Course</b>
1.	15LEN003	Foundation English - III
2.	15LEN004	Foundation English - IV
3.	15EVS201	Environmental Studies – Paper I
4.	15EVB261	Ethics and Values
5.	15BVC204	Acting & Directing



**List of Generic Elective Courses:**

<b>S.No.</b>	<b>Code</b>	<b>Course</b>
1.	15BCF154	E-Commerce
2.	15BCA156	Internet Basics
3.	15BCA153	Office Automation tools
4.	15BCA155	Advanced Excel
5.	15BHM153	Tourism Management

**List of Skill Enhancement Elective Courses:**

<b>S.No.</b>	<b>Code</b>	<b>Course</b>
1.	15BPD251	Personality Development -I
2.	15BPD252	Personality Development -II
3.	15BPD253	Personality Development -III
4.	15NSS255	NSS – I
5.	15NSS256	NSS – II
6.	15NSS257	NSS – III
7.	15NSS258	NSS – IV
8.	15NSS259	NSS – V
9.	15NSS260	NSS – VI

# Syllabus

## Core Courses

15LTA001

தமிழ் மொழி, இலக்கிய வரலாறு - அறிமுகம்

5 0 0 4

### நோக்கம்:

தமிழ்மொழி மற்றும் இலக்கியத்தின் வரலாற்றை அறிமுகம் செய்யும் நோக்கில் இப்பாடம் வடிவமைக்கப்பட்டுள்ளது. தமிழ்மொழியின் வரலாற்றை அறிவியல் கண்ணோட்டத்துடனும் மொழிக்குடும்பங்களின் அடிப்படையிலும் விளக்குகிறது. சங்க இலக்கியம் தொடங்கி, இக்கால இலக்கியம் வரையிலான தமிழிலக்கிய வரலாற்றை இலக்கிய வரலாறு அறிமுகப்படுத்துகின்றது. அரசு வேலை வாய்ப்பிற்கான போட்டித் தேர்வுகளுக்குப் பயன்படும் வகையிலும் இப்பாடம் அமைந்துள்ளது.

### அலகு 1 தமிழ் மொழி வரலாறு

13 மணி நேரம்

மொழிக்குடும்பம் - இந்திய மொழிக்குடும்பங்கள் - இந்திய ஆட்சி மொழிகள் - திராவிட மொழிக்குடும்பங்கள் - திராவிட மொழிகளின் வகைகள் - திராவிட மொழிகளின் சிறப்புகள் - திராவிட மொழிகளின் வழங்கிடங்கள் - திராவிட மொழிகளுள் தமிழின் இடம் - தமிழ்மொழியின் சிறப்புகள் - தமிழ் பிறமொழித் தொடர்புகள்.

### அலகு 2 சங்க இலக்கியம்

12 மணி நேரம்

சங்க இலக்கியம் - எட்டுத்தொகை - நற்றிணை - குறுந்தொகை - ஐங்குறுநூறு - பதிற்றுப்பத்து - பரிபாடல் - கலித்தொகை - அகநானூறு - புறநானூறு - பத்துப்பாட்டு - திருமுருகாற்றுப்படை - சிறுபாணாற்றுப்படை - பெரும்பாணாற்றுப்படை - பொருநராற்றுப்படை - மலைபடுகடாம் - குறிஞ்சிப்பாட்டு, முல்லைப்பாட்டு, பட்டினப்பாலை - நெடுநல்வாடை - மதுரைக்காஞ்சி.

### அலகு 3 அற இலக்கியங்களும் காப்பியங்களும்

11 மணி நேரம்

களப்பிரர் காலம் விளக்கம் - நீதி இலக்கியத்தின் சமூகத்தேவை - பதினெண்கீழ்க்கணக்கு நூல்கள் அறிமுகம் - திருக்குறள், நாலடியார்.

காப்பியங்கள் - ஐம்பெருங்காப்பியங்கள் மற்றும் ஐஞ்சிறுங்காப்பியங்கள் அறிமுகம் - காப்பிய இலக்கணம் - சிலப்பதிகாரம் - மணிமேகலை - சீவகசிந்தாமணி - வளையாபதி - குண்டலகேசி.

**அலகு 4 பக்தி இலக்கியங்களும் சிற்றிலக்கியங்களும்**

**11 மணி நேரம்**

தமிழகப் பக்தி இயக்கங்கள் - பக்தி இலக்கியங்கள் - சைவ இலக்கியம் - நாயன்மார்கள் அறுபத்து மூவர் - சமயக்குரவர் நால்வர் - வைணவ இலக்கியம் - பன்னிரு ஆழ்வார்கள் - முதல் மூன்று ஆழ்வார்கள்.

சிற்றிலக்கியக் காலம் - சிற்றிலக்கியங்கள் - வகைகள் - பரணி - கலிங்கத்துப்பரணி - குறவஞ்சி - குற்றாலக் குறவஞ்சி - பிள்ளைத்தமிழ் - மீனாட்சியம்மைப் பிள்ளைத்தமிழ் - தூது - தமிழ்விடு தூது - கலம்பகம் - நந்திக்கலம்பகம் - பள்ளு - முக்கூடற்பள்ளு.

**அலகு 5 இக்கால இலக்கியங்கள்**

**13 மணி நேரம்**

நவீன காலம் - நவீன இலக்கியம் - உள்ளடக்கம் - புதுக்கவிதை - தோற்றமும் வளர்ச்சியும் - நாவல் - முதல் மூன்று நாவல்கள் - நாவலின் வகைகள் - பொழுது போக்கு நாவல்கள் - வரலாற்று நாவல்கள் - சமூக நாவல்கள் - இக்கால நாவல்கள் - மொழிபெயர்ப்பு நாவல்கள் - சிறுகதை - வகைகளும் வளர்ச்சியும் - நாடகம் - காலந்தோறும் நாடகங்கள் - புராண இதிகாச நாடகங்கள் - சமூக நாடகங்கள் - வரலாற்று நாடகங்கள் - மொழிபெயர்ப்பு நாடகங்கள் - நகைச்சுவை நாடகங்கள்.

**மொத்தம்: 60 மணி நேரம்**

**பார்வை நூல்கள்:**

1. அகத்தியலிங்கம். ச., "திராவிடமொழிகள் தொகுதி 1", மணிவாசகர் பதிப்பகம், முதற்பதிப்பு, 1978.
2. சக்திவேல். ச., "தமிழ்மொழி வரலாறு", மணிவாசகர் பதிப்பகம், முதற்பதிப்பு 1998.
3. பூவண்ணன், "தமிழ் இலக்கிய வரலாறு", சைவசித்தாந்த நூற்பதிப்புக் கழகம், முதற்பதிப்பு, 1998.
4. வரதராசன். மு., "இலக்கிய வரலாறு", சாகித்ய அகாதெமி, ஒன்பதாம் பதிப்பு, 1994.
5. விமலானந்தம். மது.ச., "இலக்கிய வரலாறு", பாரி நிலையம், மறுபதிப்பு, 2008.

**Course Objective:**

To train the students in the use of Karyalayin Basha.To enable the students to develop the communication skill in Hindi language .

**Unit I Gadya aur Karyalayin Basha 12**

Mamata, -Yogyatha evam vyavasay kaa Chunaav Paribashik shabdavalil prashasanik vakyansh,padanam,

**Unit II Gadya aur Sarkari Patra 12**

Rajneethi kaa Bhantwara, , Samanya sarkari patra,gyapan,karyalay gyapan

**Unit III Gadya aur Sarkari Patra 12**

Computer nayi krantee kee dastak, , Karyalay aadesh,Ardha sarkari patra paripatra,Adhisoochana

**Unit IV Gadya aur Samanya Patra 12**

Raspriya, Samanya patra- chutti patra,sampadak ke naam patra, shikayati patra, pustak vikretha ke naam patra

**Unit V Vyavasaayik patra 12**

Bankon mein bach khaata kholne ke liye – chek buk ke liye, run lene hetu, chek buk gum ho jane hetu, kitaabon kaa krayadesh

**Total : 60 Hrs**

**TEXT BOOK:**

1. Gadya Aur Prayojanmulak Hindi ed by Dr.N.Lavanya Mayura Publishers, edition 2008

**Course objective:**

To introduce French Language. To enable the students to understand and to acquire the basic knowledge of French Language with the elementary grammar.

**Unit I Introduction 12**

Introduction - Alphabet – Comment prononcer, écrire et lire les mots- Base : Les prénoms personnel de 1<sup>er</sup>, 2<sup>ème</sup> et 3<sup>ème</sup> personnes – Conjugaisons les verbes être et avoir en forme affirmative, négative et interrogative.

**Unit II Leçons 1- 3 12**

Leçons 1.Premiers mots en français,- 2. Les hommes sont difficiles,- 3 Vive la liberté- Réponses aux questions tirés de la leçon - Grammaire : Les adjectives masculines ou féminines – Les articles définis et indéfinis - Singuliers et pluriels

**Unit III Leçons 4- 6 12**

Leçons 4. L'heure, C'est l'heure,- 5. Elle va revoir sa Normandie,- 6 .Mettez –vous d'accord groupe de nom - Réponses aux questions tirés de la leçon - Grammaire : A placer et accorder l'adjectif en groupe de nom- Préposition de lieu –A écrire les nombres et l'heure en français

**Unit IV Leçons 7- 9 12**

Leçons 7. Trois visage de l'aventure,- 8. A moi, Auvergne,- 9. Recit de voyage - Réponses aux questions tirés de la leçon - Grammaire : Adjectif possessif – Les Phrases au Présent de l'indicatif - Les phrases avec les verbes pronominaux au présent.

**Unit V Composition 12**

A écrire une lettre à un ami l'invitant à une célébration différente ex : mariage – A faire le dialogue - A lire le passage et répondre aux questions.

**Total: 60 Hrs**

**TEXT BOOK:**

1. Jacky GIRARDER & Jean Marie GRIDLIG, « Méthode de Français PANORAMA », Clé Internationale , Goyal Publication, New Delhi., Edition 2004.

**REFERENCE BOOKS:**

1. DONDO Mathurin , “ Modern French Course”, Oxford University Press., New Delhi., Edition 1997
2. Nitya Vijayakumar, “Get Ready French Grammar – Elementary”, Goyal Publications, New Delhi., Edition 2010

**Course Objective:**

-To enable the students to develop their communication skills effectively. To make students familiar with the English Language.

-To enrich vocabulary in English

-To develop communicative competent

<b>Unit I</b>	<b>Detailed Poems I</b>	<b>12</b>
	1. On His Blindness - John Milton	
	2. The Village Schoolmaster - Oliver Goldsmith	
	3. The Daffodils - William Wordsworth	
<b>Unit II</b>	<b>Detailed Poems II</b>	<b>12</b>
	1. Night and Death - Joseph Blanco White	
	2. The Ballad of Father Gilligan - W.B. Yeats	
<b>Unit III</b>	<b>Prose</b>	<b>12</b>
	1. Martin Luther King Jr. - Coretta s King	
	2. Albert Schweitzer - Norman Wymar	
	3. Stanley Finds Livingstone - Lawrence Wilson	
	4. Srinivasa Ramanujan - C.P. Snow	
	5. My Days - R.K. Narayan	
<b>Unit IV</b>	<b>Grammar</b>	<b>12</b>
	1. Articles	
	2. Prepositions	
	3. Tenses	
	4. Wh - Questions	
	5. Synonyms and Antonyms	
	6. One Word Substitution	
<b>Unit V</b>	<b>Composition</b>	<b>12</b>
	1. Reading Comprehension	
	2. Filling up Forms	
	3. Railway Reservation/ Cancellation Forms	
	4. Bank-Chalan	
	5. Convocation Form	
	6. Money Order Form	

**Total: 60 Hrs**

**TEXT BOOK:**

1. Mahadevan, Usha. *Empower with English, Sun Beams - I*. Emerald Pub: Chennai. 2012. Print.

**Course Objective:**

To provide an understanding about the concept of “Communication” and to study the key elements in a communication process. Through various communication theories students will be able to understand how technology influences communication and the major characteristics of media.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** understand the various types of communication and the various factors that affect the communication system.

**CO2:** gain knowledge about various communication models.

**CO3:** differentiate the Verbal and Non-verbal Communication.

**CO4:** know Media effect theories and it gives a complete knowledge about the influence of Media on society.

**CO5:** perceive Press theories which gives a depth understanding about the functions of Press.

**Unit I Introduction to Communication 22**

This topic gives an overview of communication and introduces various definitions and functions of communication. It also sketches out the main elements in the communication process. It also highlights the various types of communication as well as Mediated Communication and Barriers that affect the communication system.

**Unit II Models of Communication 19**

This unit presents the classic communication models, including Shannon and Weaver model, the modified Wesley MacLean model, Berlo model and Lasswell model of communication. By understanding these models students can get a clear idea of the Encoding and the Decoding process. An intermediary model referred to as a gate keeping and two – step flow model are also highlighted.

**Unit III Forms of Communication 17**

This entity explains the Verbal and Non- Verbal communication and its functions. It also point out the Barriers that arise in verbal and Non-Verbal Communication. It teaches Para language and the usage of both Verbal and Non verbal Communication for information, education and entertainment.

**Unit IV****Media Effects Theories****16**

This part gives knowledge about Media effect theories such as Catharsis, Narcosis and Cultivation and agenda setting theories. It also deals with socialization effect of media like representation and stereotypes that created through Media. It also drives the knowledge about Public opinion through Agenda Setting theories.

**Unit V****Press Theories****16**

This topic deals with McQuail's five basic functions of Media with definitions. It also explains the communication theories in Media as well as Normative Theories of Media such as Authoritarian, Libertarian or Free Press, Social responsibility, and Soviet theory with its functions.

**Total :90 Hrs****TEXT BOOKS:**

1. Keval J Kumar, "Mass Communication in India", Jaico Publishing House, Fourth Edition 2013
2. Dr. Seema Hasan, "Introduction to Mass Communication", CBS Publishers, Second Edition, 2013

**REFERENCE BOOK:**

1. Denis McQuail: McQuail's Mass Communication Theory, London/New Delhi: Sage, 2007



**Course Objective:**

Students will demonstrate proficiency in design principles, design process, theory, history and contemporary design practice. Students will develop an understanding of design process and problem solving methods and explore the effect graphic design has upon the human environment from social responsibility, sustainability and interdisciplinary perspectives.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** gain knowledge about graphic design - its history and evolution along with its technology, and concepts.

**CO2:** have a very good knowledge about Principles of Graphic Design.

**CO3:** understand the relationship of graphic design to other disciplines and to society.

**CO4:** have a thorough knowledge of creating pattern design.

**CO5:** have detailed understanding of Typography through principle for typography

<b>Unit I</b>	<b>History of Graphic Design</b>	<b>20</b>
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History of graphic Design. Basic design: development of aesthetic sensibility towards design - Elements of Design: Line, shape, forms, space, colours etc., Introduction to design, impact/function of Design, indigenous Design practices - horizontal line, vertical line, ascending descending lines, s form, c form, o form,

<b>Unit II</b>	<b>Principles of Graphic Design</b>	<b>10</b>
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Understanding the most essential aspect of design, unity, to achieve through different principles like harmony, rhythm, and perspective. Communication Techniques (Gutenberg to digital).

<b>Unit III</b>	<b>Role of Design</b>	<b>10</b>
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Role of design in the changing social scenario - role and responsibility of Designers. Design skills and techniques using a variety of tools - printing / publishing technology.

<b>Unit IV</b>	<b>Pattern Design</b>	<b>15</b>
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Creating pattern design with use of one geometrical shape, two geometrical shapes, three geometrical shapes. Creating 2D cut pattern design with basics of two dimensional design including the elements and principles of graphic design.

Design principle for typography. Legibility, similarity, alignment, uniformity or consistency, contrast. Lettering / Fonts and their implication. Typography and calligraphy Creation, Modification and presentation society and Articulation, design, Motifs, patterns etc. from society.

**Total: 75 Hrs**

**TEXT BOOKS:**

1. Ellen Lupton & Jennifer Cole Phillips, “Graphic Design: The New Basics” Princeton Architectural Press Revised and updated edition 2015
2. David Dabner & Sandra Stewart & Eric Zempel, “Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media”, Thames & Hudson Ltd; 5th Revised edition 2014

**REFERENCE BOOKS:**

1. Peter Dawson & John Foster & Tony Seddon, “Graphic Design Rules: 365 Essential Design Dos and Don'ts”, Frances Lincoln Publishers Ltd, Flexi bound edition, 2012
2. Steven Heller, “ Typography Sketchbooks”, Thames & Hudson Ltd, 2012

**15BVC003**

**DRAWING - I**

**0 0 5 2**

**Course Objective:**

The students will gain a control of representational drawing skills, understand and manipulate the proportional relationships from actual objects, manipulating the formal elements and principles to achieve better design solutions, Importance and control of good craftsmanship and presentation skills.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Have a very good knowledge of basics of drawing and material handling and understanding.

**CO2:** Understand the light and dark and transition of the total value.

**CO3:** Understand the usage of positive and negative space in a design composition.

**CO4:** Gaining the composing knowledge of landscape and cityscape drawing and painting.

**CO5:** Understand the face feature and its measurements.

**Unit I Basics of Drawing 20**

Drawing basics, material handling and understanding, teaching variety of lines, vertical, horizontal, diagonal, curved lines, dotted lines, and basic shapes, forms, geometrical shapes and non geometrical shapes, drawing balance, paper balance, freehand drawings, creating image using combinations of different lines,

**Unit II Shading Technique 10**

Light and Dark, and teaching different tonal values, teaching different shading technique, shading with different objects, Fine shading and academic style shading, natural light shading and artificial light shading, study of different textured shading objects, creating different textured shading, study of low and high light tonal values, explain mid tone shadings creating art image using all shading technique.

**Unit III Still-Life 20**

Still life, and variety of still life's, composing of still life, teaching portrait composing, and landscape composing, composing still life using basic geometrical shapes. Identify the difference between organic still life and inorganic still life, doing still life drawing using different shading style, study of organic still life, study of fruit, vegetables, flower, plants, and study of inorganic still life, wooden geometrical objects, cloths studies, metal objects and glass objects.

**Unit IV Perspective Drawing 15**

Perspective drawings, eyelevel line, vanishing line and vanishing point, teaching types of perspectives, one point perspective, two point perspective, and three point perspectives, study of perspective in buildings cape, learning intercross measuring meatheads, applying all three perspective in basic geometrical shape, seascape, cityscape.

**Unit V Basics of Portrait 10**

Study of face features eyes, nose, ear, lip, study of different views and features, front view, profile view, one third view, key sketch drawing measurement of portrait, Geometrical understanding in face features, Shading in different views and angle.

**Total: 75 Hrs**

## **TEXT BOOKS:**

1. Novak and Henry C. Spencer, "Basic Technical Drawing," Student Text, Glencoe/Mcgraw-Hill; 6th Revised edition, March 1994
2. Wayne Enstice and Melody Peters, "Drawing: Space, Form, and Expression," Pearson, 2 edition, Aug. 7. 1995.

## **REFERENCE BOOKS:**

1. Philip W. Metzger "The Art of Perspective", North Light Books; illustrated edition, 2007
2. Wolf Rachel, "Basic Drawing Techniques", North Light Books, Sept. 15 1991.

**15BVC004**

**ANATOMY STUDY**

**0 0 4 2**

### **Course Objective:**

This study will impart detail knowledge of the bone structure of the human skeleton and the body's muscle structure by drawing and by quizzes on the nomenclature of anatomy. Students will be able to draw the human figure accurately displaying normative proportional relationships of the body's parts to the whole. Students will depict the figure in a variety of poses using foreshortening; Students will learn the gesture, the illusion of expressive movement, when drawing the figure spontaneously in very brief periods of time. Students will present their completed work in a professional manner.

### **Course Outcome**

At the end of the course, learners will be able to:

**CO1:** understand the inner form of human anatomy to get knowledge for illustration.

**CO2:** understand the measurement of anatomy to learn accurate composing the human figure.

**CO3:** understand difference between male and female forms and shape anatomy proposition.

**CO4:** understand the balance of human anatomy and posing for making art ort object.

**CO5:** gaining the different movement of human and its line of action.

## **Unit I      Skeleton Study**

**10**

Understanding skeleton forms, head, rib bone, pelvic bone, hand and fingers, legs, Three views of the head and the skull, the study of different views of skeleton, movement of bones, front, back, side views of skeleton.

**Unit II      Measurement of Anatomy      10**

Measurement of anatomy, male and female, head calculation measurement, eye calculation measurement, different of male anatomy measurement and female measurement, comparing male and female face measurement horizontal and vertical balance of anatomy.

**Unit III      Male and Female Anatomy      20**

Comparing muscle of male and female anatomy basic different of male anatomy, and female anatomy, muscle formations on skeleton, comparing feature, head, chest, hip, and pelvic , hand and elbow position, line difference of male and female.

**Unit IV      Posing and Balance      10**

Human body movements, balance of movement, life of action, forms and postures, Casual poses, sports movements, dancing movements, rest poses, walking movements for old man young man, different walking styles

**Unit V      Movement Study      10**

Live movement study, study human movements in different places, beach, market, road, speed line drawing. Deep study of movement, movement study for painting, statue, story board, and illustration.

**Total: 60 Hrs**

**TEXT BOOKS:**

1. Gottfried Bammes, “Complete Guide to Life Drawing”, Search Press, October 1, 2011.
2. George B. Bridgman, “Constructive Anatomy”, Dover Publications, June 1, 1973.

**REFERENCE BOOKS:**

1. David K, “The Human Figure”, Penguin Books; Reissue edition Sept 15, 1975.
2. Eliot Goldfinger, “Human Anatomy for Artists”, Oxford University Press, 1st edition November 7, 1991.

**நோக்கம்:**

சங்க காலம் தொடங்கி தற்காலம் வரையிலும் தமிழில் உள்ள படைப்பிலக்கியங்களை இப்பாடம் அறிமுகம் செய்கின்றது. தமிழ் இலக்கியத்தில் தேர்ந்தெடுக்கப்பட்ட மிக முக்கியமான செய்யுட்கள், கவிதைகள், கதைகள், உரைநடை ஆகியவற்றைக்கொண்டு இப்பாடம் கட்டமைக்கப்பட்டுள்ளது. மாணாக்கரிடம் இலக்கியத் தேடலை உருவாக்குவதும், தற்சார்புடைய அறிவை மேம்படுத்துவதும் இப்பாடத்தின் நோக்கமாகும்.

**அலகு 1 செவ்வியல் இலக்கியங்கள்****12 மணி நேரம்**

திருக்குறள் - அன்புடைமை, ஒழுக்கமுடைமை, பெரியாரைத்துணைக்கோடல் - மூன்று அதிகாரங்கள் முழுமையும்.

புறநானூறு - பாடல் எண்: 18, 55, 182, 183, 192 - ஐந்து பாடல்கள்.

குறுந்தொகை - பாடல் எண்: 2, 167, 27, 202, 184 - ஐந்து பாடல்கள்.

**அலகு 2 காப்பியங்கள்****12 மணி நேரம்**

சிலப்பதிகாரம் - கனாத்திறம் உரைத்தக் காதை முழுவதும்.

மணிமேகலை - பவத்திறம் அறுக எனப் பாவை நோற்ற காதை முழுவதும்.

கம்பராமாயணம் - மந்தரைச் சூழ்ச்சிப்படலம் (தேர்ந்தெடுக்கப்பட்ட ஒன்பது பாடல்கள்).

**அலகு 3 கவிதையும் புதுக்கவிதையும்****11 மணிநேரம்**

பாரதிதாசனின் 'தமிழியக்கம்' - (i) நெஞ்சு பதைக்கும் நிலை - (ii) இருப்பதைவிட இறப்பது நன்று - இரண்டு கவிதைகள்.

ஈரோடு தமிழன்பனின், "அந்த நந்தனை எரித்த நெருப்பின் மிச்சம்" என்னும் தொகுதியில் இடம்பெற்றுள்ள 'விடிகிறது' என்னும் புதுக்கவிதை.

**அலகு 4 சிறுகதைகள்****12 மணி நேரம்**

தி. ஜானகிராமனின் 'சக்தி வைத்தியம்'

கி. ராஜநாராயணனின் 'கதவு' - இரண்டு கதைகள்

**அலகு 5 உரைநடை****13 மணி நேரம்**

வைரமுத்து எழுதிய 'சிற்பியே உன்னைச் செதுக்குகிறேன்' முழுவதும்

**மொத்தம்: 60 மணி நேரம்**

**பாட நூல்கள்:**

1. இரவிச்சந்திரன். சு. (ப.ஆ), “செய்யுள் திரட்டு”, வேல்ஸ் பல்கலைக்கழகம், முதற்பதிப்பு, 2008.
2. வைரமுத்து. இரா., “சிற்பியே உன்னைச் செதுக்குகிறேன்”, திருமகள் நிலையம், பதினேழாம் பதிப்பு, 2007.

**பார்வை நூல்கள்:**

1. பாலச்சந்திரன்.சு., “இலக்கியத் திறனாய்வு”, நியூ செஞ்சுரி புக் ஹவுஸ், பத்தாம் பதிப்பு, 2007.
2. மாதையன்.பெ., “தமிழ்ச் செவ்வியல் படைப்புகள்”, நியூ செஞ்சுரி புக் ஹவுஸ், முதல் பதிப்பு, 2009.
3. வரதராசன்.மு., “குறள் காட்டும் காதலர்”, பாரி நிலையம், மறுபதிப்பு, 2005.

**15LHN002**

**HINDI II**

**5 0 0 4**

**Course Objective:**

To enable the students to have the knowledge in contemporary literature of the modern era. It also provides an idea how translation is to be effected.

<b>Unit I</b>	<b>Kahani Aur Ekanki</b>	<b>12</b>
Poos Kee Raat., - Duzhazar		
<b>Unit II</b>	<b>Ekanki aur Kahani</b>	<b>12</b>
Vaapasi, Akeli, . Akbhari vigyapan		
<b>Unit III</b>	<b>Kahani Aur Anuvad</b>	<b>12</b>
Sharandatha - Anuvad anuched angreji se hindi me karne ke liye.		
<b>Unit IV</b>	<b>Ekanki aur Anuvad</b>	<b>12</b>
Raat ke Raahi Main Bhi Maanav hoon Anuvad anuched angreji se hindi me karne ke liye.		
<b>Unit V</b>	<b>Kahani, Ekanki Aur Anuvad</b>	<b>12</b>
Parda - Yeh Meri Janma Bhoomi Hai -anuvad anuched angreji se hindi me karne ke liye.		

**Total : 60 Hrs**

**TEXT BOOK:**

1.Sankalan Kahani evam Ekanki edited by Dr.N.Lavanya, Mayura Publishers, edition 2010

**15LFR002****FRENCH II****5 0 0 4****Course objective:**

To impart grammar and vocabulary skills to the students and to introduce French Culture and Civilization.

**Unit I Leçons 10 – 11****12**

Leçons : 10. Les affaires marchent,- 11. Un après midi à problèmes- Réponses aux questions tirés de la leçon - Grammaire : Présent progressif, passé récent ou future proche - Complément d'objet directe - Complément d'objet indirecte .

**Unit II Leçons 12 – 13****12**

Leçons : 12. Tout est bien qui fini bien,- 13. Aux armes citoyens – Réponses aux questions tirés de la leçon - Grammaire : Les pronoms « en ou y » rapporter des paroles - Les pronoms relatifs que, qui, ou où ,

**Unit III Leçons 14 – 15****12**

Leçons 14. Qui ne risqué rien n'a rien,- 15. La fortune sourit aux audacieux – Réponses aux questions tirés de la leçon - Grammaire : Comparaison – Les phrases au passé composé

**Unit IV Leçons 16 – 18****12**

Leçons 16 La publicite et nos rêves 17 La France le monde 18 Campagne publicitaire Réponses aux questions tirés de la leçon - Grammaire :- Les phrases à l' Imparfait - Les phrases au Future

**Unit V Composition****12**

A écrire une lettre de regret// refus à un ami concernant l'invitation d'une célébration reçue- A écrire un essai sur un sujet générale - A lire le passage et répondre aux questions

**Total : 60 Hrs****TEXT BOOKS:**

1. Jacky GIRARDER & Jean Marie GRIDLIG, « Méthode de Français
2. PANORAMA », Clé Internationale , Goyal Publication, New Delhi., Edition 2004

**REFERENCE BOOKS:**

1. DONDO Mathurin, “ Modern French Course”, Oxford University Press, New Delhi., Edition 1997



2. Paul Chinnappane “ Grammaire Française Facile” , Saraswathi House Pvt Ltd, New Delhi, Edition 2010

**15LEN002**

**FOUNDATION ENGLISH II**

**5 0 0 4**

**Course Objective: -**

To enable the students to develop their communication skills effectively. To make students familiar with the English Language and to enrich their vocabulary in English. To develop communicative competency of the students.

**Unit I Prose-I 12**

1. On Saying ‘Please’ - A.G. Gardiner
2. Women, Not the Weaker Sex - M.K. Gandhi
3. The Sky is the Limit - Kalpana Chawla

**Unit II Prose-II 12**

1. Polluting the World - Edgar I. Baker
2. Dimensions of Creativity - Dr. A. P. J. Abdul Kalam
3. The Message of Visva – Bharati

**Unit III Short Stories 12**

1. Open Window - H. H. Munro (Saki)
2. The Lion’s Share - Arnold Bennett
3. The Sparrows - K.A. Abbas
4. The Cop and The Anthem - O- Henry
5. The Necklace - Guyde Maupassant

**Unit IV Fundamental Grammar Skills 12**

1. Question Tags
2. Concord
3. Reported Speech
4. Idiom and Phrases

**Unit V Advanced Grammar Skills 12**

1. Conditional Clauses
2. Cause and Effect
3. Simple, Complex, Compound
4. Framing Questions

**Total: 60 Hrs**

**TEXT BOOK:**

1. Rao, Shoba B. *Empower with English, Sun Beams - II*. Emerald Pub: Chennai. 2012. Print.

**Course Objective:**

This course will give a brief knowledge about the communication features and about the intrapersonal communication. This will help to understand verbal & non-verbal communication and its role in public communication through various communication theories students will be able to understand how communication skills enhance the life standard.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Understand the basics of Communication through various communication models.

**CO2:** Know the usage of Non-Verbal communication in our day to day life.

**CO3:** Help in decision making, leadership and team work through communication patterns.

**CO4:** Skilled in Persuasion, political speech, and public communication.

**CO5:** Think creatively and shudder (thinking outside the box) are gained.

<b>Unit I</b>	<b>Introduction</b>	<b>15</b>
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This unit gives an overview of communication and introduces various definitions, scope, nature and functions of communication. It also sketch out the main features of communication process and its types. Interpersonal communication: Theories and Models-Transactional analysis etc.

<b>Unit II</b>	<b>Verbal &amp; Non-Verbal Communication</b>	<b>15</b>
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This unit gives a clear understanding of verbal & nonverbal communication and guiding principles, limitations and its importance in our day to day life. It also highlights the importance of verbal & non-verbal communication.

<b>Unit III</b>	<b>Group Communication</b>	<b>20</b>
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This unit gives an overview about the group communication, theories and models related with group communication and it will also help us in decision making process, leadership, team work communication patterns in group context.

<b>Unit IV</b>	<b>Public Communication</b>	<b>20</b>
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This unit will outline the nature and scope of public communication, and some theory models like Rhetoric Model, Persuasion Models will enhance the students' knowledge about persuasion skills, political speech, and effective approaches for public communication.

**Unit V            Types of Thinking Process**

**20**

This unit will outline the definition and types of thinking, and it gives you the clear understanding about the critical thinking, brainstorming, lateral thinking, creative thinking and shudder (thinking outside the box). Some case studies related with thinking and behaviour will help the students to understand their world. Exercise in communications skills and designing messages for different audiences.

**Total: 90 Hrs**

**TEXT BOOKS:**

1. Wood, Julia T: "Communication Mosaics: An Introduction to the Field of Communication", Wadsworth, 2001.
2. Larson, Charles U; "Persuasion-Reception and Responsibility", Wadsworth, 2001.

**15BVC006**

**BASIC PHOTOGRAPHY**

**4 2 0 4**

**Course Objective:**

To understand the process of making pictures more effectively by understanding the elements of camera and techniques. Students will have the orientation over taking different types of photographs with the understanding of internal elements, and external elements. They will learn about photo journalism as well.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Understand the key role of photography for Communication and also about the characteristics of Light.

**CO2:** Acquire the significant knowledge about the internal elements and various functions of different types of camera.

**CO3:** Assess the external elements that support for taking better photographs.

**CO4:** Get the basic understandings about the film, paper, developer, fixer and other chemicals.

**CO5:** Acquire an in-depth knowledge about the exposure, depth-of-field and composition.

**CO6:** Know the importance of Photo Journalism and about its various fields.

**Unit I Introduction 22**

This unit describes Photography as communication. It also gives knowledge about the characteristics of light. From this unit students will be able to study various definitions of Photography derived from the traditional to this contemporary era.

**Unit II Internal Elements 19**

This unit states the lens of a camera. It also gives knowledge about the types of camera and lens as well as the structure. This entity presents the major features such as focal length, aperture, and angle of view.

**Unit III External Elements 17**

This topic explains the external elements that support for taking photograph. It gives the Chemistry of photography through its light sensitivity function. It gives knowledge about film, paper, developer, fixer and other chemicals.

**Unit IV Techniques 16**

This entity provides basic techniques of photography such as exposure, depth of field, action, etc. Students will get knowledge about darkroom techniques as well as developing and printing.

**Unit V Photo Journalism 16**

This topic will give wider knowledge about Photo Journalism. It also state about Journalism Subjects, Photo Essay and Photo Feature. From this unit students can understand the roles and functions of Photo Journalist.

**Total: 90 Hrs**

**TEXT BOOKS:**

1. James Folts, Ronald P. Lovell, Jr. Fred Zwahlen “Hand Book of Photography” Thompson Delmar Learning; 6 edition, 2005.
2. Tom Aung, “Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras”, Knopf (November 25, 2008)

**REFERENCE BOOKS:**

1. Richard Zakia, Leatie Stroebel, “The encyclopedia of photography” , Focal Press – London, 3rd edition -1993).
2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, “The Manual of Photography”, Focal Press, 9<sup>th</sup> Edition (2000).

**Course Objective:**

The aim of this course is to provide an understanding of the basic objectives, principles, and methods used in graphic design. The projects described here are designed to provide a range of opportunities for creative problem solving within practical constraints.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Create personally significant works of design applying basic design/color concepts and techniques.

**CO2:** Have a thorough knowledge about Create logo design.

**CO3:** Have a very good knowledge about create Visiting card & Letter Head.

**CO4:** Understand the basic principles of Poster design. creating individual poster designs.

**CO5:** Have an in-depth knowledge about the Brochure Design.

**Unit I Colour****15**

Importance of colour - colour attributes - hue - value - saturation - colour harmonies - achromatic - monochromatic - polychromatic - colour wheel - warm colours - cool colours - analogous colours complementary colours - split compliments - incongruous - traits and tetrads.

**Unit II Logo Design****15**

Creating logo design for Advertising Agency, film Production Unit - Commercial Organization, Corporates, Non - Profit Organization, government Agency - Satellite Television Channels & Service Industry.

**Unit III Visiting Card & Letter Head****10**

Designing Visiting card & Letter Head for 6 Organizations mentioned above using the Logo Created for the organizations.

**Unit IV Poster Design****10**

Creating five poster designs. Design of the Poster deal with layout, colour, text size , Style and Type. Paragraph Formatting, Visuals, Space. Criteria of a Good Poster-Clarity, Relevance, Concision, Appeal, Readability.

**Unit V Brochure Design****10**

Components of a Brochure - Headline, Subheading, Body Copy, Signature, Disclosures, Terms or Conditions, Illustrations. Design Considerations - The Rule of Thirds, Type, White Space. Creating 5 brochure design. Single brochure, single-fold brochure, three-fold brochure.

**Total: 60 Hrs.**

**TEXT BOOKS:**

1. Ellen Lupton & Jennifer Cole Phillips, “Graphic Design: The New Basics”, Princeton Architectural Press; Revised and updated edition 2015
2. Leslie Cabarga, “Logo Font & Lettering Bible”, Published by David & Charles 2004

**REFERENCE BOOKS:**

1. Alex W. White, “The Elements of Graphic Design”, published by all work press 2nd Revised edition 2011
2. Steven Heller & Veronique Vienne, “100 Ideas that Changed Graphic Design”, Laurence King Publishing, 2012

**15BVC008****DRAWING - II****0 0 4 2****Course Objective:**

This course is designed for students who want to learn the art of coloring. Basic artistic concepts pertaining to the medium will be covered, such as transparency, composition, basic color theory, and value. A fundamental, hands-on working knowledge of the medium and equipment will be addressed. Emphasis will be on problem-solving, skill building, and helping students develop a personal style.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** have a very good knowledge of color mixing and values of hue, and Basic techniques with Brushes, paints, and art boards.

**CO2:** understand of different art material (pastel) and exploring new style and technique and new style of work, learning different methods of pastel painting.

**CO3:** understand the different cloth texture and its folding form.

**CO4:** produce a fine quality of landscape painting in different medium.

**CO5:** achieve realistic skills in portrait paintings.

**Unit I Water Colours****15**

Color mixing, painting in watercolor, Basic techniques with brushes and paints, different brush strokes, mono tone, cut color technique, single wash technique, Wed on wed technique, dry brush technique, organic still-life and inorganic still life’ plants, tree, flowers, Glass, wooden objects cloth, landscapes, portrait, seascapes.

**Unit II Dry Pastels Colours****15**

An introduction to pastel materials, Color mixing, painting in dry pastels, mono tone, blending technique cut color technique, smudge technique, rough technique, dry brush technique, organic still life, inorganic still life, plants, tree flowers, cloth, landscapes, portrait, and seascapes, Pastel papers

**Unit III Drapery****10**

Study different types of cloth, and different styles of folding, silk. Cotton, shadows, shapes, folds, lighting and folds, adjusting the edges, mixing the colors, Sanded board using pastel medium, Composition, black and white value studies to color studies, drapery study in different lighting

**Unit IV Landscape Painting****10**

Pastel sketch, choosing a color palette, demo on layering color, pastels to keep color clean, demo on simplifying cloud shapes, shadows and reflected light, tree study, soft pastels work, study of sky, study of buildings, study of different climates with landscapes.

**Unit V Basics of Portrait In Colour****10**

Study of face features eyes, nose, Ear, lip, Contemporary Portrait, tribal portrait, children portraits, mono tone painting, dry brush coloring, black and white portraits, old man portraits, Light to dark technique, dark to light technique, live modal portrait, and artificial light portrait.

**Total: 60 Hrs****TEXT BOOKS:**

1. Jean Haines, "World of Watercolor", Search Press 1 edition, 2015.
2. Gordon MacKenzie, "The Complete Watercolorist's", North Light Books, 2010.

**REFERENCE BOOKS:**

1. Margaret Kessler, "Painting Better Landscapes", Watson-Guptill, Reprint edition, 1992.
2. Barron's, "Drawing and Painting Fantasy Landscapes and Cityscapes", Barron's Educational Series, 2006.

**15LTA003****பயன்பாட்டுத் தமிழ்****4 0 0 4****நோக்கம்:**

தற்கால அன்றாடத்தேவைக்குரிய வகையில் தமிழ்மொழியைச் செம்மையாகப் பயன்படுத்த வேண்டும் என்னும் நோக்கில் இப்பாடம் உருவாக்கப்பட்டுள்ளது. மாணாக்கரின் வேலைவாய்ப்பு நேர்காணல்கள் மற்றும் குழு உரையாடல்களை எதிர்கொள்வதற்கேற்ற பேச்சுத்திறன் மேம்பாடு, செய்தித்தாள்களை நுட்பமாக அணுகும்விதம், சிறந்த கடிதங்களை எழுதுவதற்கான பயிற்சி போன்ற பயன்பாடு சார்ந்த மொழிப்பயிற்சியை இப்பாடம் அளிக்கின்றது.

**அலகு 1 மொழி****11 மணி நேரம்**

பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் - ஒற்று மிகும் இடங்கள் - ஒற்று மிகா இடங்கள் - பிற மொழிச் சொற்களை நீக்கி எழுதுதல் - பயிற்சிகள்.

## அலகு 2 பேச்சு

13 மணி நேரம்

பேச்சுத்திறன் - விளக்கம் - பேச்சுத்திறனின் அடிப்படைகள் - வகைகள் - மேடைப்பேச்சு - உரையாடல் - குழுவாக உரையாடல் - பயிற்சிகள்.  
தலைவர்களின் மேடைப் பேச்சுகள் - பெரியார் - அண்ணா - கலைஞர்.

## அலகு 3 எழுதுதிறன்

12 மணி நேரம்

கலைச்சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள் - கலைச்சொல்லாக்கத்தில் தவிர்க்க வேண்டியவை - அறிவியல் கலைச்சொற்கள்.  
கடிதம் - வகைகள் - அலுவலகக் கடிதங்கள் - பயிற்சி - அறிஞர்களின் கடிதங்கள் - கடிதங்களின் வழி கற்பித்தல் - சில அறிஞர்களின் கடிதங்கள் - நேரு...,

## அலகு 4 மொழிபெயர்ப்பு

13 மணி நேரம்

மொழிபெயர்ப்பு அடிப்படைக் கோட்பாடுகள் - மொழிபெயர்ப்பு முறைகள் - மொழிபெயர்ப்பாளரின் தகுதிகள். மொழிபெயர்ப்பு வகைகள் - சொல்லுக்குச் சொல் மொழிபெயர்த்தல் - தழுவல் - கட்டற்ற மொழிபெயர்ப்பு - மொழியாக்கப்படைப்பு - இயந்திர மொழிபெயர்ப்பு - கருத்துப்பெயர்ப்பு - மொழிபெயர்ப்பு நடை - மொழிபெயர்ப்பு சிக்கல்களும் தீர்வுகளும். பயிற்சி: அலுவலகக் கடிதங்களை மொழிபெயர்த்தல் (ஆங்கிலத்திலிருந்து தமிழுக்கு).

## அலகு 5 இதழியல் பயிற்சி

11 மணி நேரம்

இதழ்களுக்குத் தலையங்கம் எழுதுதல் - நூல் மதிப்புரை எழுதுதல் - சாதனையாளரை நேர்காணல் - நிகழ்ச்சியைச் செய்தியாக மாற்றுதல்.

மொத்தம்: 60 மணி நேரம்

பார்வை நூல்கள்:

1. ஈஸ்வரன்.ச., சபாபதி.இரா., “இதழியல்”, பாவை பப்ளிகேஷன்ஸ், முதற்பதிப்பு, 2004.
2. ஈஸ்வரன்.ச., “மொழிபெயர்ப்பியல்”, பாவை பப்ளிகேஷன்ஸ், முதற்பதிப்பு, 2005.
3. எட்கர் தார்ப், ஷோவிக் தார்ப், “நேர்முகத் தேர்வில் வெற்றிபெற”, கிழக்குப் பதிப்பகம், இரண்டாம் பதிப்பு, 2009.
4. சுப்பிரமணியன்.பா.ரா., ஞானசுந்தரம்.வ., (ப.ஆ) “தமிழ்நடைக் கையேடு”, இந்தியமொழிகளின் நடுவண் நிறுவனம், மைசூர் மொழி அறக்கட்டளை மற்றும் தஞ்சைத் தமிழ்ப் பல்கலைக்கழகம் - வெளியீடு, நான்காம் மீள்பதிப்பு, 2010.



5. சுப்புரெட்டியார்.ந., “தமிழ் பயிற்றும் முறை”, மெய்யப்பன் பதிப்பகம், ஐந்தாம் பதிப்பு, 2006.

**15LHN003**

**HINDI III**

**4 0 0 4**

**Course objective:**

To help the students to have in depth knowledge of Hindi literature. It makes the students to acquire more about the medieval period through the literary works.

**Unit I**

**Prachin Kavya Hindi Sahitya ka Itihas**

Kabir- Hindi bash aka vikas – Hindi sahitya kaa aavirbahv

**12**

**Unit II**

**Prachin Kavya Hindi Sahitya ka Itihas**

Surdaas, Tulsidass. Hindi sahitya kaa kaal vibhajan, aadikal, kaa Parichay

**12**

**Unit III**

**Prachin Kavya Hindi Sahitya ka Itihas**

Rahim, aadikaal kaa namkran, paristhitiyan, racha evam rachnaakar

**12**

**Unit IV**

**Bhakti Kaal, Reethi kaa**

Bhakti kal kaa vibhajan paristhitiyan- racha evam rachnaakar - Reethikal ke prakaar, rachna evam rachnakar

**12**

**Unit V**

**Prachin Kavya evam rachnakaron kaa parichay**

Bihari - Chandbardayee, Ameerkhusaro, Kabir, Surdas, Tulsidas Jaayasi, Kesahv das Bhushan,

**12**

**Total : 60 Hrs**

**TEXT BOOK:**

1. Prachin evam Aadhunik Kavya Sankalan ed by Dr.N.Lavanya, Mayura Publishers, edition 2011

**REFERENCE BOOK:**

1. Hindi Sahitya kaa Itihas, By Dr. Nagendra, Raj kamal Prakashan, 1997

**Course objective :**

To strengthen the grammar and composition in French language. To train the students to enhance their skills in French language for communication.

**Unit I****12**

Leçon 16 - La famille Vincent (Page 44) - Grammaire : Passé composé' Leçon 29 - Vers l'hôtel (page 80) Grammaire : Impératif, A mettre les phrases du singulier au pluriel

**Unit II****12**

Leçon 40 - L'épicerie, les légumes et les fruits (page 112) – Grammaire : Présent de l'indicatif  
Leçon 44 - La poste (page 124) – Grammaire : A mettre les phrases à l'imparfait

**Unit III****12**

Leçon 51 - Le café et tabac (page 142) - Grammaire : A changer les phrases en Interrogatif  
Leçon 58 - La Chasse et la pêche (160) - Grammaire : Le plus que parfait

**Unit IV****12**

Leçon 61 Un mariage à la campagne(page 170) - Grammaire –A changer au participe présent

**Unit V****12**

Composition : A écrire une lettre à un ami l'invitant à une celebration differente ex : mariage –  
A faire un essaie sur un sujet générale - A lire le passage et répondre aux questions

**Total : 60 Hrs****TEXT BOOKS:**

1. Les leçons ont été choisi et tiré de I & II degré de G .MAUGER « Cours de
2. Langue et de Civilisation Française » The Millenium, Publication Hachette, Edition 2002

**REFERENCE BOOKS:**

1. DONDO Mathurin, “ Modern French Course”, Oxford University Press, New Delhi, Edition 1997
2. Paul Chinnapan, « Saraswati Grammaire Française facile », Saraswathi House Pvt. Ltd., New Delhi., Edition 2010
3. Larouse, “Larouse French Grammar”, Goyal Publication, New Delhi, Edition 1995

**Course Objective:**

The paper intends to introduce the students the basic concepts, history and scope of print journalism. It also enhances the students in editing the text of print & electronic media.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** get complete information about basics like the History of journalism, objectives and news functions of Journalism and the ethics and standards of a journalist.

**CO2:** have significant knowledge about the structure of the news room and its role with the news values and functions of news, concept of news and types of news.

**CO3:** an in-depth understanding of how to conduct interviews and the various forms of reporting for News.

**CO4:** gain knowledge on concepts related to Print Media like editorials, political cartoons and Anatomy of a newspaper.

**CO5:** detailed understanding of various writing techniques like Feature writing, web writing and article writing.

**Unit I Introduction to Journalism 14**

This unit deals with history of journalism, objectives and functions of Journalism. It also gives knowledge about role of Journalism with the qualities of a journalist such as ethics and standards.

**Unit II Structure and Scope of News 12**

The structure of the news room and its role with the news values and functions of news. It deals with concept of news and types of news. From this unit students will be able to analyze the structure of news room.

**Unit III Reporting 10**

This unit deals with planning and conducting interviews through different types of interviews. Types of reporting such as court reporting, health reporting, civil reporting, political reporting , Science and technology reporting, sport reporting will be trained .

**Unit IV Print Media 12**

Concepts related to newspapers- anatomy of a newspaper- masthead, teasers, headlines, lead, body copy, bylines, hard news and soft news, editorial page- editorials, letters to the editor, middle. Opened page, political cartoons, ad-news ratio.

**Unit V Journalistic Writing Techniques 12**

The detail understanding of writing techniques in News writing, Feature writing, web writing and

article writing. Guidelines and the functions of various writing techniques is given to mould the students writing skills.

**Total: 60 Hrs**

**TEXT BOOKS:**

1. Seema Hasan, “ Mass Communication Principles and Concepts”, CBS Publishers & Distributors, Second Edition, 2013.
2. Vir Bala Aggarwal. V. S. Gupta, “ Handbook of Journalism and Mass Communication”, Concept Publishing Company, First Edition, 2002.

**REFERENCE BOOKS:**

1. Ian Hargreaves, “Journalism A very short Introduction”, Oxford University Press, Second Edition, 2014.
2. Graham Greer, “A new Introduction to Journalism”, Juta & Co. Ltd, First Edition, 1999.

**15BVC010**

**ADVERTISING**

**2 2 0 4**

**Course Objective:**

This course is designed as a comprehensive introduction to the principles and practices of advertising, with some attention to IBP. The role of these persuasive communication tools within the total marketing effort is emphasized. The course is designed for those students who wish to pursue a career in advertising. The primary objective of the course is to provide each student with the background and experience necessary to develop and implement marketing communication strategies.

**Course Outcome:**

CO 1: Understand the nature and scope of Advertising.

CO 2: Plan and implement creative strategy, media strategy, and budgeting.

CO 3: Know the latest trends in advertising.

CO 4: Gain knowledge in Audiovisual commercials.

CO 5: Perceiving Visualization process.

**Unit I Principles and Practices of Advertising**

**12**

A comprehensive introduction to the principles and practices of advertising, with some attention to Integrated Brand Promotion (IBP). The role of these persuasive communication tools within the total marketing effort is emphasized. Nature & Scope of advertising, Functions, and roles of Advertising. Advertising as Communication , Marketing Mix, Status of Advertising industry in India, Socio-economic effects of Advertising, Advertising in Global marketing context; Leading advertisers (National and International).

**Unit II            Classification, Merits, Process, Methods & alternative media            12**

Classification of advertisement based on target audience, geographic area, Media & Purpose. Corporate and Promotional Advertising. Web Advertising. Types of Advertising: Consumer, industrial, Corporate, Cooperative, Retail, Farm, Comparative, Public service, Life-style and Trade. Strategies, merits and demerits. The process and methods used to set effective advertising goals/objectives, to plan and implement creative strategy, media strategy, and budgeting.

The emergence of alternative media and vehicles necessitates that attention also be devoted to such options (e.g., online advertising, social media).

**Unit III            Ad Agency & Media, Trends, Structure & Functions of Ad Agency            12**

Environment, Components -Advertiser, Advertising agency & 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 & Specialized. Legal aspects & ethical issues. Advertising Agency: Structure and functions, Types of Agencies , Agency selection, Advertiser- Agency –Media relationship, Profiles of leading international and Indian Agencies, diversifications and specializations , professional challenges and requirements.

**Unit IV            Brand Management, Techniques, Media planning & strategy            12**

Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Case studies. Advertising forms; Ad. production: Copy: copy platform, copy format, elements, appeals, visuals and other creative elements. Techniques of print ad. production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media planning strategy and methods. Case study of print ads and commercials. Professional Bodies: Advertising Agencies Association, Advertising Standards Council, Press Council. Professional Ethics, issues and problems; Global marketing and advertising in future. ( Practical for production of print advertisements, Radio and TV Commercials will be conducted regularly and the same will be evaluated.)

**Unit V            Planning to execution, Visualization process, Group Discussion            12**

Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & Layout, Copy writing - Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting, and Story board. Advertising campaign-from conception to execution. Students are expected to actively participate in group discussion (online or face-to-face) and to work effectively in teams on course assignments. Numerous learning vehicles (e.g., online Lecture Notes, videos, readings, learning and application exercises, discussions forums) are used in the course to accomplish the basic course goals and objectives.

**Total: 60 Hrs**

**TEXT BOOKS:**

1. David Ogilvy, “Ogilvy on Advertising Fundamentals of Advertising”, Otto Kleppner &

Prentice Hall, New Jersey, Vintage; 1st Vintage Books ed edition, 2007

2. Winston Fletcher, “ Advertising: A Very Short Introduction”Second Edition, Oxford University Press, 2013

**REFERENCE BOOK:**

1. Wells, Moriarty Burnett, “ Advertising - Principles & Practice”, Prentice Hall of India Private Limited, 7<sup>th</sup> Edition, 2007.

**15BVC011**

**COMPUTER GRAPHICS I**

**0 0 4 2**

**Course Objective:**

Graphic Design course is designed to enhance the principles of graphic design, illustration and Photo manipulation. The students will learn the role of words, images and layouts to communicate an idea, primarily for marketing and to develop an understanding the physical media as newspapers, magazines and posters, the field now encompasses multimedia such as websites and cell phone displays to the students.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Have a better understanding of the Designing software and feel more confident with approaching the programmes and building up further knowledge.

**CO2:** Create print ads, digital art, matte painting, web design, pattern design and photo manipulation

**CO3:** Understanding the elements of design, principles of design and Aesthetics of design.

**CO4:** Understand the dynamics of composition and colour and the technical issues surrounding print and web distribution.

**CO5:** Understanding the range of image file formats.

**Unit I Introduction to Computer graphics**

**12**

Introduction about Pixel and Vector based software with updated version . Role of computer graphics in society (marketing, Entertainment, Publishing, e- Learning) . Interface of pixel and vector software with colour mode using in various flat forms and standard templates.

**Unit II Pixel Design 12**

Pixel design based on understanding Image editing with Crop, Transform , selection, layer concept, layer effects, blending mode, layer mask, colour , Clone stamping, pattern making, colour corrections, photo manipulation, paint brushes, Gradients, sharp and blur and photo masking.

**Unit III Vector design 12**

In vector design, preparing graphical shape, icon, logo and illustration by using pen tool, Direct selection tools, Shape builder tools, shape tools, Pen tool, Vector Brush , stroke colours and fill colours, boarder, Blend tools, Pathfinder tool, Mesh tool, 3d shapes tool, distort and transformation and live tracing .

**Unit IV Typography and Filters 12**

Understanding the typography usages in graphic designs which is related to font shape, size, colour, style, spread, text alignment, paragraph alignment, text editing and effects, title effects Understanding the filters, Filter's properties, Filter plug-in , Distort effect, Shape conversion .

**Unit V Print and Digital publishing 12**

Creating print and digital contents such as Business card, poster, Letter head, magazine, brochure, pamphlet, dangler, invitation, front page, web advertisement, flyers, DVD covers, package design, calendar design for various service and products.

**Total: 60 Hrs**

**TEXT BOOKS:**

1. Donald Hearn and M. Pauline Baker, “Computer Graphics C Version”, Pearson Education, 2003.
2. Alina Wheeler, "Designing Brand Identity: An Essential Guide for the Whole Branding Team",4th edition, Wiley,2013.

**REFERENCE BOOKS:**

1. David Dabner , Sandra Stewart , Eric Zempol, “A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media”, Wiley, 2014.
2. Foley, Vandam, Feiner and Huges, “Computer Graphics: Principles and Practice”, 2nd Edition, Pearson Education, 2003.

**நோக்கம்:**

பண்டைத் தமிழரின் வாழ்வியல் நெறிகள் இயல்பானதும் இயற்கையோடு இணங்கிச் செல்வதுமாகும்; மிகவும் பழமையானதும் பண்பட்டதுமாகும். அன்பான அக வாழ்க்கையைக்கூட செம்மையாகத் திட்டமிட்டுள்ளனர். பொழுதுபோக்கு, போர்முறைகள், கலை, சமயம், அரசியல், அறிவியல் என அனைத்திலும் தமிழர் சிறந்து விளங்குவதை விளக்கும் பாடமாக இது அமைந்துள்ளது. அரசு வேலை வாய்ப்பிற்கான போட்டித் தேர்வுகளுக்குப் பயன்படும் வகையிலும் இப்பாடம் அமைந்துள்ளது.

**அலகு 1 நாகரிகம், பண்பாடு****12 மணி நேரம்**

சொற்பொருள் விளக்கம் - பண்டைத் தமிழர் வாழ்வியல் - அகம் - களவு - கற்பு - குடும்பம் - விருந்தோம்பல் - உறவு முறைகள் - சடங்குகள் - நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர் முறைகள் - நடுகல் வழிபாடு - கொடைப்பண்பு.

**அலகு 2 கலைகள்****12 மணி நேரம்**

சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடை அணிகலன்கள்.

**அலகு 3 சமயம்****12 மணி நேரம்**

சைவம் - வைணவம் - சமணம், பௌத்தம் வெளிப்படுத்தும் பண்பாடு.

**அலகு 4 அரசியல்****12 மணி நேரம்**

அரசு அமைப்பு - ஆட்சி முறை - உள்நாட்டு வணிகம் - வெளிநாட்டு வணிகம் - வரி வகைகள் - நாணயங்கள் - நீதி முறை.

**அலகு 5 அறிவியல்****12 மணி நேரம்**

கல்வி - வேளாண்மை - வானியல் அறிவு - மருத்துவம் - கட்டிடக்கலை.

**மொத்தம்: 60 மணி நேரம்**



### பார்வை நூல்கள்

1. கே.கே. பிள்ளை, “தமிழக வரலாறு: மக்களும் பண்பாடும்”, உலகத் தமிழாராய்ச்சி நிறுவனம், மீள்பதிப்பு, 2009.
2. பக்தவச்சல பாரதி, “தமிழர் மானிடவியல்”, அடையாளம், இரண்டாம் பதிப்பு, 2008.
3. தட்சிணாமூர்த்தி. அ., “தமிழர் நாகரிகமும் பண்பாடும்”, யாழ் வெளியீடு, மறுபதிப்பு, 2011.
4. தேவநேயப்பாவாணர். ஞா., “பழந்தமிழர் நாகரிகமும் பண்பாடும்”, தமிழ்மண் பதிப்பகம், சென்னை.
5. வானமாமலை.நா., “தமிழர் வரலாறும் பண்பாடும்”, நியூ செஞ்சுரி புக் ஹவுஸ், ஆறாம் பதிப்பு, 2007.

15LHN004

HINDI – IV

4 0 0 4

#### **Course objective:**

To enable the students to acquire knowledge in journalism and to enhance their skills in effective communication pertaining to Hindi language .

**Unit I                      Aadhunik kavitha Aur Rachnaakar                      12**

Mythili Sharan Gupt - Apna Sansar, Aadhunik Rachnakar Hazaari prasad Diwedi,  
Mahaveer Prasad Diwedi,

**Unit II                      Aadhunik kavitha Aur Rachnaakar                      12**

Jayashankar Prasad Kamayani - Chinta, Aadhunik Hindi Rachanakar Premchand, Jainendra

**Unit III                      Aadhunik kavitha Aur Patrakaritha                      12**

Mahadeviverma, Murjaya PhoolBhavani Prasad Mishra Patrakarita – paribhasha,, arth, prakar,  
swaroop

**Unit IV                      Aadhunik kavitha, Patrakaritha aur Rachnakar                      12**

Mukthibodh Tum Logoan se door,Shamsher Bhadur Singh – Bharat kee aarathi,  
Vigyapan- sampadan kala,-Nirala, -Pant- Mohan Rakesh

**Unit V** **Aadhunik kavitha , Patrakaritha aur Rachnakar** **12**

Prabhakar Machve Nimna Mdhya varg, **Patrakaritha-** samachar sankalan - Peeth patrakarita,  
Rachnakaar - Fanishwaranath renu -Mannu bhandari,Bhagawaticharan Verma, Yashpal

**Total : 60 Hrs**

**TEXT BOOK:**

1.Prachin evam Aadhunik Kavya Sankalan ed by Dr.N.Lavanya, Mayura Publishers,  
edition 2011

**REFERENCE BOOK:**

1..Patrakaritha Ek Paricahy by Dr.Madhu Dhawan, Bodh Prakashan, edition 1997

**15LFR004**

**French IV**

**4 0 0 4**

**Course objective:**

To enable the students to strengthen their knowledge of grammar/composition. To develop their skills of communication in French language.

**Unit I** **12**

Leçon 20 - Une grande Nouvelle (page 56) – Grammaire : A mettre les phrases au Future  
Leçon 46. - Le métro ; l'autobus (page 130 ) - Grammaire : A former ou à changer l'adjectif masculin ou féminin à l' adverbe – A trouver les noms qui correspondent aux verbes

**Unit II** **12**

Leçon 48. - A la Préfecture de police (page 132) - Grammaire : Les Pronoms relatifs  
Leçon 63 - Les sports (page 174) Grammaire : Le conditionnel présent

**Unit III** **12**

Leçon 56 - A Biarritz, la plage (page 156) - Grammaire : Le future antérieure  
Leçon 57 - Dans les Pyrénées (page 158) - Grammaire : Le future antérieure suite)

**Unit IV** **12**

Leçons 65 - A fin des vacances (page 178) Grammaire : A changer les phrases du pluriel  
- au singulier - Le présent du subjonctif

**Unit V** **12**

Composition : A écrire une lettre de regret / refus à un ami concernant l'invitation d'une célébration reçue- A écrire un essaie sur un sujet générale - A lire le passage et répondre aux questions

**Total : 60 Hrs**

## **TEXT BOOKS:**

1. Les leçons ont été choisis et tiré de I & II degré de G .Mauger « Cours de
2. Langue et de Civilisation Française » The Millenium, Publication Hachette, Edition 2002

## **REFERENCE BOOKS:**

1. Dondo Mathurin, “ Modern French Course”, Oxford University Press, New Delhi., Edition 1997
2. Paul Chinnapan, « Saraswati Grammaire Française facile », Saraswathi House Pvt. Ltd., New Delhi., Edition 2010
3. Larouse, “Larouse French Grammar”, Goyal Publication, New Delhi., Edition 1995

**15BVC012**

**TELEVISION PRODUCTION**

**2 2 0 4**

### **Course Objective:**

Students will acquire a theoretical, historical, conceptual and critical understanding of television production. They will learn the basic terminology and concepts of television production and will understand the theory of television production as it applies to the interplay of visual and auditory elements within the television studio.

### **Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Know about the difference between the TV medium and Film medium.

**CO2:** Acquire the significant knowledge about the various types of video formats and television production methods.

**CO3:** Understand the grammar of studio production and the key roles of production team.

**CO4:** Understand the Production & Post production process in detail.

**CO5:** Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.

### **Unit I Introduction of television production and its methods**

**12**

Understanding TV medium and its difference from the film medium. Various types of video formats and the approach of TV and video Production in studio and outdoor. Television Production methods using single camera and multiple camera set-up.

### **Unit II Grammar and Making of Television shows**

**12**

Learning the grammar of studio production set design and the different types of camera movements with the importance of production team. Different Genre in studio production like television interviews, Educational Shows, Drama, Public service advertisement , Game shows etc and the role





**Course Objective:**

Students will become familiar with the 2D software authoring environment and Flash terminology, and they will gain understanding of fundamental 2D animation software paradigms (Stage, Symbols, Library, Timeline), create animation effects, learn to export and deploy animated content on the Digital display.

**Course Outcome:**

At the end of the course, learners will be able to:

**CO1:** understanding the principles of animation and concepts of animation

**CO2:** create 2d characters, 2d digital background, character animation, tween animation and frame by frame animation.

**CO3:** have knowledge about text animation, motion graphics, info graphics advertisement, 2d short film making.

**CO4:** create web template, web banner advertisement, pop up advertisement and etc..

**Unit I      Creating Graphics****18**

Introducing 2d animation software interface with using drawing tools, align, Stage, Symbols, colour swatches, Library, timeline, object properties, text tool attributes, Bitmap, ruler, grid, and fundamental of animation.

**Unit II      Advanced Vector Drawing with Setting Colours****18**

Intersecting Shapes within a Single Layer, Creating Complex Shapes with Intersecting Lines, Combining Tools to Create Detailed Curves, Vector Drawing Techniques, Creating and arranging Groups Object-Based Drawing, Working with the Color Mixer, Creating Transparency, Stylizing Strokes Adjusting Cap, Join, Other Stroke Properties Applying, Transforming Gradients.

**Unit III      Basic Timeline Animation****18**

Introducing Frame-Based Animation, Briefing Timeline window and properties, Understanding the Key frames, Animating our creative elements using Key frames, Animation Techniques using Onion Skin view, building a Mask without Blend modes in Layers and Basic tweens. Understanding differentiation of Shape and Motion Tweens.

**Unit IV      Advanced Animation Techniques****18**

Understanding the Symbols (Graphics, Movie clip and button), Converting an Object to Symbol, Making a Cloud Layer in Motion Tweening , Advanced Animation Techniques, Animating a Banner with Filters Text Animating a Title with a Blur Effect, Setting Up a Motion Guide Path, Controlling Speed, Snapping, Shifting Keyframes to Exaggerate Motion Simulating Speed in your Animations Understanding object motion by Easing In and Out.

**Unit V      2D content making and publishing****18**

Constructing the scene with effective background and character animation, mixing the music and sound effect relevance scene. Understanding an action scripts, developing the web content with interactive animation in basic and web publishing.

**Total: 90 Hrs****TEXT BOOKS:**

1. Pakhira Malay K, "Computer Graphics, Multimedia and Animation", 2nd Edition, PHI, 2010.
2. Preston Blair, "Cartooning: Animation 1 with Preston Blair: Learn to animate cartoons step by step (How to Draw & Paint)", Walter T. Foster, 2003

**REFERENCE BOOKS:**

1. Von Glitschka, "Vector Basic Training: Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork", New Riders, 2011.
2. Sheila Graber, "Animation: A Handy Guide", Barron Publication, 2009.





**TEXT BOOKS:**

1. Keval J. Kumar, “ Mass Communication in India”, Jaico Publishing House, Fourth Edition, 2010.
2. Seema Hasan, “ Mass Communication Principles and Concepts”, CBS Publishers & Distributors, Second Edition, 2013.

**REFERENCE BOOKS:**

1. Denis McQuail, “Mass Communication Theory”, SAGE Publication Ltd, Fifth Edition, 2009.
2. Paul Hodkinson, “Media, Culture and Society”, SAGE Publication Ltd, First Edition, 2011.

**15BVC016****DOCUMENTARY FILMMAKING****2 2 0 4****Course objective:**

This course introduces students to the theoretical issues in non-fiction filmmaking. Students will be exposed to different modes of documentary representation and the appropriate usage for each style. It also covers the concepts of objectivity, realism in documentaries. Documentaries of all styles will be screened and discussed. Students will get the opportunity to study the roles and responsibilities of a documentary filmmaker and the importance of the subjects and audiences played in a documentary film. They will also be exposed to current issues and methods of documentary.

**Course Outcome:**

At the end of the course, learners will be able to:

**CO1 :** Have a thorough knowledge of history and growth of film making.

**CO2 :** Have an indepth knowledge of various elements and features of documentary filmmaking.

**CO3 :** To have understood expository, observational, interactive and reflexive modes of representation used in documentary.

**CO4 :** Have a detailed knowledge of the various nuances of realism in documentary from structural and post structural perspective.

**CO5 :** Have a complete grasp of documentary filmmaking with special focus on the themes and its presentation.

**CO6 :** A deeper understanding of the concept of the reality associated with documentary making and the narrative technique used to project the same.

**Unit I Documentary History****12**

Traces the history of documentary filmmaking and discusses about the growth of documentary filmmaking during world war II.

**Unit II Documentary as a Genre****12**

This unit begins with defining the documentary and discusses the various characteristics of a documentary. It exposes students to the domain of documentaries the image and ideology.

**Unit III Documentary Modes of Representation 12**

It looks at four modes of representation used in documentary: expository, observational, interactive and reflexive modes of representation.

**Unit IV Documentary Realism 12**

This unit discusses the concept of documentary realism. Realism in documentary film, types of realism, neorealism, realism in post-structural perspective.

**Unit V Sticking to reality & fiction of objectivity 12**

It talks about how real is the reality in documentary film. It addresses numerous social issues and how they are presented to the viewer by means of style, rhetoric, and narrative technique.

**Total: 60 Hrs**

**TEXT BOOKS:**

1. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
2. Aufderheide, Patricai, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.

**REFERENCE BOOKS:**

1. Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press. (1993).
2. Rabiger, Michael, Directing the Documentary (4th Edition). United kingdom: Focal Press, (2004).

**15BVC017 TELEVISION PRODUCTION PRACTICE 0053**

**Course Objective:**

Students will learn how to create a quality audio & video work using current and evolving technologies while learning the production process for television, film and online content. To describe and analyze elements in the production process and apply the fundamental concepts of production in television and film to complete a media project.

**Course Outcome:**

**CO1:** Knowing the importance of story planning for serials and a concept planning for TV shows, buying copyrights for a Television series and reality shows.

**CO2:** Gain In-depth knowledge in Pre production methods through script writing, Storyboard and Art direction.

**CO3:** Training the skill in recording the raw elements in shooting and knowing the technological advancement in recording instruments.

**CO4:** Knowing the art of visual design and sound design and their synchronization.

**CO5:** Knowing the trends and methods of marketing and distribution through advertising our final product.

**Unit I Planning and Development 15**

The first stage in which the ideas for the short film are created, rights to books/plays are bought etc., and the screenplay is written. The method of how the financing of a project has to be sought. Producing a step outline, which breaks the story down into one-paragraph scenes that concentrate on dramatic structure.

**Unit II Pre-Production methods 15**

Preparations for shoot, in which cast and film crew are hired, locations are selected, and sets are built. In pre-production, every step of actually creating for the short film is carefully designed and planned with the large team of Storyboard artist, Director, assistant Director, Unit production manager, Location Manager, Production designer, Art Director, Costume Designer, Casting Director, Choreographer, director of Photography, Production Sound Mixer, Sound Designer and Composer. And a story and storyboard preparation will be done by the student for his short film project.

**Unit III Production Methods 15**

Recording of raw elements during the shoot and how a video production of a short film is been created and shot. Knowing the Major role of Art director, Costume designer, Cinematographer and Director in the sets of Short film Production. And the role of a Director in all aspects of video production, which will be practically studied in dealt with his short film making project.

**Unit IV Post-Production 15**

This unit is done practically by the students in terms of editing the images, sound, and visual effects of the recorded film of his short film video footage, where the video/film is assembled by the video/film editor. The shot film materials edited. The production sound (dialogue) is also edited; music tracks and songs are composed and recorded if a film is sought to have a score; sound effects are designed and recorded. Any computer-graphic visual effects are digitally added. Finally, all

sound elements are mixed into "stems", which are then married to picture, and the film is fully completed ("locked").

## **Unit V Screening and the methods of Distribution**

**15**

Assemble a portfolio of professional-quality video work, including a statement of purpose for a career in television production. The screening of his finished Short film by the students and knowing the distribution and screening of finished film in the theater. And the method of how film is duplicated as required (either onto reels or hard disk drives) and distributed to cinemas for exhibition (screening). Press kits, posters, and other advertising materials are published, and the film is advertised and promoted.

**Total: 60 Hrs**

### **TEXT BOOKS:**

1. Herbert Zettl, "The Television Production Handbook", Cengage Publisher, Edition 2011.
2. Patricia Holland, "The Television Handbook", Routledge publisher, Edition 1997.

### **REFERENCE BOOKS:**

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, Edition 1993.
2. P. Jarvis, "Shooting on Location", BBC Television Training, Borchamwood, 1986.

**15BVC018**

**3D ANIMATION**

**0 0 5 3**

### **Course Objective:**

To train the student to use 3D software and create titling, modeling, walkthrough, and product animation. In addition, students will learn about basic lighting, texturing, rigging and key frame animation.

### **Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Understanding character modeling

**CO2:** Understanding texturing and shading

**CO3:** Understanding lights, camera and materials

**CO4:** Understanding 3D character animation

**CO5:** Gain knowledge about rendering and compositing

**Unit I           Intro to 3D Interface****15**

Introduction to 3D interface. Controlling and Configuring the Viewports- Working with Files- Importing- and Exporting - Customizing the Interface and Setting Preferences. Introduction to the Tools in the software. Under the Create option, Standard tools, Extended Primitives, compound objects, particle system, Helpers.

**Unit II           Intro to 3D Modeling****15**

Basics of 3D – from modeling with 3D to Animation - Creating and Editing Primitive Objects- Selecting Objects- Setting Object Properties- Transforming Objects- Pivoting- Aligning- and Snapping- Cloning Objects and Creating Object Arrays - Grouping- Linking- and Parenting Objects - Learning Modeling Basics and Working with Sub objects and Helpers - Introducing Modifiers and Using the Modifier Stack - Drawing and Editing 2D Spline and Shapes - Modeling with Polygon - Working with the Schematic View

**Unit III           Introduction to Lights, Camera and Material****15**

Use of lights- camera- and materials in an animation using Max Materials- Cameras- and Lighting Basics - Exploring the Material Editor - Creating and Applying Standard Materials - Creating Compound Materials and Using Material Modifiers - Adding Material Details with Maps - Configuring and Aiming Cameras - Using Lights and Basic Lighting Techniques –

**Unit IV           Introduction to Special Effects in Max.****15**

Use of 3D motion graphics and VFX - Introduction To View Post Effects - Video Post Application and Object Id- Add Scene Event Add Image Filter Event- Add Image Out Put Event -Saving Video Post Effect In Various Formats Executing Sequences -Saving Files -Getting Start With Projects Estimating The Projects

**Unit V           Introduction to Output in 3Ds Max.****15**

Concepts of rendering with V-ray - V-ray Interface- V-ray light rig- V-ray Rendering and Fx - Applying Mental Ray Shaders- Using Final Gather - Fine Tuning Mental Ray Shaders

**Total: 75 Hrs**

**TEXT BOOKS:**

1. Kelly L. Murdock – “Kelly L. Murdock's Autodesk 3ds Max 2015 Complete Reference Guide”- Perfect Paperback – 8 Oct 2014
2. Kelly L. Murdock – “Autodesk Maya Basics Guide 2015”, 21 November 2014

**REFERENCE BOOKS:**

1. Randi L. Derakhshani (Author), Dariush Derakhshani (Author) “Autodesk 3ds Max 2015 Essentials” , Autodesk Official Press 1st Edition – 2015
2. Matt Chandler “3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and Lighting Paperback” , – Import, 1 Mar 2014

**15BVC019****MEDIA INTERNSHIP I****0 0 0 2**

Every student must go for an internship during the fourth semester vacation for a period of 30 days and he/she should submit report along with the certificate in bounded form.

**Course Outcome:**

**CO1:** Giving an opportunity to explore various career possibilities in Visual communication

**CO2:** opportunity to learn those disciplines, skills and attitudes which can best or only be learned on the job, especially self-discipline, team work, responsibility, and initiative.

**CO3:** Further develops practical skills in a real-world context

**CO4:** Providing an opportunity to strengthen your portfolio or resume tape with practical experience and projects.

**CO5:** Providing a learning experience for the student, and can lead to entry level job opportunities within the company.







**Course Objective:**

At the end of this course, you should be able to recognize ethical issues inherent in mass communication theory and practice. It also creates critical thinking skills to students in evaluating diverse approaches, practices, and effects within media.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** understand the journalistic codes and standards.

**CO2:** gain knowledge about the Freedom of Speech and Protection.

**CO3:** know about the gathering information for News, Laws of Source Protection and the Ethical Issues.

**CO4:** have complete knowledge about Copyright laws and Ethical issues of Entertainment.

**CO5:** Analyse the Ethical issues faced by the Advertising industry in the present world.

**Unit I Introduction to Media Ethics 12**

This unit deals with journalistic codes and journalistic standards. The students will be able to understand about communal writing and the role of Press.

**Unit II Freedom of Speech 11**

This unit deals with The Freedom of Speech , which deals with Privacy of the individual, Obscenity or Vulgarism, Defamation of Public character, and Protection from Freedom of Speech.

**Unit III News 11**

This unit deals with Gathering or collecting Information for News, Theories of Free Press, Laws of Source Protection and the Ethical Issues in News such as Business Pressures, Truth telling and Objectivity, Social Justice, Sources and Reporters and Privacy.

**Unit IV Entertainment 12**

This unit deals with Copyright laws protecting certain organisation, Regulation of Content in media, Ethical issues of Entertainment such as Violence , Offensive materials indicated, Viewership of Censor board and Profits and Public Trust on media.

**Unit V Advertising and Broadcasting 14**

This unit deals with the Regulation of Advertising in Media, the Ethical issues faced by the Advertising industry in the present world, Special Audiences of Advertisement, The dignity of Truth Telling in Media and Public relations with all Staffs and People. Regarding Broadcasting, We discuss about the licensing of Materials produced and also the Content which is examined and criticised.

**Total: 60 Hrs**



**Unit III      Directing a Documentary      12**

It deals with the elements of directing the sequences for a documentary film such as planning the sequences and interviews during the field recording in terms of various shots and audio recording.

**Unit IV      Editing      12**

The process of editing a documentary film such as logging the footage, rewriting the script, writing the narration, offline/ online editing and audio mixing are covered in this unit.

**Unit V      Feedback & Evaluation      12**

Feedback is an important element of documentary film making. Students will show their video to a sample audience and evaluate how far they succeeded in communicating the message.

**Total: 60 Hrs.**

**TEXT BOOKS:**

1. Herbert Zettl, "The Television Production Handbook", Cengage Publisher, 11<sup>th</sup> Edition 2011.
2. Patricia Holland, "The Television Handbook", Routledge publisher, 2<sup>nd</sup> Edition 1997.

**REFERENCE BOOKS:**

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, 2<sup>nd</sup> Edition 1993.
2. P. Javis, "Shooting on Location", BBC Television Training, Borcham wood, 2<sup>nd</sup> edition, 1986.

**15BVC023      MEDIA INTERNSHIP - II      0 0 0 2**

Every student must go for an internship during the fifth semester vacation for a period of 30 days and he/she should submit report along with the certificate in bounded form.

**Course Outcome:**

**CO1:** Giving an opportunity to explore various career possibilities in Visual communication

**CO2:** opportunity to learn those disciplines, skills and attitudes which can best or only be learned on the job, especially self-discipline, teamwork, responsibility, and initiative.

**CO3:** Further develops practical skills in a real-world context

**CO4:** Providing an opportunity to strengthen your portfolio or resume tape with practical experience and projects.

**CO5:** Providing a learning experience for the student, and can lead to entry level job opportunities within the company.



stereotyping; two - dimensional versus three - dimensional characters and guiding principles for evolving effective and credible characters.

**Unit V          Script formats**

**15**

This unit provides an understanding on various types of script formats and the techniques involved in developing scripts.

**Total: 60 Hrs**

**TEXT BOOKS:**

1. Cooper,Pat,and Ken Dancyger , “Writing The Short Film”, USA: Focal Press, (2<sup>nd</sup> Edition). 1999.
2. Phillips, William, “ Writing Short Scripts” ,USA: Syracuse University Press, 2<sup>nd</sup> Edition, 1999.

**REFERENCE BOOK:**

1. Zettle, Herbert, “Television Production Handbook”, USA: Wordsworth, 10<sup>th</sup> Edition, 2010.

**15BVC102**

**ART DIRECTION**

**0 0 4 2**

**Course Objective:**

The Art Direction course provides an introduction to the art departments responsible for designing and implementing the visual elements of filmmaking. This course will educate students in the proper procedures of design, construction and handling of sets and props.

**Course Outcome**

At the end of the course, learners will be able to:

- CO1:** gain knowledge about production design - its history and evolution along with its technology.
- CO2:** have a very good knowledge of Ground Plan Drawing.
- CO3:** have detailed understanding of model making.
- CO4:** have a thorough knowledge of Creating Set Design.
- CO5:** acquire knowledge of the technique and procedure in Story Board.

**Unit I          History Of Production Design**

**10**

A brief historical perspective on production design in motion pictures. The role and responsibilities of the production designer .the production designer’s place-picture begins to move –drafting-materials-lighting –lines and dots ,different perceptions.

<b>Unit II</b>	<b>Ground Plan Drawing</b>	<b>10</b>
Scenic building blocks: types of flats and materials –platforms –backings. The construction drawings types of construction drawings off the blue print		
<b>Unit III</b>	<b>Model Making</b>	<b>15</b>
Model making –types of models-making the models. Supervising construction and set up supervising –set decoration – the prop master –keeping records –the critique		
<b>Unit IV</b>	<b>Set Design</b>	<b>15</b>
Staging a talk show, News show, Panel show, Quiz show, reality show, music concert.		
<b>Unit V</b>	<b>Story Board</b>	<b>10</b>
Types of lay outs, concept and story developing, idea, script Foreground, Middle Ground and Background, Developing Drawing Skills, Shot, Angles, Building the Storyboard, study of Classic Film Examples.		
		<b>Total: 60 Hrs</b>

**TEXT BOOKS:**

1. Michael Rizzo, “The Art Direction Handbook for Film”, Focal press 2005
2. Vincent lobrutto, “The filmmakers guide to production design”. Allworth press, 2002

**REFERENCE BOOKS:**

1. Nicholas proferes, “film directing fundamentals”, Focal Press, 3 edition, 2008
2. Fionnuala Halligan, “Filmcraft: Production Design”, Focal Press 2012

**15BVC103**

**APPLIED PHOTOGRAPHY**

**0 0 4 2**

**Course Objective:**

To make students to experience the art of photography. Photography record should contain at least 3 Photographs under each exercise. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test student’s knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

At the end of the course, learners will be able to:

**CO1:** gain knowledge about handle the camera to shoot Landscape, Monumental Photography and Seascape photography



2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, “The Manual of Photography”, Focal Press, 9<sup>th</sup> Edition (2000).

**15BVC104**

**WEB DESIGN**

**0 0 4 2**

**Course Objective:**

The objective is to learn the techniques of website creation through tools and utilize them. Students will know the process of using the tools for various digital outputs like website layout creation, static and dynamic web pages , using scripts for delivering small animations and attractive web pages , web hosting through server and creating their own web pages. Thus enhancing the quality of digital web media.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Understanding webpage designing, slicing and exporting

**CO2:** Gain knowledge about scripting language like HTML

**CO3:** Gain knowledge about style sheath (CSS)

**CO4:** Understand software used for web designing

**CO5:** Gain knowledge 2d flash animations

**CO6:** Have an in-depth knowledge about exporting and publishing WebPages

**Unit I            Interface, scripting, usage of images**

**12**

HTML - HTML Basics: - Introduction to HTML elements-Basic tags- Attributes- -Creating HTML page- Formatting- HTML links- List types and its tags- Creating HTML tables- Adding pictures - HTML and page accessibility- Colors and background - Advance HTML - Use of Frames and Forms in web pages- Formatting web pages by using GIF- JPEG getting web and clip arts- Use of interlinks

**Unit II            Planning and designing static web pages**

**12**

Web designing - Designing and Planning Web Pages - Creating Pages with HTML -Working with Text -Formatting Web Pages with -Style Sheets (CSS) -Working with Graphics -Overall Site Design and -Management -Web Authoring Tools- Uploading/FTP -Flash Enhancements-Incorporating/Embedding Video- Accessibility - Introduction to Dreamweaver- Properties Inspector and Panels- The Document Window- The Status Bar- The Document Toolbar- Coding





**Course Objective:**

This course presents an introduction to video editing and the process involved in editing of video footage, special effects. Video Editing is really about rearranging the videos in best way to narrate the audience in visual service of storytelling. Editing Terminology and concepts, and the technological workflow for picture and sound, vital role of NLE, students learn editing techniques. Emphasis is placed on post-production.

**Course Outcome:**

**CO1:** Having a good knowledge of NLE Editing systems (Adobe premiere & FCP) and various file formats and Different Editing tools and how to construct stories and Media presentation.

**CO2:** Gain knowledge to analyses and organize, Create story order in NLE projects, Moving Edits, Continuity, Cut, Copy, and Paste. Save, Efx edits render, transitions Film, cut away.

**CO3:** Types and concepts in style -cutting for genre, , three-point edit, shot compositing , match Frame, Split Edits, Transitions Effects, Color correction & Color grading, ,Montage making,

**CO4:** Seamless editing and alpha channel, titling techniques, parallel, Intercut, cross cuts. News and Programmed Editing, Voice dubbing, Background music, Audio Edits for video

**CO5:** Pleasing color with 3 way color correction, Visual Effects motion title graphics & graphics and animation Final export with Basic Encoding to final Delivery for Screening

**Unit 1 Introduction to Video Editing Systems 12**

Learning the basic video editing techniques using the NLE software, incorporating the various techniques editors use to construct stories. Basic video editing using NLE software, user Interfaces, Capturing Video, cutting project Set, save, scratch disk Sequence, Settings Capture/Import media, organize Create bins playing, marking clips in/out. Insert, overwrite edits, transitions.

**Unit II Analyzing and Organizing Edit 12**

Process and Principles involved of analyzing Media Segregating NG and OK takes, Editing types online editing & Off-line. NON-Linear Editing Techniques, media formats and Video compression, NLE Hardware, sequencing the scenes, refining the cuttings, adding transiting, effects and titling. Sound Cut Pro-interface of software, Music track composing, audio special Effects, Final Audio mixing with video Editing Continuity Film, cut away.

**Unit III                      Editing Grammar / Concepts                      12**

Principles of video editing & concept, the three-point edit, project management , basic cuts , audio, style -cutting for genre, working in the time-line, transitions, key framing, applying filters, ingesting, advanced editing techniques, NLE Multiple shot compositing ,color correction & color grading, working on audio, titling and sub titling    Editing tools Adding audio tracks Audio transitions Audio controls ,Mute and solo buttons Applying audio key frames Audio mixing tool Time code - windows in time-line, viewer, canvas, window burn Exporting

**Unit IV                      Video Editing Techniques                      12**

Principles of editing- seamless editing, video/audio effects and, titling techniques, compositing, animating clips, motion setting, alpha channel and color option, video effects and rendering video and audio Importing files into audio or video software principles., matching action, change in image and angle, sense of direction, continuity, matching tone, timing, pace, rhythm, selection of shots, cut in, cut away, sound overlay. Jump cut, frames per sec, aspect ratio, compression and expansion of time, parallel and cross cutting. News and Program me Editing, video, audio voice over recording, voice over editing, audio mixing

**Unit V                      Coloring & Final Delivery                      12**

Professional style of 3 way color correction, create high quality motion title graphics. Understand video formats and, chroma keying and other special effects, color correction, incorporating, graphics and animation and exporting project. Planning for sound location scouting mixing process and the methods of delivery required for each industry.

**Total: 60 Hrs**

**TEXT BOOKS:**

1. Ken Dancyger, “The Technique of Film and Video Editing”, Focal Press, 2010.
2. Roy Thompson, Christopher J. Bowen ,“Grammar of the Edit”, Focal Press, 2013.

**REFERENCE BOOKS:**

1. Bobbie O’Steen, “The Invisible Cut: How Editors Make Movie Magic”, Michael Wiese Productions, 1st edition, 2009
2. Gael Chandler, “Film Editing: Great Cuts Every Filmmaker Should Know”, Michael Wiese Productions 2009



**Unit IV                      Colour Composition****12**

This unit describes basics color principles, including line, shape, hue, texture, form, value and intensity are studied. Students investigate color as seen in black and white and its relationship to composition through harmony and contrast in a variety of formats and media. Students will also learn the usage of classical rules of composition to make a visual statement.

**Unit V                      Photo Manipulation****12**

This Unit focuses on the role of the computer as a necessary tool for the professional photographer. Emphasis is on the development of advanced retouching and manipulation skills as these relate to the use of photographic imagery in two dimensional presentation media.

**Total: 60 Hrs.****TEXT BOOKS:**

1. Chris Gatum, "The Beginner's Photography Guide", DK Publishing, 2013.
2. Bruce Smith, "Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade", Amphoto Books, 2008.

**REFERENCE BOOKS:**

1. Michael Bearley & John Hedgeese, "New Introductory Photography Course", Read consumer Book Ltd.
2. Eliot Siegel, "Fashion Photography Course: Principles, Practice, and Techniques: An Essential", Barron's Educational Series, 2008.

**15BVC107****VIDEO JOCKEY****0 0 4 2****Course Objective:**

With the advent of various music channels on TV, Video jockeying is becoming an exciting career option for the music crazy generation. The main job of the Video Jockey is to introduce music videos and host music related shows on Television. But as competition increases, music channels are on the trend of incorporating many diverse shows to attract the public, especially the youth. So the Video Jockey's area of work involves apart from introducing videos; hosting game to travel shows to youth forums, chatting with the public, doing interviews with artists and music celebrities



**Unit IV                      On Performance                      15**

Modes of speech, Styles of talking in accordance with the show script, Dialogue delivery styles adjoining with body gestures. Presence of mind during the interaction with the celebrity and audiences which defines the proper viewing value for the show.

**Unit V                      Updation in Music Genres                      10**

Teaching how VJs must constantly keep up-to-date on the latest trends in music, all the latest videos and information about music stars and other celebrities. In that sense, they take upon a more journalistic role. They also should have a well-rounded knowledge of all types of music and also should be informed about a bit of everything from films to politics to travel whatever the theme the show demands. Some of them specialize in a particular area or genre of music. They must be able to answer any queries about music and must fulfill their roles as experts. VJ's interaction with the viewers through telephone, e-mail or fax.

**Total: 60 Hrs**

**TEXT BOOKS:**

1. "The Complete Book of Anchoring and Mooring", Earl R. Hinz, Cornell Maritime Pr/Tidewater Publication; 2 Revised edition (June 2001).
2. "TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology", Kimberley Meltzer, Peter Lang Publishing Inc.; First printing edition (March 1, 2010)

**REFERENCE BOOKS:**

1. Nina Blackwood and Alan Hunter, "VJ: The Unplugged Adventures of MTV's First Wave", Atria Books; First Edition edition (May 7, 2013)
2. Sanjay gaur, "Radio jockey and t.v.anchoring", Gaurav Publishers, 2009.

**15BVC108                      PRODUCT PHOTOGRAPHY                      0 0 4 2**

**Course objective:**

This course is designed to teach students how to direct a Product photo shoot. The expected outcome is for students to learn to direct a team of people in front of and behind the camera in order to create an image that a client would buy to sell their product in the marketplace.

## **Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Handle the basic photographic tools and lights.

**CO2:** Acquire the significant knowledge about the techniques involved in the indoor shoot.

**CO3:** Assess the external elements that support for taking outdoor portraits.

**CO4:** Acquire an in-depth knowledge about the exposure, depth-of-field and composition.

**CO5:** Create their own portfolio.

### **Unit I Introduction To Product Photography 10**

In this unit, students will learn basic photographic tools and their intended purposes, including the proper use of various camera operation, light meters and film selection. Digital Camera, Image recording systems, memory cards.

### **Unit II Indoor Shoot 12**

This unit describes light characteristics and form: Point light source, Reflectors, Wide light sources, Light banks, Umbrellas, soft boxes, honeycombs, snoots, etc. Understanding light direction, throw of light, soft light, contrast or hard light, the Light cage, etc.

### **Unit III Outdoor Shoot 12**

This unit describes introduction to Outdoor and Portrait Lighting using in product Photography. Diffuser, Reflector, Mirror etc., five portraits lighting outdoor, working with white balance settings.

### **Unit IV Principles of Composition 12**

The student's work in this unit should demonstrate understanding of the principles of Composition, including: unity and variety, balance, emphasis, contrast, rhythm, repetition, proportion and scale.

### **Unit V Product Photography Portfolio 12**

In this unit, students are to create portfolio presentation which includes, Product Photos, product advertising, Product in setting, Product alone, using the product, Product in package.

**Total: 60 Hrs**

## **TEXT BOOKS:**

1. Chris Gatum, "The Beginner's Photography Guide", DK Publishing, 2013.
2. Amber Richards, "How to Set Up Photography Lighting for a Home Studio", Amber Richards, 2013



## REFERENCE BOOKS:

1. Michael Bearley & John Hedgeese, "New Introductory Photography Course", Read consumer Book Ltd.
2. Eliot Siegel, "Fashion Photography Course: Principles, Practice, and Techniques: An Essential", Barron's Educational Series, 2008

**15BVC109**

**VISUAL EFFECTS**

**0 0 4 2**

### Course Objectives:

To learn the techniques, understanding the various methods, developing skills and techniques to create special effects and to know the interface used in creating visual effects. And to know the physical properties of environmental fields to apply in the effects.

### Course Outcome

At the end of the course, learners will be able to:

- CO1:**Introduction to paint effects, coloring, designing weather backgrounds, liquid effects and glass effects which helps in creating good visual effects.
- CO2:**Introduction to dynamics and explaining how it uses the rule of physics to simulate natural forces, overview of particles such as dots, streaks, spheres, blobby surfaces and other item, the process of animating using different types of field, instances, explosions. Hardware and software rendering process is done which can be composited with different live backgrounds.
- CO3:**Understanding the behavior of soft body and rigid body, Rigid body Constraints of like nail, pin, hinge, barrier and spring. These techniques are done using different tool or software.
- CO4:**Different simulation techniques and creating water effects and rain effects, fluid simulation for special effects, designing fog effects these effects are done for real time live footage and attached to background scene to give a realistic feel on screen.
- CO5:** Special effects, camera tricks, hair and fur simulation to be attached to different body parts is being done which helps in learning their movements according to character or creature created by various tools.
- CO6:** Thus these techniques helps students in knowing more about visual effects done for industrial standards.

### Unit I            **Paint Effects**

**13**

Introduction to visor, Designing Paint Effects , Coloring paints, Designing Trees and green effects , Designing Weather and seasons ,Effects on seasons, Designing Glass image, Designing Different glass reflection, Designing Glow Effects, Liquid Effects and reflection design



## **REFERENCE BOOKS:**

1. Ron Brinkmann, “ The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics (2nd Edition), Morgan Kaufmann Publishers, 2008.
2. Steve Wright. Digital Compositing for Film and Video, Focal Press, 2010.
3. Lee Lanier. Professional Digital Compositing: Essential Tools and Techniques, Wiley Publishing Inc., 2010.
4. “Chuck Amuck : The Life and Times of an Animated Cartoonist”, Chuck Jones, Steven Spielberg, Matt Groening, Farrar, Straus & Giroux, HarperCollins Canada Publications Limited, 2009, ISBN 0374526206
5. “Chuck Reducks : Drawings from the Fun Side of Life”, Chuck Jones, Robin Williams, Little, Brown Book Group Limited, 1994, ISBN 044651893X

**15BVCE110**

**JINGLE PRODUCTION**

**0042**

### **Course Objective:**

Creating jingles is a creative art, Creativity is more important than technical skill although a combination of both is desirable. Mixing is the craft of taking multiple audio tracks and combining them together onto a final master track. The way we combine tracks is equal parts art and science, and involves utilizing a variety of tools to bring out the most emotional impact from the song. Mixing can be as simple as presenting great-sounding tracks in a more impactful way , but to present the song the way it sounds in the client’s imagination.

### **Course Outcome**

At the end of the course, learners will be able to:

- CO1:** Completely understand the elements of sound design like Level (Height), EQ (Height) ,Panning (Width),Time-Based Effects (Depth).
- CO2:** Gain proficiency on panning and time based effects on sound design with examples on how to mix vocal melody to another instrument solo.
- CO3:** Learn the process of Equalizing and enhancement of the tone quality. Also insights on how equalizers work and how to control amplitude, center frequency and bandwidth will be gained.
- CO4:** Get significant knowledge on frequencies and adjusting Frequencies of low range, Mid range and higher range.
- CO5:** Thorough understanding on Composing of files and Mixing of files with various methods involved in processing for mixing. Knowledge on the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points.



**Unit V            Composing files, Mixing****12**

Creating knowledge about the final mixing process and the methods involved in processing for mixing delivery -the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points.

**Total: 60 Hrs****TEXT BOOKS:**

1. Roey Izhaki, "Mixing Audio : Concepts, Practices and Tools". Focal Press; 2<sup>nd</sup> edition, 2011.
2. Mike Senior, "Mixing Secrets for the Small Studio", Focal Press. 1<sup>st</sup> edition, 2011.

**15BVC111****COLOUR GRADING****0 0 4 2****Course Objective:**

Digital Intermediate (DI) is one of today's most exciting and fastest growing technologies in digital post production of motion picture films.

**Course Outcome**

At the end of the course, learners will be able to:

**CO1:** Understanding the various types of projection and its technology used in theatres

**CO2:** Students explore how the Primary and Secondary color correction affects the whole image intensities of film

**CO3:**Explore the color of Bit Depth with Look Up Table (LUT).

**CO4:** Explore other techniques like rotoscoping and keying methods to enhance the color grading in films.

**CO5:**Understanding the complete methodology of post-production and color grading process.

**Unit I            Telecine Coloring Works****10**

In this unit we teach about Cathode-ray tube (CRT) system, an electron beam is projected at a phosphor-coated envelope, producing a spot of light the size of a single pixel.

**Unit II            Primary and Secondary Color Corrections****12**

In this unit, Students explore how the Primary and Secondary color correction affects the whole image intensities of RGB and highlights of the entire frame, with these we teach the advanced



# Syllabus

## Ability Enhancement Compulsory Courses

15LEN003

FOUNDATION ENGLISH –III

4 0 0 4

### Course Objective:

To train the students in the use of the english language in varied literary and non literary context and to teach them soft skills and strength their foundation in grammar and composition. In addition, it aims to elevate their comprehension skills.

<b>Unit I</b>	<b>Prose I</b>	<b>12</b>
	1. Spoon Feeding - W. R. Inge	
	2. Reading for Pleasure - L. A. G. Strong	
	3. The Challenge of our Time - E. M. Forster	
<b>Unit II</b>	<b>Prose II</b>	<b>12</b>
	1. Human Values in Education - V. K. Gokak	
	2. Human Rights - Sivagami Paramasivam	
<b>Unit III</b>	<b>Short Stories</b>	<b>12</b>
	1. Comrades - Nanine Gordimer	
	2. Games at Twilight - Anita Desai	
	3. The Gateman's Gift - R.K. Narayan	
<b>Unit IV</b>	<b>Primary Composition Exercises</b>	<b>12</b>
	1. Letter Writing	
	2. Comprehension	
<b>Unit V</b>	<b>Advancedcomposition Exercises</b>	<b>12</b>
	1. Precis-Writing	
	2. Resume Writing	
	3. Report Writing	

**Total: 60 Hrs**

**TEXT BOOKS:**

1. Subramanian, S. Dr. *Words of Wisdom*. An Anthology of Modern Prose. Anu Chitra Pub., Chennai. 2003. P.
2. Subramanian, A, E. *Gifts to Posterity*. An Anthology of Modern Short Stories. Anu Chitra Pub., Chennai. 2003. P

**15LEN004****FOUNDATION ENGLISH – IV****4 0 0 4****Course Objective:**

To train the students in the use of the english language in varied literary and non literary context and to teach them soft skills and strength their foundation in grammar and composition. In addition, to elevate their comprehension skills.

<b>Unit I</b>	<b>Prose I</b>	<b>12</b>
	1. The Complete Man - Prince Philip	
	2. Try Prayer Power - Norman Vincent Peale	
	3. On Not Answering The Telephone - W. Plomer	
<b>Unit II</b>	<b>Prose II</b>	<b>12</b>
	1. Science, humanities and religion - S. Radhakrishnan	
	2. The Reason - E. V. Lucas	
<b>Unit III</b>	<b>Short Stories</b>	<b>12</b>
	1. The Ant and the Grasshopper - W. Somerset Maugham	
	2. How much land does a man need - Leo Tolstoy	
	3. The Dying Detective - Sir Arthur Conan Doyle	
<b>Unit IV</b>	<b>Primary Composition Exercises</b>	<b>12</b>
	1. Business Letters	
	2. Hints Development	
<b>Unit V</b>	<b>Advanced Composition Exercises</b>	<b>12</b>
	1. Paraphrasing	
	2. Writing Abstract	
	3. Dialogue Writing	



**TEXT BOOKS:**

1. Subramanian, S. Dr. *Words of Wisdom*. An Anthology of Modern Prose. Anu Chitra Pub., Chennai. 2003.
2. Subramanian, A, E. *Gifts to Posterity*. An Anthology of Modern Short Stories. Anu Chitra Pub., Chennai. 2003.

**15EVS201**

**ENVIRONMENTAL STUDIES PAPER I**

**5 0 0 4**

**Course Objective:** This course provides knowledge on various environmental resources and issues facing the world. It deals with natural resources, eco system, biodiversity and environmental pollution.

**UNIT I Introduction 12**

The multidisciplinary nature of Environment of studies – Definition - Scope and Importance - Need for Public Awareness.

**UNIT II Natural Resources 12**

Natural resources and associated problem - Renewable and Non- Renewable resources:-Forest Resources-Mineral Resources-Food Resources, Energy Resources. Land Resources; Role of an individual in conservation of natural resources- Equitable use of resources of sustainable lifestyles.

**UNIT III ECO System 12**

Concepts of an Ecosystem - Structure and Functions of an Ecosystem - Procedures, Consumers and Decomposers - Energy flow in the ecosystem - Food chains, Food webs and ecological pyramids - Introduction, types, Characteristics features - Structures and functions of the following ecosystem :Forest ecosystem, Grass land ecosystem, Desert ecosystem, Aquatic ecosystem.

**UNIT IV Biodiversity and Its Conservation 12**

Introduction - Definition, genetic, species and ecosystem diversity - Bio-geographical classification of India - Value of Bio-diversity - Bio-diversity at global, National and Local levels - India s a mega-diversity nation - Hot-Spots of diversity - Threats to diversity: Habitats loss, poaching of Wild life, man wild life conflicts - Endangered and Endemic species of India In-Situ conversation of Bio-diversity.

**UNIT V Environmental Pollution and Human Rights 12**

Definition - Causes, effects and control measures of : Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution - Soil pollution management: Causes, effects and control measures of urban and industrial wastes - Role of an individual in prevention of pollution - Pollution – Case studies -Disaster Management – Flood, earthquakes, cyclone of landslides Environment and human health - Human rights - Value education - HIV/AIDS - Women and child welfare - Role of information technology in Environment and Human health - Case study

**Total: 60 Hrs**

**TEXT BOOK:**

1. Environmental studies by Dr. Shradha sinha, Dr.Manisha shukula, Dr. Ranjana Shukla

**REFERENCE BOOK:**

1. Environmental studies by Dr. N. Arumugam, Prof.V. Kumaresan, Thangamani & Shyamala Thangamani.

**15BCC251****ETHICS AND VALUES****2 0 0 2****Course objective:**

To help students understand significance of ethics and values in business. To understand ethical issues and not to fall prey to unethical practices and to be socially responsible.

**Unit I Introduction 6**

Why Value Education – Ethical Reflections – What is Ethics? Swami Vivekananda

**Unit II Approach to Life 6**

Approach to Life - Happiness as Goal - Historical Perspective – Life in the Past and Present

**Unit III Kinds of Values 6**

Kinds of Values S.Ignacimuthu S.J – Living Excellence Anthony Robbins – Concern for Others – Student’s Definition why Concern.

**Unit IV Goals and Human Rights 6**

Use Goals to help you grow David J.Schwartz – essential Characteristics of Human Rights. - H. Victor Conde

**Unit V Influence of Science and Technology in Human’s Social Life 6**

Social Relevance of Science and Technology – Economic Awareness – Economic Features – Status of Women – Mass Media and Values.

**Total : 30 Hrs****TEXT BOOK:**

1. Touchstone: Synergy of Values – University of Madras.





Business-to-business electronic commerce- intranets and extranets- intranets and supply chain management- legal and ethical issues- case studies.

**Total : 75 Hrs**

**TEXT BOOK:**

1. Elias.m. Awad, "Electronic Commerce" prentice- hall of India Pvt Ltd, 2002.

**REFERENCE BOOK:**

1. Ravi kalakota, andrew b. Whinston, "Electronic Commerce – a managers guid", addison-wesley, 2000.

**15BCA156**

**INTERNET BASICS**

**5 0 0 4**

**Course objective:**

- To make the student understands the overall view of internet.
- To inculcate the students about the various facilities available in internet.
- To gain practical knowledge about internet.

**UNIT I Introduction**

**15**

Internet and its history, defining and describing the Internet, Brief history, discussing the future of the Internet, Internet Resources. Describe the important features of the Web and Web browser software, Evaluate e-mail software and Web-based e-mail services

**UNIT II Email:**

**15**

Email, Parts of email, Email software, Web based email, Email address, List servers, Newsgroups ,Newsgroups names , Newsgroups readers ,Chat rooms , Conferencing.

**UNIT III Internet Resources:**

**15**

Internet Resources, Games, File transfer protocol, Telnet, World Wide Web, Behavior on the Internet , Accessing the Internet , Types of access , Online services , Internet services providers , How and where to look for the service Browsing the Web , Browsing the Web.

**UNIT IV FTP**

**15**

Use FTP and other services to transfer and store data, Demonstrate the use of real-time chat and briefly describe the history of the wireless Internet. Use mailing lists, newsgroups, and newsfeeds, Create HTML documents and enhance them with browser extensions.

**UNIT V Applications****15**

Applications of Internet- education, business, government, Communication , Job searches, Health and medicine, Travel, Entertainment, Shopping, Stock market updates, Research.

**Total: 75 Hrs****TEXT BOOKS:**

1. Rohit Khurana , “COMPUTER FUNDAMENTALS and INTERNET BASICS”, Aph Publishing Corporation,2010
2. Margaret Levine young,douglas Muder ,David C.Kay,Alison Barrows and Kathy warfel, “Internet” : The Complete Refernce, 2<sup>nd</sup> Edition 1999.
3. Jasson Whittaker, “The Internet: The Basics”, Routledge, 2002.

**REFERENCE BOOK:**

1. Schneider and Evans, “New Perspectives on the Internet”, Comprehensive, Sixth Edition, 2007.

**15BCA153****OFFICE AUTOMATION TOOLS****5004****Course objective:**

- To know the common applications available for office work.
- To learn how to work in MS-OFFICE.
- To learn how to work in MS-EXCEL and POWERPOINT.

**Unit I MS WORD****15**

Text Manipulations- font size, style, color. Alignment- left, right and justiy, paragraph alignment, Usage of Numbering, Bullets, Footer and Headers, Usage of Spell check, and Find & Replace, Text Formatting, Picture insertion and alignment.

**Unit II MS WORD****15**

Insertion – Table, chart, clip art, shapes, borders. Creation of documents, saving of documents, using templates, Creation templates, Mail Merge Concepts, Copying Text & Pictures from Excel.

**Unit III MS – EXCEL****15**

Creating of Excel sheet, Cell Editing, Usage of Formulae and Built-in Functions, File Manipulations, Data Sorting (both number and alphabets), Worksheet Preparation, Drawing Graphs, Usage of Auto Formatting.

**Unit 1V POWER POINT****15**

Start power point , Create blank presentation , Selecting slide layout , Insert new slide , Editing presentation , Designing and formatting presentation , Change font, font color, size, style of text , Bullet and numbering, Slide design, layout, change background , preparing slide show presentation.

**Unit V POWER POINT****15**

Inserting Clip arts and Pictures, Frame movements of the above, Insertion of new slides. Preparation of Organization Charts, Presentation using Wizards, Usage of design templates, working with tables, graphics and animation, working with graphs and organization charts.

**Total: 75 Hrs****TEXT BOOK:**

- 1) Joyce Cox, Joan Lambert and Curtis Fryc, "Step by Step Microsoft Office Professional 2010", Microsoft press,2011 edition.

**15BCA155****ADVANCED EXCEL****5 0 0 4****Course objective:**

- To make the student understand the special concepts in MS EXCEL.
- To practice the students how to work in list, data forms and records.
- To understand the concepts of filtering data.

**Unit I Advanced excel formulas****15**

Uses of Advance Excel Formulas -VLOOKUP, HLOOKUP, SUMIF, SUMIFS, SUMPRODUCT, DSUM, COUNTIF, COUNTIFS, IF, IFERROR, ISERROR, ISNA, ISNUMBER, ISNONTEXT, OR, AND, SEARCH, INDEX, MATCH etc

**Unit II IF conditions****15**

Various Methods and Uses of IF Conditions , When should use the "IF" Conditions? , Creation of Multiple IF Conditions in One Cell , Use the IF Conditions with the Other Advance Functions , How to use nested IF statements in Excel with AND, OR Functions. Sorting, Data Forms, Adding Data Using the Data Form, Finding Records Using Criteria

**Unit III Filtering and sorting****15**

Filtering Data, AutoFilter, Totals and Subtotals Total, Row, Various Methods of Filter and Advance Filter options , Creating and Updating Subtotals , Various Method of Sorting Data, Creating, Formatting and Modifying Chart.

**Unit IV Data validation and Goal Seek****15**

Uses of Goal Seek and Scenarios Manager , Data Validation, Creating drop down lists ,using different data sources , Linking Workbooks and Uses of Edit Link options ,Excel Options, Customizing the Quick Access Tool Bar , Managing Windows, Multiple Windows , Splitting Windows.

**Unit V Pivot Tables****15**

Various Methods and Options of Pivot Table, Using the Pivot Table Wizard, Changing the Pivot Table Layout, Subtotal and Grand total Options, Formatting, and Grouping items  
Inserting calculated fields, Pivot Table Options, Display and hide data in fields  
Select, Move & Clear Pivot data, Creating and Modifying a PivotChart

**Total: 75 Hrs**

**TEXT BOOK:**

1. Jordan Goldmeler, “Advanced Excel Essentials” , APress, 2015 edition.

**15BHM153**

**TOURISM MANAGEMENT**

**2 0 0 2**

**Course objective:** To understand its constituents, forms and types, purpose of tourism and travel motivators, tourism infrastructure. Types and functions of travel agent and tour operators, tourism organizations, international and national. Tourism regulation and impacts of tourism, economics, socio cultural, environmental and political impacts.

**Unit I Introduction to travel and tourism 10**

Tourism- meaning and definition, Significance of tourism, Tourism Industry-constituents, five ‘A’ of tourism, forms and types, purpose of tourism and travel motivators Definition-Accommodation, food and beverage, Attractions, Telecommunications, Essential services, Transport –air-road-rail-water, air transport in India, Security of aircraft and passengers, International Air Travel Classes, Transport as a attraction

**Unit II The Travel Agents, Tour operators and Tourist Organizations 10**

The Travel Agent, Travel Agencies-Types-Functions-source of income, setting -up a Travel Agency. The Tour operator-Types, Package Tours-Types Guides and Escorts Tourist Organization-Need for Tourism Organizations, International Organization, Government Organizations in India, Private Organizations, Non-Governmental Organizations

**Unit III Tourism-Regulations and Impact of Tourism 10**

Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas Customs Regulations, Emigrations and Immigrations, Taxes Paid by Travellers, Travel Insurances. Economic Impacts, the Multiplier Effect, Environmental Impact, Socio-cultural Impact, Demonstration Effect, Political Impact of tourism.

**Total: 30 Hrs**



## REFERENCE BOOKS

1. Tourism Operations And Management-Oxford Higher Education-Sunetra Roday, Archana Biwal, Vandana Joshi
2. Tourism Management - Steven Page - El Sevier

## Syllabus

### Skill Enhancement Elective Courses

15BBA251

PERSONALITY DEVELOPMENT

2002

#### Course objective:

To make aware about the importance of personality development in the business world. To make the students follow the good personality and create a good relationship with others.

#### Unit I Personality Development-Introduction 6

The Concept Personality - Dimensions Of Personality - Term Personality Development - Significance. The Concept Of Success And Failure What Is Success? - Hurdles In Achieving Success - Overcoming Hurdles - Factors Responsible For Success – What Is Failure - Causes Of Failure - Do's And Don'ts Regarding Success And Failure.

#### Unit II Attitudes And Values 6

Attitude - Concept - Significance - Factors Affecting Attitudes - Positive Attitude - Advantages - Negative Attitude - Disadvantages - Ways To Develop Positive Attitude – Difference between Personalities Having Positive And Negative Attitude.

#### Unit III Motivation 6

Concept Of Motivation - Significance - Internal And External Motives - Importance Of Self-Motivation- Factors Leading To Demotivation -Theories To Motivation

#### Unit IV Self Esteem And Smart 6

Term Self-Esteem - Symptoms - Advantages - Do's And Don'ts To Develop Positive Self-Esteem – Low Self-Esteem - Symptoms - Personality Having Low Self Esteem - Positive And Negative Self-Esteem. Interpersonal Relationships - Teaming - Developing Positive Personality - Analysis Of Strengths And Weaknesses. Concept Of Goal-Setting - Importance Of Goals - Dream Vs Goal - Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals - Art Of Prioritization - Do's And Don'ts About Goals.

**Unit V Body Language, Stress Management & Time Management: 6**

Body Language - Assertiveness - Problem-Solving - Conflict And Stress Management - Decision-Making Skills - Positive And Creative Thinking - Leadership And Qualities Of A Successful Leader - Character-Building - Team-Work - Lateral Thinking - Time Management - Work Ethics – Management Of Change - Good Manners And Etiquettes (Concept, Significance And Skills To Achieve Should Be Studied.)

**Total: 30 Hrs**

Topics Prescribed For Workshop/Skill Lab: 12

- A) Group Discussion
- B) Presentation Skill
- C) Problem-Solving
- D) Decision-Making
- E) Creativity
- F) Leadership
- G) Time Management
- H) Body Language

**Total: 30 Hrs**

**TEXT BOOKS:**

1. Organisational Behaviour - S. P. Robbins - Prentice-Hall Of India Pvt. Ltd., New Delhi-15<sup>th</sup> edition,2013
2. Communicate To Win - Richard Denny - Kogan Page India Private Limited, New Delhi-2009
3. Essentials Of Business Communication - Rajendra Pal And J. S. Korlhalli - Sultan Chand & Sons, New Delhi,1<sup>st</sup> edition,2012

**REFERENCE BOOKS:**

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.-4<sup>th</sup> edition,2012
- 2) Media And Communication Management - C. S. Rayudu - Himalaya Publishing House,Bombay.2011
- 3) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal And Prof. Ravindra Kothavade - Diamond Publications, Pune.2009
- 4) You Can Win - Shiv Khera - Macmillan India Limited.2012
- 5) Group Discussion And Public Speaking - K. Sankaran And Mahendra Kumar - M.I. Publications, Agra .2000
- 6) Basic Managerial Skills For All - Prentice-Hall Of India Pvt. Ltd., New Delhi-2011-E.H.mcgrath
- 7) 8 Habits - Stephen Covey-simon&schusker publisher-2007 edition.
- 8) Management Thoughts - Pramod Batra-HPB publisher-1<sup>st</sup> edition-2006
- 9) Produced By Prof. Rooshikumar Pandya - Creative Communication And Management Center, Bombay-R&E publisher kindle edition-2012.

- A) Assertive Training: Four Cassettes-hannah Richards-2012  
 B) Self Hypnosis For Goal Achievement: Four Cassettes-kindle edition-ryan cooper-2012

**15NSS255**

**NATIONAL SERVICE SCHEME**

**3 0 0 2**

**Course objective:** In this course, students will be provided knowledge and skills in dealing with environmental issues, disaster management, project cycle management and so on.

**Unit I Environment Issues 12**

Environment conservation, enrichment and Sustainability - Climate change - Waste management - Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and afforestation)

**Unit II Disaster Management 12**

Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management

**Unit III Project Cycle Management 12**

Project planning - Project implementation - Project monitoring - Project evaluation : impact assessment

**Unit IV Documentation and Reporting 12**

Collection and analysis of data - Preparation of documentation/reports Dissemination of documents/reports

**Unit V Project work/ Practical 12**

Workshops/seminars on personality development and improvement of communication skills.

**Total : 60 Hrs**