

**ANNAMALAI UNIVERSITY**  
**BACHELOR OF SCIENCE**  
**B.Sc. VISUAL COMMUNICATIONS**  
**UNDER CBCS**

(With effect from 2021 - 2022)

**The Course of Study and the Scheme of Examinations**

S. No.	Part	Study Components		Ins. Hrs / week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
<b>SEMESTER I</b>									
1.	I	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100
2.	II	English (CE)	Paper-1	6	4	<b>Communicative English I</b>	25	75	100
3.	III	Core Theory	Paper-1	6	4	Fundamentals of Communication	25	75	100
	III	Core Practical	Practical-1	4	0	Drawing	0	0	0
4.	III	Allied -1	Paper-1	6	3	Writing for Media	25	75	100
5.	III	<b>PE</b>	<b>Paper 1</b>	<b>6</b>	<b>3</b>	<b>Professional English I</b>	<b>25</b>	<b>75</b>	<b>100</b>
6.	IV	Environmental Studies		2	2	Environmental studies	25	75	100
		<b>Sem. Total</b>		<b>36</b>	<b>20</b>		<b>150</b>	<b>450</b>	<b>600</b>
<b>SEMESTER II</b>									
7.	I	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100
8.	II	English (CE)	Paper-2	6	4	<b>Communicative English II</b>	25	75	100
9.	III	Core Theory	Paper-2	4	4	Introduction to Visual Communication	25	75	100
10.	III	Core Practical	Paper-1	3	2	Drawing	25	75	100
11.	III	Allied-1	Paper-2	4	3	Photography	25	75	100
12.	III	Allied Practical - 1	Practical-1	2	2	Photography	25	75	100
13.	III	<b>PE</b>	<b>Paper 1</b>	<b>6</b>	<b>3</b>	<b>Professional English II</b>	25	75	100
14.	IV	Value Education		2	2	Value Education	25	75	100
15.	IV	Soft Skill		2	1	Soft Skill	25	75	100
		<b>Sem. Total</b>		<b>36</b>	<b>25</b>		<b>200</b>	<b>600</b>	<b>900</b>
<b>SEMESTER III</b>									
16.	I	Language	Paper-3	6	4	Tamil/Other Languages	25	75	100
17.	II	English	Paper-3	6	4	English	25	75	100

18.	III	Core Theory	Paper-3	5	4	Television and Radio Programming	25	75	100
	III	Core Practical	Practical-2	4	-	Design Principles I	0	0	0
19.	III	Allied-2	Paper-3	5	3	Basics of News Production	25	75	100
20.	VI	Skill based subject	Paper-1	2	2	Event Management	25	75	100
21.	IV	Non-Major Elective	Paper-1	2	2	Advertising	25	75	100
		<b>Semester Total</b>		<b>30</b>	<b>19</b>		<b>150</b>	<b>450</b>	<b>600</b>
<b>SEMESTER IV</b>									
22.	I	Language	Paper-4	6	4	Tamil/Other Languages	25	75	100
23.	II	English	Paper-4	6	4	English	25	75	100
24.	III	Core Theory	Paper-4	5	4	Audiography and Videography	25	75	100
25.	III	Core Practical	Practical-2	-	4	Design Principles I	25	75	100
26.	III	Core Practical	Practical-3	4	4	Television and Radio Production	25	75	100
27.	III	Allied-2	Paper-4	5	5	Advertising and Public Relations	25	75	100
28.	IV	Skill based Subject	Paper-2	2	2	Communication and Presentation Skills	25	75	100
29.	IV	Non-Major Elective	Paper-2	2	2	Photography	25	75	100
				<b>30</b>	<b>29</b>		<b>200</b>	<b>600</b>	<b>800</b>
<b>SEMESTER V</b>									
30.	III	Core Theory	Paper-5	6	4	Film Studies	25	75	100
31.	III	Core Theory	Paper-6	6	4	Internet and Social Media	25	75	100
32.	III	Core Theory	Paper-7	6	4	Market Study and Survey Techniques	25	75	100
	III	Core Practical	Practical-4	6	-	Design Principles II	0	0	0
33.	III	Internal Elective	Paper-1	6	3	Basics of Journalism	25	75	100
34.	IV	Skill based subject	Paper-3	-	2	(Internship* )	100	-	100
		<b>Semester Total</b>		<b>30</b>	<b>17</b>		<b>125</b>	<b>375</b>	<b>500</b>
<b>SEMESTER VI</b>									

35.	III	Core Theory	Paper-8	5	4	Media Laws and Ethics	25	75	100
36.	III	Core Theory	Paper-9	5	4	Managing Media Business	25	75	100
37.	III	Core Theory	Paper-10	5	4	Production Management	25	75	100
38.	III	Core Practical	Practical-4	-	4	Design Principles II	25	75	100
39.	III	Compulsory Project		5	5	Group / Individual Project	25	75	100
40.	III	Internal Elective	Paper-2	4	3	Marketing Communication	25	75	100
41.	III	Internal Elective	Paper-3	4	3	Light and Colour	25	75	100
42.	IV	Skill based subject	Paper-4	2	2	Visual Merchandising	25	75	100
43.	V	Extension Activities		-	1		100	-	100
		<b>Semester Total</b>		<b>30</b>	<b>30</b>		<b>300</b>	<b>600</b>	<b>900</b>
					<b>140</b>				<b>4300</b>

Part	Subject	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Languages	4	4	16	100	400
Part II	Communicative English & English	4	4	16	100	400
Part III	Allied (Odd Semester)	2	3	6	100	200
	Allied (Even Semester)	2	5	10	100	200
	Allied Practical	1			100	100
	Electives	3	3	9	100	300
	Core	10	(3-5)	42	100	1000
	Core practical	4	(2-3)	12	100	400
	Professional English	2	3	6	100	200
	Compulsory Project (Group/Individual Project)	1	5	5	100	100
Part IV	Environmental Science	1	2	2	100	100
	Soft skill	1	1	1	100	100
	Value Education	1	2	2	100	100
	Lang. & Others /NME	2	2	4	100	200
	Skill Based	4	2	8	100	400
Part V	Extension Activities	1	1	1	100	100
	<b>Total</b>	<b>43</b>		<b>140</b>		<b>4300</b>

**ANNAMALAI UNIVERSITY**  
**B.Sc. VISUAL COMMUNICATION**

**SYLLABUS**  
**UNDER CBCS**  
**(With effect from 2021-2022)**

**SEMESTER I**

**PAPER - 1**

**FUNDAMENTALS OF COMMUNICATION**

**Course Objectives:**

- To make students become aware of communication process and patterns in changing situations.
- To introduce key concepts of communications.
- To acquire basic knowledge in communication theories and models.
- In order to provide students to communicate effectively using communication tools.

**UNIT - I**

Communication - definitions - objectives - nature and scope of communication - forms and purpose; Importance of communication - Principles of effective communication - factors influence of communication - communication and socialization - Barriers to communication .

**UNIT - II**

Process of communication - Language - symbols - elements of communication - Types of communication: Verbal and nonverbal communication, inter-personal, intra personal, group, public, mass communication - mass communication - functions and dysfunctions of mass media

**UNIT - III**

Communication models: Shannon and Weaver model - essentials of effective communication - communication techniques - Wesley and MacLean Model of communication - Berlo SMCR Model of communication - Aristotle's and Lasswell's model - Osgood & Schramm's circular model - Gate keeping - Two step flow model - Uses and Gratification theory Newcomb's and Gerbner's model - Agenda setting - convergent and gate keeping.

**UNIT - IV**

Communication for development - Implications Global Identity: Communicating with a Cross-Cultural Audience - Global media – multi cultural content – impact on developing countries - Cross cultural Communication: problems and challenges. Policies and

**UNIT - V**

Ideation and creative thinking: Lateral thinking, designing, messages for different audiences - information revolution in India.

## References

- Baran, Stanley and Davis, Dennis Mass Communication Theory, 7th Edition, 2015
- Denis McQuail, McQuail's Mass Communication Theory, 6th Edition, 2010.
- Fortner, Robert and Fackler Mark; The Handbook of Media and Mass Communication Theory, 2014
- Harris, Richard Jackson; A Cognitive Psychology of Mass Communication, 6<sup>th</sup> Edition, 2013.
- Keval J. Kumar, Mass Communication in India, 2000 Jaico Publishing House.
- Kevin Williams, Understanding Media Theory, (2003),
- Stevenson Nicholas; Understanding Media Cultures, 2002
- Thomson B. John : The Media and Modernity, Polity Press, 1995
- Vir Bala Aggarwal, and V S Gupta, Handbook of Journalism and Mass Communication, 2012 concept publishing co.
- Yadava, J.S. and Mathur Pradeep; Issues in Mass Communication, 2008

## Course Outcome:

**Co1:** Would know about factors influencing communication process

**Co2:** Would understand the elements and signs of communication

**Co3:** Understand Communication models and theories

**Co4:** Would establish concepts of communication for development

**Co5:** Effectuate the creative thinking process

## CORE PRACTICAL 1

### DRAWING

#### Course Objectives

1. Helps students understand basic principles of art - Linear perspectives, composition, proportion and texture, 2D & 3D forms and the effect of light on such forms
2. Develop the ability to visually articulate information through comprehension of verbal communication and evolve communication ideas through creative thinking and analytical skills
3. Develop skills in the use of elements and principles of Visual Design – Conceptual Elements, Visual Elements, Relational Elements and Functional Elements.
4. Demonstrate artistic competence through the ability to execute a variety of visual expressions using images, text as images, illustrations, 2D & 3D forms while relating art to reflections of design in the environment
5. Gain basic skills in the use of digital tools as a means of communication for creation, modification and presentation of design concepts

#### **EXERCISE I: LEARNING FUNDAMENTALS OF ARTISTIC EXPRESSION**

Linear Perspective (one, two & three point), Aerial Perspective, Shifting Perspective. Tonal Values: Highlight, Mid-tone, Junction of Dark/Light, Reflection, Cast Shadow, Hard/Soft Edges.

*Based on the above learning, Start a line Drawing*

#### **EXERCISE 2: UNDERSTANDING COMPOSITION**

**Space:** Flat, Illusionistic & Limited Depth. Movement, Direction & Rhythm: Horizontal, Vertical, Diagonal, Triangular & Curve. **Balance:** Symmetry, Asymmetry & Cropping. **Shape:** Positive/Negative Shapes & Figure/Ground Relationships, Dark & Light Contrast: Side Lighting, Flat Lighting & Rim Lighting. **Proportion:** Golden Section (1:1.618 or 5:8) & Proportion

*Based on the above learning, Start pencil drawing with shading*

#### **EXERCISE 3: INTERPRETING ELEMENTS OF DESIGN**

Conceptual Element, Visual Element, Relational Element & Practical & Functional Element. Square, Stage, Diamond, Circular, Linear Pattern & Lines.

*Start pencil drawing with props – fruit, object or a personal setup after a reading of the above concepts.*

#### **EXERCISE 4: TRYING OUT CALLIGRAPHY AND TYPOGRAPHY**

Pictographs, Sign & Gesture, Phonograph, Alphabets, Calligraphy, Typefaces, Computers. Assembly of pictures to make a visual sentence, use of strokes to communicate meaning, Alphabets and their construction – pica measure, X-height / Y-height etc. Classification of different styles of types and their character – Serif, Sans-serif, Italics etc. Calligraphy - using alphabets in a stylized manner to create expressive visual statements. Calligram art and visual design – Motifs and Patterns

*Use typography or calligraphy to present a verbal idea visually based on the your understanding of calligraphy and typography*

### **EXERCISE5: USING COMPUTER APPLICATIONS FOR DESIGN**

Photo-editing Software – Illustration& Photo-editing, Understanding of Software for Design, Practice in use of basic tools for design. Composition, modification and presentation of hand illustrated design on digital media.

*Scan your pencil drawings and use it to suitably modify, colourize and present a digitally defined picture.*

#### ***Portfolio***

*(Students will each develop a portfolio that reflects an intermediate to advanced level of artistic perception, expression, historic and cultural understanding, aesthetic valuing, and an ability to connect their artistic skills to design careers in Visual Communication)*

#### **References**

**Unit-1** -A Guide to Drawing, Concise EditionWadsworth, 2011 David L. Faber, Daniel M. Mendelowitz | Perspective Drawing. Mayfield Publishing Company, 1997 by Kenneth W. Auvil

**Unit-2** -Drawing from Observation (Reprint): McGraw-Hill Education, 2009 by Brian Curtis

**Unit-3** - Elements and Principles of Design: Student Guide with Activities, Crystal Productions, 2000 Compiled by Gerald F. Brommer

**Unit-4** -Why Fonts Matter Paperback – 28 Jan 2016by Sarah Hyndman | Handstyle LetteringFrom calligraphy to typographyEditor: Victionary | Logotype (Pocket Editions) Paperback – 21 Sep 2012by Michael Evamy

**Unit-5** -Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design SolutionsPaperback – July 1, 2012by Timothy Samara

#### **E- Materials 1 – 15**

<https://www.slideshare.net/joranjana> A new method of looking at calligraphy through formal & informal style of calligraphies by Ranjan Joshi

### **COURSE OUTCOMES**

**CO1 Unit 1:** Understand the formal language of drawing and the fundamentals of artistic expression. Understand the basic principles of linear perspectives

**CO2 Unit 2:** Demonstrate a basic understanding of the principles of composition, proportion & texture. Understand the effect of light on three-dimensional forms as it applies to drawing

**CO3 Unit3:** Realistically render subjects from direct observation. Demonstrate skills of visual perception, spatial concepts, and critical thinking.

**CO4 Unit 4:**Demonstrate an understanding of classification of the different types with their names and character, mode, weight, orientation, position & sizes. Understand scale and ratio of letter forms. Present phonetic expressions in visual forms. Depict monograms using text and sound. Demonstrate ability to use calligraphy to draw objects – apply calligraphy techniques

**CO5 Unit 5:**Show basic proficiency in use of Application Software. Demonstrate ability to transition hand drawing to digitized design, Modify, compose and present hand-illustrated art as digital images.



**Allied 1**  
**Paper 1**  
**Writing for Media**

**Course Objectives:**

1. To develop an understanding of the basic principles of writing
2. To gain an understanding of versatile writing techniques and a firm hold on English grammar
3. To accomplish the holistic process of generating original ideas, researching, structuring, writing and fine-tuning to produce excellent quality work
4. To attune students to writing skills to meet the demands of specific organizations and types of content
5. To gain knowledge of writing skills required for different forms of media.

**UNIT I: INTRODUCTION TO WRITING:** Principles of writing – brevity, clarity, originality, etc., basic grammar rules, developing original ideas, structuring, editing, proofreading, technological resources to develop writing skills.

**UNIT II: WRITING FOR PRINT MEDIA:** Writing for print media – principles and methods, writing news and features, writing for niche magazines, writing for brochures, press releases, advertorials, etc., copywriting for print ads.

**UNIT III: WRITING FOR RADIO:** Writing for radio - basic principles, different types of radio programmes, format of radio script, writing radio documentaries and features, docudramas, radio jingles.

**UNIT IV: WRITING FOR TELEVISION AND FILMS:** Characteristics of television writing, film language, principles and methods of script writing, script formats, scripting documentaries, scripting fictional programmes or feature films, creating storyboards for television commercials.

**UNIT V: WRITING FOR NEW MEDIA:** Writing for the web – basic principles, writing different types of online articles, technical writing for various websites, blogging-content creation and curation, writing for Search Engine Optimization

**References**

Royal, Brandon. *Power Writing: 20 Powerful Principles of Clear and Effective Writing*, Jaico Publishing, 2015.

Raman, Usha. *Writing for the Media*, Oxford University Press, 2009.

Ryan, Michael & Tankard, James W. *Writing for Print and Digital Media*, McGraw-Hill, 2005.

McInerney, Vincent. *Writing For Radio*, Manchester University Press, 2001.

Smethurst, William. *How to Write for Television*, Little, Brown Book Group Limited, 2016.

Bowden, Darsie. *Writing for Film: The Basics of Screenwriting*, Routledge, 2013.

Wysocki, Anne. *Writing New Media: Theory and Applications for Expanding the Teaching of Composition*, Utah State University Press, 2004

## References

Kuehn, Scott A. & Lingwall, Andrew. *The Basics of Media Writing: A Strategic Approach*, Sage Publications, 2018.

Hilliard, Robert L. *Writing for Television, Radio, and New Media*, Wadsworth, 2011.

## Journals:

*Journal of technical writing and communication*, SAGE journals

## E-Material:

[http://www.universityofcalicut.info/SDE/VI\\_Sem\\_english\\_writing\\_for\\_the\\_media.pdf](http://www.universityofcalicut.info/SDE/VI_Sem_english_writing_for_the_media.pdf)

<https://www.manage.gov.in/studymaterial/printmedia.pdf>

<http://writing.umn.edu/isw/assets/pdf/publications/Irving%20Fang.pdf>

<https://www.cdc.gov/socialmedia/tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>

<https://scottwesterman.com/Writing-for-Social-Media.pdf>

## Course Outcomes:

**CO1: CREATE** the foundations of good writing skills with a steady grasp of grammatical aspects as well as the process of writing.

**CO2: GAIN** knowledge and skills relating to writing techniques for various types of assignments related to print media.

**CO3: UNDERSTAND** and **BUILD** the skills required to writing for the ears so as to be able to produce written scripts for various types of radio programmes.

**CO4: DEVELOP** the skills to write for visual medium by learning to write scripts in various formats for different types of programmes for television and for films.

**CO4: ENHANCE** the skills required to write various types of content required in the realm of New Media.

**Semester II**  
**Core Paper 2**  
**Introduction to Visual Communication**

**Course Objectives**

1. To understand the concept of Communication
2. To study the Evolution of Communication
3. To get the overview of communication discipline
4. To understand the elements of visual communication
5. To gain knowledge on thinking and creativity

**UNIT I: UNDERSTANDING COMMUNICATION:** Communication- definition & concept; Need for Communication; Scope & Functions of Communication; Characteristics of Communication; Understanding Communication; Communication Process; Elements of Communication; Model of Communication- Aristotelian, Shannon and Weaver, Wilbur Schramm, Gerbner's & Newcomb's; Types of Communication- Intrapersonal, Interpersonal, Group, Mass Communication; Barriers of Communication- Physical, Mechanical, Psychological, Culture & Linguistic Barriers.

**UNIT II :DEFINING VISUAL COMMUNICATION:** Visual Communication- definition & concept; Historical development of Visual Communication; Nature of Visual Communication; Functions of Visual Communication; Characteristics of Visual Communication; Types of Visual Communication- Art, Graphic Design, Photography & Multimedia; Advantages & Disadvantages of Visual Communication; Visual Communication Techniques- Eye Contact, Hand Gesture, Body Language; Elements of Visual Communication.

**UNIT III: THEORIES OF VISUAL COMMUNICATION:**

Perception- definition & concept; Types of Perception- Visual & Graphical Perception; Visual Perception- definition & concept; Illusions; Types of Illusion- Visual, Perspective, Geometric, Colour & Irradiation Illusions; Graphical Perception- definition & concept; Gregory's theory- Sensory information, Short term memory & Long term memory; Gibson's Theory of Direct Perception- Optical flow; Gestalt theory- definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground.

**UNIT IV: SIGNS AND SYMBOLS**

Semiotics- definition & concept; History of Semiotics- Pictograms, Ideograms, Phonogram, Ancient Greece; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Saussurean Model of Sign; Peirce's Model of Sign; Code- definition; Types of Code- Social, Textual & Interpretive; Semantics- Symbol & Referent, Words & Lexemes, Denotation, Connotation, Implication, Pragmatics, Ambiguity, Synonym, Antonym & Hyponym, Syntactics; Subfields in Semiotics- Bio-semiotics, Cognitive Semiotics, Computational Semiotics, Music Semiotics.

**UNIT V : CONCEPT OF CREATIVITY :** Ideation- definition & concept; Creativity- definition & concept- Characteristics & Process- Creativity Tools- Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Lateral Thinking & Vertical Thinking; Creativity & Visual Communication; Level & reach of Visual Communication; Process of developing ideas to different medium.

### **Reference**

1. Denis McQuail (2010). Mass Communication Theory- An introduction, Sixth Edition, Sage Publications, London.
2. Keval J. Kumar (2009). Mass Communication in India, Fourth Edition, Jaico Books, Mumbai.
3. Lester. E (1998). Visual Communications: Images with messages, Third Edition, Thomson Learning, London.
4. Edward De Bono, (1970). Lateral Thinking: Creativity Step by Step, First Edition, Harper & Row Publishers, New York.

### **COURSE OUTCOMES**

**CO1 Unit 1: Gain understanding of the concept of Communication**

**CO2 Unit 2: Would know the Evolution of Communication**

**CO3 Unit 3: Imbibe an overview of communication discipline**

**CO4 Unit 4: Render analytical capability of the elements of visual communication**

**CO5 Unit 5: Skilled in conceptual thinking and creativity**

**Allied 1  
Paper 2  
Photography**

**Course Objectives**

1. To apprise the students regarding the basics of photography along with the parts and functions of a camera.
2. To develop an understanding regarding the different types of camera & lenses and their application to specific requirements.
3. Comprehend the characteristics of natural and artificial light and become conversant with lighting accessories and techniques.
4. Demonstrate the theoretical knowledge while taking photographs of different genres.
5. Distinguish the features that underlie digital photography from that of traditional photography.

**Unit I: FUNDAMENTALS OF PHOTOGRAPHY**

Introduction to Photography-Characteristics of light, Structure and functions of camera, Exposure, Focusing, Aperture, Shutter speed, and Depth of field. Basic shots, angle, and view.

**Unit II: TYPES OF CAMERA & LENS**

Lens and its function, Characteristics of lens, Types of lens and their utility, Types of camera and their purpose, Camera Accessories.

**Unit III: LIGHT & LIGHTING**

Sources of Light – Nature, Artificial and Available light. Lighting techniques – three-point lighting, Indoor and outdoor lighting, Lighting accessories - Electronic flash, Light meters, Different kinds of filters for B& W and colour photography.

**Unit IV: TYPES OF PHOTOGRAPHY**

Different styles of Photography – Portrait, Landscape and Documentary, Advertising Photography, Sports Photography, Architecture photography, Environmental Photography, Industrial Photography, Wildlife Photography, Still Photography, Photographs on Human Interest & Social Photographs.

**Unit V: DIGITAL PHOTOGRAPHY**

Concept of Digital photography- optical system, power system, memory storage, resolution, Understanding exposure and controls, Flash and lighting, Transferring images to PC, file formats, managing digital pictures.

**References:**

1. Julian Calder, John Garrett (1999). The 35 mm Photographer's Handbook, London, Marshall Editions Limited.
2. Alain Solomon (1987). Advertising Photography, New York, American Photographic Publishing and Imprint of Watson Guptill Publication.
3. Dave Johnson (2001). How to do everything with your Digital Camera, New Delhi, Tata McGrawHill.

4. Tom, Mitchell Beazley. *Digital photography, A Step-by-Step Guide and Manipulating Great Images*.
5. Richard Zakia, Leatie Stroebel. (1993). *The focal encyclopaedia of photography*. Focalpress baston, London.
6. Peter K Burian. (2001). *Mastering Digital Photography and Imaging*. USA. Sybex Publishers.
7. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray. (2000) *The Manual of Photography*. Focal Press.
8. John Hedgecoe. Alfred. A. (1999). *The Photographer's Handbook*. Knopf Publishers.
9. Joseph A. Ippolito. (2003). *Understanding Digital Photography*. Thomson Delmar Learning, USA
10. Catherine Jamieson/ Sean McCormick. (2005). *Digital Portrait Photography and Lighting: Take Memorable Shots Every Time* London. Wiley Jamieson and McCormick Publishers.

## **COURSE OUTCOMES**

**CO1 Unit 1: Get conversant** with the concept of photography as a language of light and the basic knowledge about the functioning of a camera.

**CO2 Unit 2: Understand the various situations during which different cameras/lenses could be used by applying the knowledge about their features.**

**CO3 Unit 3: Analyse and understand the significance of lights & lighting in photography.**

**CO4 Unit 4: Illustrate the various genres of photographs with their key features.**

**CO3 Unit 5: Evaluate** the merits and limitations of digital photography in comparison to traditional photography.

## **Allied Practical Photography**

### **Objectives**

- To facilitate students operate a camera and take effective indoor and outdoor photographs.
- Before the practical work of taking photographs, the students are to be given necessary theoretical inputs to handle the photography camera with the basics like exposure, shots, angles, view, effects etc. and information regarding the different genres of photographs.

### **List of Practical Exercises**

1. Still life
2. Portrait
3. Children
4. Silhouette
5. Advertising Photography
6. Fashion Photography
7. Architectural Photography
8. Environmental Photography
9. Photographs on Foods and Beverage
10. Photo Essay / Photo Feature

### **Course Outcomes**

**CO1 Unit 1: Gain knowledge** regarding lighting, aperture, shutter speed etc., while taking pictures of objects and the same for taking portraits.

**CO2 Unit 2: Comprehend the different lighting techniques so that they can take photographs with various effects and capture human expressions especially children.**

**CO3 Unit 3: Apply the lighting techniques to advertise products and fashion shows.**

**CO4 Unit 4: Demonstrate** the significance of environment and the role of photographs in creating environmental awareness and sustainable development.

**CO4 Unit 5: Create photo stories using elements of human interest.**

**SEMESTER III  
PAPER - 3**

**TELEVISION AND RADIO PROGRAMMING**

**Course Objectives:**

1. To introduce students An Overview of Development of Radio and Television Broadcasting in India.
2. To inculcate the knowledge and understand the various Differences between Radio and television transmission and formats.
3. To acquaint them with important aspects of Programme principles/elements and formats and technical terms of Radio TV programmes
4. To acquaint students to develop the knowledge, skills Radio Television Programming Scheduling Strategies.
5. To enhance understanding of the Broadcasting digital revolution - code and ethics, policies for programmes

**UNIT - I**

**An Overview of Development of Radio and Television Broadcasting in India** - Private, public (Government Control) Ownership - Autonomy for Radio and Television - Types of Radio and Television services - Characteristics of Radio and television. Introduction of television and its effects on radio - explosion of cable and satellite channels

**UNIT - II**

**Differences between Radio and television transmission** application of audio and visual technologies in both a large and diverse field - **Radio and Television Programme Production Process:** stages (phases) from the concept/idea to the Broadcast - material created to meet the specific needs or attain some set objectives and transmitted to some pre-determined target audience - final master copy - Different formats and production standards of programmes - Information, Education, Entertainment - Advantages and disadvantages of a radio and Television programmes with its ability to offer sight, sound, and motion to generate emotional responses from the viewer.



### **UNIT - III**

**Programme principles/elements** - early days of programming - Programming cycles and trends - programme types - Special Audience Programmes - Rural and Farm Broadcasting - Educational Programmes - Programmes for Children, Women and Youth.- Health and Family Planning - Rural Development - Urban problems - Programme Formats: Vox Pop, Talk/Chat Show, Interview, Panel Discussion, Music, Drama etc., beginning of network programming - Sources of Radio & Television Programming (Major production companies, Independent production companies, Foreign production sources, Networks, Stations, Buyers, Syndicators, Advertisers, In-house production, Members of the public, Newspapers, magazines and books, Managers, agents and stars)

### **UNIT - IV**

**Radio Television Programming Scheduling Strategies** (Television scheduling , Fitting the show to the available audience, Launching the show, Counter programming, Bridging and supersizing, Cross programming, Changing the time slot, Boosting the audience, Commercial scheduling etc.) - Day parts - local, independent, network channels - New networks with targeted and niche programming - The quest for young demographic -Supercharged programming choices - The decline of Long - Form Programming - Affiliate programming & Syndication (financial interest and domestic syndication rule, rise of independent stations and syndicators) - Production houses/Life cycle of programs. The qualities of Radio television advertisers -types of advertisements - brand and corporate image- day part for advertising on radio and Television - Preparation and presentation of Budget / costs for creation of commercials for Radio and Television, advantages, disadvantages and benefits of Radio and Television advertising.

### **UNIT - V**

**Broadcasting digital revolution** - code and ethics, policies for programmes and Commercials - Electronic media and audiences; Viewing patterns and changing audience attention spans - Music and audience research - Ratings/Shares - positive and negative effects of radio and television programmes - media convergence. Radio and television broadcasting Bills, TRAI - Cable - DTH - regulations - Current cable issues

### **References**

1. Chatterji, P.C, Broadcasting in India, Sage Publications, New Delhi, 1987
2. MehraMassani, Broadcasting and the People, National Book Trust, New Delhi, 1985
3. Luthra, H.R, Indian Broadcasting, Publications Division, New Delhi, 1986
4. Warren K. Agee, Introduction to Mass Communication, 6th Edition, Oxford &IBH, Calcutta

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6. Gerald Millerson, Effective TV Production.
7. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
8. Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
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10. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
11. N.C Pant, Modern Journalism, Kanishka Publishers (2002)
12. R.K. Ravindran, Radio, TV, Broadcast Journalism, Anmol Publications (2000)
13. Style Book, News Services Division, All Indian Radio
14. Paul Manning, News and News Sources, Sage Publications, 2004
15. Robert L. Hilliard, Writing for TV, Radio and New Media, Thomson Publications, 2003
16. Lynette Sheridass Burns, Understanding Journalism, Vistaar Publisher, 2004
17. Burun Roy, Modern Student Journalism, Pointer, Delhi.
18. George A. Hough - News Writing, Kanishka Publishers, 2002

### Course Outcomes (COs)

CO1	Acquisition of basic knowledge about the origin, growth and development milestones/events/issues in the field of electronic media
CO2	Acquaintance of the skills in various stages of Radio and Television <del>Programme Production Process</del>
CO3	Students would be able to develop the knowledge of various Programme Formats and Sources of Radio Television Programming
CO4	Students can analyse and demonstrate the ability to recognize Broadcast program structure elements
CO5	Students (Radio & Television Programming) are assigned to analyze various policies/structure/formats and elements of radio and television programme in audience perspective/appeals and application of program development principles.

## **ALLIED - 2**

### **PAPER - 3**

#### **BASICS OF NEWS PRODUCTION**

##### **Curriculum/Course Objective:**

1. To introduce students to an Overview of process of news writes for Radio and Television Broadcasting in India.
2. To inculcate the knowledge and understanding of the Editorial vision in terms of reporting, writing and editing the news for Radio and television and formats.
3. To acquaint them with important aspects of news writing of Radio TV programmes
4. To instill the knowledge and skills for news editing for Radio and Television.
5. To enhance understanding of Managing and Allocating Editorial Resources, Team work.

##### **UNIT - I**

**Understanding the Process of news writing for radio and television** - : newsroom organization & structure and functions Radio and Television channels - Structure of the news - Sources of news - The news content produced local radio, television station newsroom - Perfect your TV news writing style - Be Sure to Write for the Ear, Avoid the Passive Voice, Use Present Tense Wherever Possible, Write Stories for People, Befriend Action Verbs, Be Careful With Numbers, Sell the Story, Move the Story Forward, Different Parts of a Script - work in Radio and TV newsroom - Fast - paced, competitive, and exciting

##### **UNIT - II**

Editorial Vision: Generating Ideas, Ensuring Creativity and Innovation

**Reporting:** Reporting from handouts and press releases - Qualities of Broadcast Journalists - integrating bytes and voice casts, Radio talks and discussions, radio interviews. Electronic News Gathering (ENG), Electronic Field Production (EFP) reporter- voice over for videotaped, voice bite, live reports analyze, select stories and interview guests. - Understanding the pitfalls of broadcast punctuation and presentation TV Reporting, TV Reporters Tools and techniques - Locating TV stories - Developing TV stories - structuring a TV news report, V/O's, packages & story formats. - PTC: Opening, Bridge and closing. - The equipment, Field work, TV news interviews, shooting, recording and editing - Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges - Major International events and TV coverage - Satellite link for News reporting from abroad -Satellite bookings & co-ordination with local TV channels, booking local editing facilities - Planning news stories of cultural and social interest on the side lines - Satellite phones, broadband, optical fiber and internet & 3G based solutions

### **UNIT - III**

**News Writing guidelines** - evolution of radio news writing from newspaper writing - Radio News writing and presentation -rewriting the printed and agency copy for broadcasting - writing for TV News- voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops, Interviews radio features / documentaries - Radio commentaries - Spotlight/Talks etc., - write news stories that have an impact, Focus on What the Audience Wants to Know Most, Convince Viewers or listeners on why they should care, Write Shorter Stories That Are Also Complete, Look for the Emotion in your News Writing, Sell Your Story Through an Effective Headline - Sound in language. 22 Broadcasting style of writing techniques.

### **UNIT - IV**

**Editing guidelines:** Elements of editing - Process of editing the news: make it easier for the newscaster to read the copy - Corrections must be indicated clearly and matter inserted written legibly - The sub-editor - thorough reading of the news story to eliminate the possibility of over sight and to see that he story reads coherent. Editorial Co-ordination: Managing Different Desks - Writing of the headline- Role and Importance of Headlines - Different types of Headlines - Checking Language, Spelling and Grammar - Following Style Book Writing for radio News, Gate keeping, Compilation, prioritization, Presentation bunching and compiling of news Bulletins - Handling of news run down, last minute changes and on air changes in the news Headline writing - Different types of news bulletins Based on duration, fresh bulletin, repeat bulletin, thematic news bulletins, and news-on-phone - News anchoring.

### **UNIT - V**

**Managing and Allocating Editorial Resources, Team work** - Planning and structuring the copy for various audio visual inputs - Editing bytes, procuring & editing visuals - archives, graphics & other sources - Writing Anchor Leads - Writing for Astons, subtitles, scrawls and other TV screen value addition instruments - Handling information overload and allowing visuals to breathe-Different editorial positions in newsroom and their roles and responsibilities.

## References

1. Style Book AIR Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
2. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987  
Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
3. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
4. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
5. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
6. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
7. Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.
8. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik, Sage, New Delhi, 2007
9. Balkrishna Aiyer: Digital Television Journalism, Authorspress Delhi, 2005, page 07
10. Eric K Gromly: Writing and Producing Television News 2nd edition Blackwell UK/Surjeet New Delhi,
11. Syed MH: Electronic Media, Anmol Pub. New Delhi , Page -71 10) Ibid- Page -97 11) Ibid -Page - 97
12. Pati Malay Ranjan: Some aspects of broadcast journalism in India, Kalyani publishers Ludhiyana,
13. N.C Pant, Modern Journalism, Kanishka Publishers (2002)
14. R.K. Ravindran, Radio, TV, Broadcast Journalism, Anmol Publications (2000)
15. Style Book, News Services Division, All Indian Radio
16. Paul Manning, News and News Sources, Sage Publications, 2004
17. Robert L. Hilliard, Writing for TV, Radio and New Media, Thomson Publications, 2003
18. Lynette Sheridass Burns, Understanding Journalism, Vistaar Publisher, 2004
19. Burun Roy, Modern Student Journalism, Pointer, Delhi.
20. George A. Hough - News Writing, Kaniska Publishers, 2002

## Course Outcomes (COs)

CO1	The students acquire basic learning outcome in process of news writing for Radio and Television Broadcasting in India.
CO2	The students get acquainted with the skills in various techniques of reporting and sources of news for Radio and Television News
CO3	Students would be able to develop the knowledge of various writing techniques of Radio Television news and its related Programming
CO4	Students will be able to analyse and gain the ability to recognize and finalise structure elements the news for Broadcast is Student
CO5	Students (Radio & Television Programming) are assigned to Managing and Allocating Editorial Resources, Team work to create news bulletins for radio and television.

## **CORE PRACTICAL - 3**

### **Design Principles I**

#### **Course Objectives**

1. States the role of Photo-editing software as a primary tool for graphic design and image edition
2. Familiarizes the student with the primary tools in the photo-editing software environment including use of layers, panels, channels, paths and workspace
3. Develop skills in the use of elements and principles of Visual Design - Familiarizes them with creative tools like painting, retouching, airbrush, filters and adjustments etc.
4. Help understand multiple image types and their application in graphic design, print and web environments
5. Overall help the student gain necessary skills for entry level competences in graphic design

#### **EXERCISE 1**

##### **GETTING AQUAINTED WITH PHOTO EDITING**

The Photo Editing Environment, palettes and palette well, creating custom workspaces, opening images, using file browser, image magnification, viewing document information, moving image, undoing mistakes and history palette, displaying drawing guide, measurements, adding annotations, setting preferences, etc.

Using the above techniques Open create a new photo editing file and create a custom workspace, import a picture you want to edit and organize your workspace so that you have access to all important tools you are likely to use in editing the image. Spot and list all parts of the image you will want to edit including cropping of unnecessary areas, colour corrections, background changing etc. Keep in mind that you will eventually use this image as a part of a composite project you will output at the end of this term

#### **EXERCISE 2**

##### **ORIENTATION TO BASIC IMAGE & COLOUR MANIPULATION**

Bitmap images, vector images, image size and resolution settings, scanning images, creating new images placing files and saving edited images for future use. Colour modes and models, colour modes manipulation, colour management, foreground and background colours, colour palate, colour picker, eyedropper tool, and swatches

Continue with your image from Exercise 1 and suitably set resolutions, choosing between bitmap or vector images, formulating a design idea, setting foreground and background colours etc for eventually using this image as part of a poster you are going to create for a campus event

### **EXERCISE 3**

#### **KNOWING MORE ABOUT PAINTING TOOLS & BRUSH SETTINGS**

Brush tool, pencil tool, eraser tool, magic eraser, background eraser, history brush, using the brushes palette, shape dynamics, brush textures, colour dynamics using brushes, customize brushes, creating a customized brushes library

Continue with your poster exercise familiarize yourself with painting and brush tools and establish a custom brushes library for future use.

### **EXERCISE 4**

#### **MAKING SELECTIONS, FILLING AND STROKING**

Selection basics, making pixel selections, marquee tool, lasso tool, magic wand, colour range setting, extract command, copy and paste of selection, saving and loading selection. Applying fills, using paint bucket tool, using gradient tool, gradient editor, using patterns, stroking

Use the image from your project to suitably modify / extract necessary part of the image and set it against a background that will more appropriately reflect the event you are designing the poster for

### **EXERCISE 5**

#### **UNDERSTANDING LAYERS, TEXT, DRAWING & MANIPULATING IMAGES**

Layers and layer sets, stacking and linking layers, moving layer content, locking layers, layer management tasks and merging and flattening layers.

Text basics, entering text, selecting text editing text, type selection, applying effects to text using character palette, using paragraph palette

Raster Vs. Vector drawing images, shape layers and shape options, shape tools, using pen tool for drawing, using path palette, using channels, blending channels and layers, Masks etc

Changing Canvas parameters, cropping images, smudge tools, blurring and sharpening images, dodge tool and burn tool, sponge tool, using filters, liquefy, clone stamp, pattern stamp, healing brush, patch tool, colour replacement

Continue with your poster exercise to create a composite poster that best portrays the objective of the campus event by including all elements of design including photographs, images, vector elements (logos), text, information etc to complete the poster for the event.

### **Portfolio of exercises based on above learning**

(Students will each develop a portfolio that reflects an intermediate to advanced level of understanding basic fluency in the use of Adobe Photoshop for creating design. The portfolio should comprise of atleast 5 different projects and can include a logo design, a poster design, a magazine cover design, a photo story about a local event in your city a collage of photos of a place that you recently visited that can be included will be part of a webpage design.

### **References**

Salvio, John. 2016, Photoshop The Ultimate Beginners Guide to Mastering Adobe Photoshop in one week

Bernstein, James. 2019, Photoshop Elements Made Easy - Enhance your memories with ease.

Nicholas, Robin. 2020. Mastering Adobe Photoshop Elements 2020: Supercharge your image editing using the latest features and techniques in Photoshop Elements, 2nd Edition

Kelby, Scott. 2016. How Do I Do That in Photoshop? The Quickest Ways to Do the Things You Want to Do, Right Now

Faulkner, Andrew & Chavez, Cornad 2020. Adobe Photoshop: Classroom in a Book, The Official Training Workbook from Adobe

**E- Materials 1 - 15**

<https://helpx.adobe.com/in/photoshop/how-to/ps-basics-fundamentals.html> Adobe.

### **COURSE OUTCOMES**

**CO1:** Students comprehend the Photo-editing Software Environment and learn to set up customized workspaces

**CO2: Demonstrate an understanding of image types and the need for manipulation of images for inclusion in composite design**

**CO3: Practice in-depth skills of various tools available for image manipulation.**



**CO4: Demonstrate ability to comprehensively use Photo-editing Software to prepare images for composite use**

**CO5: Show proficiency in use of Photo-editing Software to create various image-designed communication collaterals for professional use**

**SKILL BASED SUBJECT  
PAPER - 1  
EVENT MANAGEMENT**

**Course Objectives**

1. To know the basics of event management
2. To understand the elements of event
3. To get overview of various types of events
4. To organize events in a better way
5. To gain knowledge on event management on the whole

**UNIT - I**

**UNDERSTANDING EVENT MANAGEMENT:** Event Management- Definition & concept; Analysis & Aim of Event; Principles of Event Management; Size, type & category- Sports, Rallies, Wedding & Exhibition; Event Planning & Developing a mission; Preparing event proposal, Use of planning tools- Protocols, Dress codes, staging & staffing.

**UNIT - II**

**APPROACHES IN EVENT MANAGEMENT :** Event Marketing- Nature & Process; Marketing mix, Sponsorship; Image & Branding; Advertising, Publicity and Public relations; Event Leadership- Leadership skills, Managing team, Group development & Managing meetings; Communication- Written communications (preparation official & semi-official)- orders, memo, circulars, & invoice & Verbal communications.

**UNIT - III**

**PLANNING AND MANAGEMENT:**

Event Production & Logistics- Concept & theme; Fabrication, light, sound & handling vendors; Logistic policy- procedures, performance standards, functional areas & motivation; Relevant legislations- liquor licenses, trade acts, stake holders, official bodies & contracts.

## **UNIT - IV**

### **STATUTORY MEASURES**

Event Safety & Security- definition & concept; Safety- Occupational safety & emergency procedures; Security- Crowded management, Major risks, emergency planning & Incident reporting; Social-Cultural Environment.

## **UNIT - V**

**FINANCIAL MANAGEMENT** : Accounting- Meaning & scope; Objective of accounting; Accounting as an information system; Accounting principles- concept & Accounting standards; Budget- breakeven point, cash flow analysis, Profit & loss statement, balance sheet & Panic payments; Financial Accounting- Definition & nature; Financial control systems.

### **References**

1. Devesh Kishore (2012). Event Management: A Blooming Industry and an Eventful Career, First Edition, Har-Anand Publications Pvt. Ltd., New Delhi
2. Lynn Van Der Wagen (2008). Event Management: For Tourism, Cultural, Business and Sporting Events, First Edition, Prentice Hall, UK
3. Glenn A J Bowdin (2006). Events Management, Second Edition, Routledge, New York

### **COURSE OUTCOMES**

**CO1: Would know the basics of event management**

**CO2: Would understand the elements of event**

**CO3: Would get overview of various types of events**

**CO4: Would organize events in a better way with the background knowledge gained**

**CO3: Would understand the event management process on the whole**

**NON-MAJOR ELECTIVE  
PAPER - 1**

**ADVERTISING**

**Course Objectives**

1. To know the advertising concepts and types
2. To understand the contemporary trends
3. To gain knowledge on agencies and their roles
4. To get an overview of campaigns
5. To understand the impacts of advertising

**UNIT - I**

**ADVERTISING CONCEPTS:** Advertising - definition, nature & scope; role & importance of advertising; history of advertising; classification of advertising; advertising pyramid; functions of advertising; types of advertising- impact of advertising; ethics in advertising; Advertising Agency - functions of advertising agency; structure of small, medium & big agencies; types of advertising agency - full service, independent, In-house & specialized agencies; legal aspects & ethical issues of advertising agencies; leading advertising agencies in India & abroad.

**UNIT - II**

**MARKETING STRATEGY:** Marketing concepts - needs, wants & demands; marketing process; Marketing tools - Product life cycle & SWOT analysis; marketing mix- product, price, package & promotion; product - consumer goods, consumer durables & consumer services; consumer - concept & types of consumers; understanding consumers; buying behavior of the consumer; target audience - geographic area, segmentation, demographic & psychographic.

**UNIT - III**

**BRAND & PRODUCT MANAGEMENT:**

Branding management - brand image, brand personality, brand awareness, brand extension & brand equity; brand positioning strategies; Unique selling proposition (USP); media strategy; developing media strategy; media mix - ; Advertising research - purpose & objectives of advertising research; Advertising campaign - translation of ideas into campaigns & from conception to execution.

**UNIT - IV**

**AD CREATION STRATEGIES:** Creativity - definition & concepts; role of creativity in advertising; elements of creative advertising; client brief & account planning; planning creative strategy; creative process; style & appeals of advertising; conceptualization & ideation; copywriting - role of copywriting; layouts - stages of layout & types of layout; components of print advertising; headlines - importance & types of headlines; writing style - typography, scripting & story board.

## **UNIT - V**

**ADVERTISING TRENDS :** Online advertising; objectives of online advertising; importance of online advertising; types of online advertising; challenges of online advertising; developments of online advertising; advertising media - print advertising- newspaper, magazine, directory advertising, yellow page advertising, direct mail advertising, outdoor advertising & transit advertising; television advertising; radio advertising.

### **References**

1. George E Belch (2010). Advertising and Promotion, First Edition, Tata McGraw Hill company Ltd., New Delhi
2. Rajeev Batra (2009). Advertising Management, First Edition, Jain Books, New Delhi
3. William F Arens (2010). Contemporary Advertising, First Edition, Jain Books, New Delhi
4. J.V. Vilanilam (2004). Advertising Basics A Resource Guide for Beginners, Second Edition, Jain Books, New Delhi
5. David Ogilvy (1985). Ogilvy on Advertising, Sixth Edition, Random House, USA

### **COURSE OUT-COMES**

**CO1: Would learn the advertng concepts and types**

**CO2: Would understand the contemporary trends**

**CO3: Would gain knowledge on agencies and their roles**

**CO4: Would get an overview of campaigns**

**CO5: Would understand the impacts of advertising**

**SEMESTER IV**  
**PAPER - 4**  
**AUDIOGRAPHY AND VIDEOGRAPHY**

**Course Objectives**

1. To introduce students Understanding the Characteristics and science of sound/audio
2. To inculcate the knowledge and understand the Sound Production Equipments and Aesthetics
3. To acquaint them with important aspects of Videography TV programmes
4. To acquaint students to develop the knowledge, skills Lenses, Filters and Lighting Television media.
5. To enhance understanding of the Psychological Composition of Videography

**UNIT - I**

**Understanding the Characteristics and science of sound** - nature and elements of Sound, frequency, amplitude-other characteristics of sound, tuning into technology; the shape of sound, the ear physics and psychophysics of sound -acoustics and psycho-acoustics, spatial hearing, reverberant sounds, matching acoustics to program material.

**UNIT - II**

**Sound Production Equipments and Aesthetics:** Various types of microphones -pick up patterns - frequency response, physical types of microphones, microphone selection and use - function of the console; amplification routing, mixing, analog recording, digital recording, synchronization, signal processing, loud speakers and monitors, audio meters. various formats of sound production, studio and live mixing speech, music, live shows, interviews; sound editing, scripting sound, dubbing, creative usage of sound. Sound Aesthetics, Sound design, elements of sound structure, functions of speech in media, special effects and its functions, functions off sound in relation to picture, strategies in designing sound.

**UNIT - III**

**Understanding of Videography:** Study of different video systems PAL - NTSC - SECAM - study of different video formats - VHS to latest digital technology - Comparative study of Photography, cinematography and Videography. Introduction of

colour - primary and secondary colours. Psychological emotions associated with colours - Mass and strength of colours.

#### **UNIT - IV**

**Lenses, Filters and Lighting:** Different types of photographic lenses - depth of field and depth of focus nature and characteristics of different types of lenses - creative use of lenses and their psychological effects. - Comparative study of lenses for Film and Video in view of their angle of coverage and focal length. Photographic exposure -  $e = I \times T$  - The importance of correct exposure - the technical and aesthetical approach in setting exposure. The role of filters - different types of filters and their uses - creative use of filters - special effects. Nature, Objectives, Characteristics lighting - colour quality - colour temperature of various light sources - Lighting Equipment and Techniques, Accessories - Lighting Procedure: daylight- creative approach through lighting- styles in lighting - low key and High Key lighting - Lighting ratio and logic in lighting - 3 points and 5 points lighting, comparative study of Film & Video lighting - matching techniques of indoor and outdoor lights - shooting in available light sources.

#### **UNIT - V**

**Psychological Composition of Videography:** Team and work of Videographer: Television productions - working with fellow technicians, like Director, Audiographer, Editor Make-up artists and costumers etc., - Digital filmmaking and its creative possibilities. Visualisation: Meaning and purpose of different framing of shots (Action, Balance and Rhythm) in composition angles and movements - Multi - camera production methodology. The mechanics meaning - psychological effect - technical and creative approach in the application of movements - study the psychological effects associated with different types of shots, angles and movements- application and psychological effect.

#### **REFERENCES**

1. Jam Maes and march Vereaminess, Digital Audio Technology Focal Press (2001)
2. William Moylam - The art of recording, Focal Press(2002)
3. Carl Hausmanm Philip Benoit - Announcing, Broadcasting, Communicating Today, Thomson (2004)
4. Y.K. D'Saiza, Electronic Media, Indian Publishers Distributors, Delhi, 2004
5. Michael Freeman, Light (Collins Photography Workshop), HarperCollins Publishers, Feb 1989
6. Gerald Millerson, The Technique of Lighting for Television and motion pictures, Focal Press, 1972

7. Maxie DCollier, The IFILM Digital Video Filmmaker's Handbook, Lone Eagle Publishing Company, 1<sup>st</sup> Edition- January (2001)
8. Barbara Clark, Guide to post Production for TV and Film: Managing the Process, Susan Spohr, Focal Press, 2nd Edition- October (2002)
9. Deslyver & Graham Swainson Bascis of video production, Focal Press, 2<sup>nd</sup> Edition., (2001)

#### Course Outcomes (COs)

CO1	The students acquired basic knowledge about the Understanding the Characteristics and science of sound/audio the field of electronic
CO2	The students acquaintance the skills in the Sound Production Equipments and Aesthetics Radio and Television Programme
CO3	Students would be able to develop the knowledge of important aspects of Videography for various TV Programme Formats
CO4	students to develop the analytical knowledge skills about the use of Lenses, Filters and Lighting for Television media as a Learning
CO5	Students are assigned to analyze of the Psychological Composition of Videography for producing various formats of television programme.



**ALLIED - 2**  
**PAPER - 4**  
**ADVERTISING AND PUBLIC RELATIONS**

**COURSE OBJECTIVES**

1. To orient the students with an overview of advertising industry and its marketing, economic, communication and social roles.
2. **Understand the different types of advertisements and their salient features.**
3. **Demonstrate the different elements of print advertisements.**
4. Appraise the meaning of PR and the tools used for building customer relationships.
5. List the functions of Public Relations and evaluate the role of PR in media and crisis management.

**UNIT - I**

**ADVERTISING ENVIRONMENT:** Advertising and its role in the market place, Advertising as a process of communication, Social effects of advertising, Advertising Agency-Structure and functions, Types of advertising agencies.

**UNIT - II**

**TYPES OF ADVERTISING:** Classification of advertising based on target audience, Geographical area, Purpose and Media. Components of a print advertisement - Visuals, Copy and Graphic devices, Procedure and Techniques of print advertisement production.

**UNIT - III**

**ADVERTISING CAMPAIGN:** Objectives, advertising strategy, creative strategy: message, appeals, media planning and execution. Deconstruction of print advertisements.

**UNIT - IV**

**PUBLIC RELATIONS:** Definition, nature & scope, Public Relations process, tools and significance.

**UNIT - V**

**PR FUNCTIONS:** Sponsorship, Publicity, Event Management, Media Management, Crisis Management and Case studies.

## **References:**

1. Kleppner, Otto, (1980). Fundamentals of Advertising; Prentice Hall; New Jersey.
2. Hart, Norman(1990).The practice of advertising; Heinemann Pub.; London.
3. Chunnawalla and K.C. Sethia. Foundations of Advertising: Theory and practice.
4. Philip Kotler, Gary Armstrong, Prafulla Y.Agnohotri, Ehsan Ul Haque. (2017). Principles of Marketing, A South Asian Perspective. Delhi, Prentice Hall.
5. Belch.(2017). Advertising and Promotion: An Integrated Marketing Communications Perspective Mc Craw Hill Education. Ninth edition.
6. Scott Cutlip, Allen Center and Glen Broom (2004). Effective Public Relations, 9<sup>th</sup> Edition. New York. Prentice Hall.
7. William Stanton et al. 1994. Fundamentals of Marketing. Tata McGraw Hill, New Delhi.
8. Stephenson, Howard. (1971). Handbook of Public Relations. Illinois. Mc Graw Hill Pub.,
9. Ventre& Walsh. (1981). Public Relations Practices, Prentice Hall,
10. M. Mohan. (1989). Advertising Management: concepts and cases“, Tata Mc Graw Hill.

## **Course Outcomes**

**CO1: Holistic** understanding of the **organization and structure of advertising industry and its influence on other social institutions.**

**CO2: Analyse** the tone, appeal and message of print advertisements through deconstruction.

**CO3: Critical** analysis of **advertising campaign and define the process of its production.**

**CO4: Comprehend the concept of Public Relations and Illustrate the role of advertising in public relations.**

**CO5: Apply** the knowledge of Public Relations to analyse PR activities of Contemporary companies.

## **CORE PRACTICAL - 3**

### **TELEVISION AND RADIO PRODUCTION**

#### **COURSE OBJECTIVES**

1. To instill skills in writing, scripting, and sound recording for radio medium.
2. To understand and develop news and commercial programmes for radio.
3. To help the students gain preparatory skills for radio and television with a focus on the distinctions of both the media.
4. To help grasp the skills of planning, writing, scripting, and producing television programmes.
5. To provide the essential skills in the planning and production of television documentaries on socially-relevant themes.

#### **Radio Production**

Hands on practical in radio news writing, scripting, editing and sound recording

- A. Submission of script for a radio news bulletin of 5 minutes duration and its production
- B. Students have to produce a radio documentary/drama of maximum 15 minutes duration. The project will cover all aspects of sound design and production. Students can prepare a documentary on any current affairs issue.
- C. Jingles
- D. Commentary (Live)
- E. News Feature

#### **Television Production**

- A. Creation of individual TV News stories of 2 minutes duration. Students are required to produce a full-fledged news bulletin. The required reporting, editing, sound mixing and other journalistic and non-journalistic aspects of news production should be carried out by the student. The project should be worked on and carried out through various news production stages after the final approval from the supervising faculty. The final work will be evaluated on the basis of the journalistic and technical quality.
- B. Documentary (15 minutes“) Concept theme - Focus - Treatment - Narration (story - past tense) Script - Story board

#### **Course Outcomes**

**CO1:** DETERMINE radio production skills by producing various programme formats.

**CO2:** PRACTICE radio news writing, scripting, editing and sound recording.

**CO3:** PRODUCE a radio news bulletin, documentary/drama, jingles, live commentary with all aspects of sound design and production.

**CO4:** ARTICULATE a theoretical and practical understanding across a range of skills in radio production.

**CO5:** ASSEMBLE a variety of practical skills in areas including sound design in radio production.

**CO6:** DESCRIBE the core concepts associated with film and television.

**CO7:** PRODUCE a full-fledged Television News Bulletin that requires reporting, editing, sound mixing and other journalistic and non-journalistic aspects of news production.

**CO8:** CONSIDER the Journalistic and Technical quality of Television news production.

**CO9:** PRODUCE a meaningful and compelling documentary with an emotional connection to subject matter.

**CO10:** ADMINISTER a social and emotional learning by interacting with real-life people to document their experience on a subject matter.

**CO11:** INTEGRATE literacy with connections to a source, to self, and to the world through a short documentary story.

**CO12:** FACILITATE newly learned ideas through reflective writing for documentary.

### **Reference**

- Radio Programming : Tacts and strategy by Eric G Norberg
- Writing for Television & Radio, Wordsworth Publishing Co., London.
- B'cast Journalism, David Keith Kohler: Prentice Hall, London.
- Writing for the Media, Mayfield, and Mountain View.
- Television field production - Hand book, Harbert Jetty.
- The technique of television production, Gerald Millerson, Focal Press, London.

**SKILL BASED SUBJECT**  
**PAPER - 2**  
**COMMUNICATION AND PRESENTATION SKILLS**

**Course Objectives:**

1. To create awareness of Communication Process, Patterns in the Changing situation.
2. To introduce key concepts of communications.
3. To enhance students with structural and analytical reading, writing, listening, public speaking and thinking skills.
4. To evolve methods of presentation in various for a.

**UNIT - I**

Communication: Definition and importance - elements and process of communication - Fundamentals of Language: Basic use of parts of Speech - Tenses - Articles - Model verbs - Conditional sentences - verbs, phrasal verbs and idioms - word-building through suffix and prefix - compound words - for specific usage related to the situations.

**UNIT - II**

Reading skills: Dealing with difficult vocabulary - Intensive and Extensive reading - Reading comprehensions - skimming and scanning skills - Reading Newspaper / Magazine article, radio bulletins - Recognizing aspects of language particularly in media - Importance of spelling - Art of journalistic writing: News, articles, features, editorial writing, humorous writing

**UNIT - III**

Elements of good writing - Sentence pattern and paragraph writing - conveying factual information - Transformation of sentences - writing Introduction, welcoming - thanksgiving and conclusion. Listening Process - Classification of Listening - Purpose of Listening - Common Barriers to the Listening Process - Measures to Improve Listening - Listening as an Important Skill in Work Place.

**UNIT - IV**

Art of public speaking - Techniques of interpersonal relationships - Art of writing business and Personal letters - interview technique; Group dynamics - Leadership styles - Anchoring - voice modulation - interview - public speaking - skits/ plays - panel discussions - voice over - elocution -debates and group discussion - Importance of good communication - Improving your communication skills.

**UNIT - V**

Elements of technical writing - Preparing CVs English for Job-search: Drafting covering letters and applications specific to a job - Interpersonal communication skills - Body Language. Types of thinking: Rational - Logical - Critical - Lateral - Errors in thinking - Partialism - Time scale- Egocentricity Prejudices - Adversary Thinking.

## References

- Adair, John. Effective Communication. London: Pan Macmillan Ltd.2003.
- Communication for Development in the Third World - Srinivas R Melkote, Sage Publications, New Delhi, 1991
- Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
- Business Communication Today: Tenth Edition. NewJersey: Prentice Hall, 2010.
- Brown, Michele & Gyles Brandreth. How to Interview and be interviewed. London: Sheldon Press, 1994.
- Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.Collins, Patrick.
- Speak with Power and Confidence. New York: Sterling, 2009.
- Richard Worth, Communication skills 2004, Infobase Publishing

## Course Outcomes:

**Co1: Learn** the tools and elements of communication and its importance.

**Co2: Comprehend** language and its importance in visual communication

**Co3: Develop** writing and listening skills among students

**Co4: Orient** students in public speaking skills through debates and talk shows.

**Co5: Overcome** the fear of writing skills and develops their thoughts by gathering, collecting and organizing the assignments.

**NON-MAJOR ELECTIVE  
PAPER - 2  
PHOTOGRAPHY**

**Course Objectives**

1. To know the basics of photography
2. To understand lighting
3. To gain knowledge on composition
4. To get overview of various types of photography
5. To understand the contemporary trends

**UNIT - I**

**BASIC CONCEPTS OF PHOTOGRAPHY:**

Photography - Definition & concept; Nature, scope & functions of photography; Historical development of photography; Camera - introduction to camera & human eye; Concept of visual perception; Types of camera - box, TLR, SLR & Digital; Parts & functions of camera - aperture, shutter, lens & film; Camera accessories

**UNIT - II**

**OPTICS OF CAMERA:**

Lens - Definition & Concept; Characteristics of lens; Types of lens - wide angle, normal & tele; Special lens - zoom, fish eye & macro Lens; Focus - definition & concept; Focal Length - concept; Types of Focal Length - short, long & variable focal length; Exposure - basics; Depth of field- aperture priority & shutter priority; Filter- definition & concept; Characteristics and types of filters.

**UNIT- III**

**DATA STORAGE AND VISUAL PROCESSING:**

Film to Digital - Digital Storage & Digital Storage process; Types of Digital Storage- Compact Flash (CF), Secure Digital Card (SD), Mini SD Card, Micro SD & etc.; Film Developing Process; Film Printing Process; Digital Printing Process; Photo editing & manipulation.

**UNIT - IV**

**LIGHTING TECHNIQUES:**

Lighting - Definition & concept; Nature & Characteristics of Light; Understanding Light - Indoor & Outdoor; Types of Light - Natural & Artificial; Standard Lighting - Key, Fill & Back Light; Types of Lighting Equipments - Pro-lit, Soft Box & etc; Different accessories of Lighting - Umbrella, & etc; Flash - Functions of Flash; Light Meter- Functions of Light Meter.

## **UNIT - V**

### **VISUAL FRAMING AND COMPOSITION:**

Aesthetics of Photography; Framing- Characteristics of Framing; Composition - Characteristics of Compositions, Types of Composition - Rule of Third, Frame within Frame & etc.; Types of Photography - Photo Journalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

### **References**

1. James Curran (2013). The Photography Handbook, First Edition, Routledge, USA
2. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA
3. Linda Good (2009). Teaching and Learning With Digital Photography, First Edition, Sage Publications, New Delhi
4. Ian Jeffrey (2000). The Photography Book, First Edition, Focal Press, UK
5. Michael Langford (2000). Basic Photography, First Edition, Focal Press, UK

### **Course Outcomes**

**CO1: Imbibe the basics of photography**

**CO2: Understand lighting and its techniques**

**CO3: Would gain knowledge on composition**

**CO4: Gain an overview of various types of photography**

**CO5: Evolve ways to apply the industry technicalities**



**SEMESTER V**  
**PAPER - 5**  
**FILM STUDIES**

**COURSE OBJECTIVES**

1. To familiarize the students on the concepts of film perception and film language.
2. To introduce the various forms of narratives and non-narratives and help understand the significance of film and post modernism.
3. To help the students understand the concept of visualization in film production and continuity style.
4. To introduce students to the film festivals conducted across the globe and the categories of awards given to the artists and technicians in film.
5. To help the students understand the film industry in general and budgeting and scheduling in particular.

**UNIT - I**

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

**UNIT - II**

Film forms: narrative and non-narrative - Acting, costume and music - Film and post modernism - post structuralism and deconstruction. Impressionism, expressionism, and surrealism - Fiction: realism, symbolic simulation - typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema.

**UNIT - III**

Film production: Visualization - script - writing - characterization - storyboard - tools and techniques. Continuity style: composing shots - spatial (mise en scene) - temporal (montage) - Camera shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions - Film editing and special effects - Film audience - Review and appreciation of film.

**UNIT - IV**

Film festival - Film awards - Film institute's censorship certification - Cinema theatres and Projections.

**UNIT - V**

Film business and Industry - Economic - finance and business of film - film distribution - import and export of films - regional cinema with special reference to Tamil cinema. Budgeting and schedules.

## References

- Indian Film, Eric Baranenn & Krishnaswamy OVP, 1980 2<sup>nd</sup> Edition
- How films are made, Khwaja Ahemad Abbas, National Book Trust, 1977
- Film as an art and appreciation, Maric Setton, NCERT, New Delhi
- Cinematography Censorship rules, Govt. of India Press, Nasik, 1969
- Cultural Heritage of India, A.L. Basham.

## Course Outcomes

**CO1 Unit1:** Understand film perception with aesthetics and ability to interpret films.

**CO1 Unit2:** Understand and appreciate the film forms and their narratives.

**CO1 Unit3:** Appreciate the tools and techniques involved in film making along with the film editing and special effects.

**CO1 Unit4:** Understand the categories of film festivals and film awards and the process of film censorship.

**CO1 Unit5:** Appreciate the economics, and finance involved in film business.

## **PAPER - 6**

### **INTERNET AND SOCIAL MEDIA APPLICATIONS**

#### **Course Objectives**

1. To make students understand the overview of historical background and evolution of internet.
2. To understand the advantages, challenges and impact of internet and social media application.
3. To know about influences of social media and communication technology.
4. To understand how new media shape communications and ways to connect with the society.
5. To study the emerging trends and new tools in online communication.
6. To understand the implications of social media for a variety of social issues through the course readings and class discussion.
7. Understanding digital media for news disseminations.

#### **UNIT - I**

New media - Emergence of Digital Era - Internet and communication - the Internet and You - Characteristics of the Internet - The Internet Today - impact of internet - Technology society and historical change - Informationalism - Information and communication Technology (ICT) in society - Internet penetration and reach in India - launching a business on the internet -

#### **UNIT - II**

Role of new media in the contemporary age - traditional and new media - Communicating over the internet: Internet Etiquette - Electronic Mail - Listserv - Newsgroup - Chat Rooms - Streaming - File Transfer (FTP) - Gopher - Archie - Privacy - Security - Ethics - Database - Search Engine: Google - Bing - Yahoo - Interactive Television - Video-on-Demand - Video Conferencing - Multimedia Archives - Blogs - Forms of Learning - Inductive learning - knowledge acquisition - Digital Libraries - Smart Classrooms.

#### **UNIT - III**

Overview of Artificial Intelligence - Problems of Artificial Intelligence - Data Mining - online advertising - overview of internet security - Firewalls - Security Threats- Information Privacy and copyright issues - Cyberspace - Digital signature - Digital Cash - Electronic payment - cybercrime and cyber laws in India.

#### **UNIT - IV**

Application of internet: Education - Government - Job searches - Travel and Entertainment - E-commerce - information overload - digital divide - news coverage on digital platform - e-governance - Face book - YouTube.

## UNIT - V

Types of social networks and their business model - the feature of social networks - growth and evolutions - Social media Revolution - different types of social networking sites - Content marketing - Social media advertising - YouTube as a Participatory culture - media participatory - Digital inequality, age, and social class - Algorithmic Ideology - Social Media's influence on News making.

### References:

- Eadie, W. F. (2009). *21st century communication: A reference handbook* (Vols. 1-2). Thousand Oaks, CA: SAGE Publications.
- Atton, C. (2002). *Alternative media* London: SAGE Publications Ltd.
- Pritchard, A. (2007). *Effective teaching with internet technologies: Pedagogy and practice* London: SAGE Publications Ltd.
- Küng, L., Picard, R. G. & Towse, R. (2008). *The internet and the mass media* London: SAGE Publications.
- John R. Vacca, Practical Internet Security, Springer.
- Fuchs, C. (2014). *Social media: A critical introduction* London: SAGE Publications Ltd.
- Hinton, S. & Hjorth, L. (2013). *Understanding social media* London: SAGE Publications Ltd.
- Mjos, O. (2012). *Music, Social Media and Global Mobility*. New York: Routledge.

### Course Outcome:

**Co1:** Obtain a holistic understanding of the evolution of the internet in India and the world.

**Co2:** Make a critical study of the impact of the internet on the society.

**Co3:** Thorough knowledge of the use of artificial intelligence and its pros and cons.

**Co4:** Analyse laws and ethics applicable to online media

**Co5:** Become adept at the different aspects of social media applications.

**PAPER - 7**  
**MARKET STUDY AND SURVEY TECHNIQUES**

**Objectives:**

1. To know to market well before the implementation of market study
2. To evolve the research problem and implement a research design
3. To understand different types of survey techniques
4. To implement the data collection procedure scientifically
5. To critically analyse case studies on market research

**UNIT - I**

Introduction to market research - Definition - scope and objectives - significations - limitations - nature and characteristics of market research - Marketing Mix elements - Target market - niche marketing - competition - need for market study - Global brands and market perception - cross cultural marketing - market segmentation - planning and execution - SWOT analysis - New trends in marketing - recent cases.

**UNIT - II**

Various types of market research - Research problem and methods - Hypothesis - well-known research agencies in India - Research design and its types - importance of sampling in market study - Sample design - Probability and non-Probability sampling - determining sample size and techniques - sampling techniques

**UNIT - III**

Define survey - definition - survey methods: Cross sectional survey - longitudinal survey - correlation survey - techniques of survey method - measurement scales.

**UNIT - IV**

Introduction to data collection - Data Collection Methods - Primary and Secondary Data - observation and questionnaire techniques - data analysis - coding the data - tabulation - statistical analysis and interpretation - Development of questionnaire

**UNIT - V**

Recent Trends in marketing research - Online marketing - Market study cases of national and International brands in Indian context - Oyo rooms - Hindustan Motors - Royal Enfield - Samsung - Cadbury - Nestle - Hindustan Unilever - Britannia - Johnson & Johnson - Amul.

**References:**

- Marketing management - A south Asian perspective (13th Edn.) by Philip Kotler, Kevin Lane Keller, Abraham Koshi, Mithuleswar Jah, Pearson Prentice Hall, (2009).
- Marketing Communication - an integrated approach (4th edn.) by PR Smith and Jonathan Taylor, Kogan Page publisher 2005
- Media and Communication Research Methods by Arthur Asa Berger, 2nd Edn, Sage Publications, 2011.
- Research methods in Mass communication by Stempell and Westley, Prentice Hall, (1981).
- Mass media Research - An Introduction by Roger Wimmer and Joseph Dominic, 3rd edn. Wads worth Publications (1991)
- Hansen, Andres et al., (1998). Mass Communication Research Methods, Macmillan Press Ltd, London

**Course outcomes:**

**Co1:** Identify needs of market research in the competitive world.

**Co2:** Identify research problem and prepare the research design.

**Co3:** Understand and implement ways of preparing the survey and its methods.

**Co4:** Relate and validate the data to evolve the results.

**Co5:** Ability to realize the importance of market study and various brands and their market analyses.

**INTERNAL ELECTIVE  
PAPER - 1  
BASICS OF JOURNALISM**

**Course Outcomes:**

1. To develop a nose for news and come up with original story ideas for both reporting beats and off-beats
2. To learn the various techniques of news gathering and reporting
3. To identify various sources of news and to develop a network of contacts to help in news gathering
4. To develop useful skills in news editing
5. To build a portfolio of journalistic works which will help students gain a foothold in the news industry.

**UNIT - I**

**INTRODUCTION TO NEWS**

News: definitions, types, elements, news values, hard and soft news, sources of news, news gathering techniques, parts of news - lead and body, various types of leads, news writing styles, stages of news writing, covering press conferences.

**UNIT - II**

**FUNCTIONING OF NEWS ORGANIZATIONS**

Structure and functions of a newspaper organization, news channel and news agency, skills for news reporting, qualities and responsibilities of reporters and editors, beat and off beat reporting, different types of beats.

**UNIT - III**

**NEWSPAPERS AND NEWS MAGAZINES**

Anatomy of a newspaper, front page analysis, editorial and Op Ed page analysis, sports, international and business pages, news photography, news magazines, types of news features, news columns.

**UNIT - IV**

**BROADCAST NEWS PRODUCTION**

Types of news programmes, basics of television news reporting, writing and producing television news, radio and television interviews, role of news reporters, anchors, news editors, video editors, etc., functioning of a news studio, equipment in news studio, types of cameras and microphones.

## UNIT - V

### EDITING NEWS

Importance of news editing, principles of editing, qualities and skills of a sub-editor, copyediting on MS Word, headline writing, editing captions, editorial style guides, proof-reading, preparing copy for press, television news editing.

### References

1. Scanlan, Christopher, & Craig, Richard. *Newswriting and Reporting: The Complete Guide for Today's Journalist*, Oxford University Press, 2014
2. Filak, Vincent F. *Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age*, CQ Press, 2017
3. Garrison, Bruce. *Professional News Reporting*, Lawrence Albaum Associates Publishers, 1992.
4. Schroeder, Alan. *Writing and Producing Television News*, Oxford University Press, 2009
5. Boyd, Andrew, Stewart, Peter & Alexander, Ray. *Broadcast Journalism: Techniques of Radio and Television News*, Focal Press, 2008.
6. Keller, Teresa Keller & Hawkins, Stephen A. *Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing*, Holcomb Hathaway, 2009.
7. Hyde, Grant Milnor. *Newspaper Editing: A Manual for Editors, Copyreaders and Students of Newspaper Desk Work*, Read Books, 2008.

### Course outcomes:

**Co1:** Develop instincts for news formulation.

**Co2:** Gain a thorough knowledge of the working of news organisations

**Co3:** Evolve clear understanding of the newspaper pages and their classifications.

**Co4:** Imbibe methods of news production in radio and television mediums.

**Co5:** Effectuate news editing methods systematically.



## **CORE PRACTICAL - 4 DESIGN PRINCIPLES II**

### **Course Objectives**

1. Use publishing software to create a content-to-print file for publishing
2. Familiarizes the student with the primary tools in the publishing software including creation of workspaces, application of primary tools etc
3. Develop skills in use of publishing software for building documents with master pages working with text and type, using graphics and colours etc.
4. Preparing documents created using publishing software and packaging it for publishing, separations, proofs and PDFs.
5. Using composite photo-editing, design and publishing software to create publishing documents that have high inputs of graphic design as well as standard text formats

### **EXERCISE 1: GETTING AQUAINTED WITH PUBLISHING SOFTWARE**

Publishing software workspace, document creation, tools and panels, guides, view modes, saving files control panel, navigating the document, planning the document, creating custom size, layout and pages importing text and adding images

*Using the above techniques Open create a new document for publishing a department journal, set your format for pages ideate and visualize your final output needs, import text content and set a template for your workspace for this document*

### **EXERCISE 2: ORIENTATION TO TEXT TYPE & STYLES**

The text frames, changing character attributes, changing paragraph attributes, checking spellings, finding and changing text, flowing text through frames and pages

*Continue with your journal and flow text for your document through the pages, leaving space for graphics, photos and tables. Choose appropriate type styles to differentiate between Headlines, Sub-headline, Slug-line, lead and main story using the inverted pyramid style of storytelling and prepare your pages for a 20 page journal comprising atleast 5 on-campus stories you want to report.*

### **EXERCISE 3: USING STYLES, TABLES AND COLOUR**

Defining and applying paragraph, character and object styles, loading styles from other documents, organizing styles. Creating a table, creating table content, adding text to tables, importing tables and editing tables. Applying colour to text and frames creating swatches, gradients, using eye-dropper tool, editing colour and saving spot colours

*Continue with your journal exercise and detail the document with necessary styles, including tables to highlight information in your story and differentiate and highlight information by colour to make your journal look interesting and focused*

#### **EXERCISE 4: ADDING IMAGES AND GRAPHICS TO YOUR STORIES**

How publishing software handle images and graphics, adding images to a story, creating graphic frames, adding and positioning images and graphics, creating graphic frames, wrapping text around images and graphics, importing and placing layered photo-editing software based files like cover design, section separators etc.

*Continue with your journal and include images and graphics appropriate to your stories and complete the journal after reassessing your layout, design and content to see if they fit with universal design principles that confirm to easy readability of content, pleasing outlook and interesting graphics that complement each other.*

#### **EXERCISE 5: USING COMPOSITE PHOTO-EDITING, DESIGN & PUBLISHING SOFTWARE AND PREPARING A PUBLISHING MASTER**

Creating the masthead, cover page, focus highlights etc on the cover page to generate interest for the reader on the nature of content inside. The contents page, Editorial page etc, preparing your document for publishing, setting print resolutions, creating PDFs, colour separations for printing, proofing etc. Enhancing the output for e-publishing

*Continue with your Journal exercise and use cross-over software like photo-editing, design, illustration software create a masthead and cover page for your journal, include editors page, content pages based on page numbers and prepare your journal for print-publishing after checking it for colour, image resolutions, layout, style and design.*

*Also prepare your journal for e-publishing by suitably modifying your document properties to make it e-publishing friendly including setting resolutions for quick and easy upload of the document in web-based technologies.*

#### ***Portfolio of exercises based on above learning***

*(Students will each develop a Journal comprising a minimum of 5 pages that reflects an intermediate to advanced level of understanding basic fluency in the use of publishing principals. The journal should comprise of atleast 5 different on-campus stories and should include a masthead design, a cover page design, an editorial page, a photo story about a campus event and a feature on environment and design.*

## References

Adobe InDesign CC Classroom in a Book, 2018 Release by Pearson by Kelly Kordes Anton and Tina DeJarld | 15 June 2018

Adobe Indesign: Design Basics by Bittu Kumar | 1 January 2017

Desktop Publishing: Practical Guide To Publish Anything on Your Desktop  
Paperback - 29 January 2013 by Bittu Kumar (Author)

InDesign CS6 in Simple Steps Paperback - 1 January 2012 by Kogent Learning Solutions Inc.

CorelDRAW X6 The Official Guide 1st Edition by Gary David Bouton

<https://www.smu.edu/-/media/Site/OIT/Adminsys/Adobe-Handouts/InDesign/InDesign-Beginner-Handout.ashx?la=en>

<https://helpx.adobe.com/in/indesign/tutorials.html>

<https://99designs.com/blog/design-tutorials/create-a-magazine-in-indesign/>

<https://printninja.com/printing-resource-center/printninja-file-setup-checklist/book-printing-file-setup-guides/creating-your-interior-pages/adobe-indesign-book-template>

<http://product.corel.com/help/CorelDRAW/540229932/Main/EN/User-Guide/CorelDRAW-X7.pdf>

<https://www.coreldraw.com/en/pages/tutorials/coreldraw/>

## Course Out-Comes

**CO1 Unit 1:** Students will comprehend the basics of publishing software work spaces

**CO2 Unit 2:** Will demonstrate ability to flow text into documents, define text characteristics, and use text frames to complete the layout

**CO3 Unit3:** Will learn how to apply paragraph, object and character styles in publishing layouts, include tables, apply colour to the document to enhance focus for key information.

**CO4 Unit 4:** Will learn skills of using / incorporating images and graphics to stories and merge text and images in the layout

**CO5 Unit 5:** Will demonstrate competence in being able to complete a publishing document including preparation of the document for printing and e-publishing

## **SKILL BASED SUBJECT**

### **INTERNSHIP**

The every student must undergo 30 days for an internship at the end of the Fourth semester in his/her field of interest in any of the media organizations:

#### **Course Objectives:**

1. To obtain hands-on experience of any Media House, such as Print Medium, Advertising Agency, Public Relations, Film Industry, etc., for a period of one month.
2. To utilize the opportunity to learn and gain an experience so as to understand the day to day functioning of the media industry.
3. To demonstrate the ability to integrate and apply theoretical knowledge and skills developed in various courses to real-world situations.
4. To report on their internship, the students shall make a presentation of their work portfolio.
5. To prepare and submit their (students) internship report along with the certificate awarded in original to be evaluated internally and marks be awarded at the end of the fifth semester examination.

#### **Course Outcome:**

**CO1:** Explore various career possibilities in Media Industry.

**CO2:** Opportunity to learn the essential self-discipline, teamwork, skills, attitudes, responsibility, and initiative.

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

**CO4:** Provide an opportunity to strengthen the portfolio or resume with practical experience.

**CO5:** Provide a learning experience for the student which can lead to entry level job opportunities within the company.

**PAPER - 8**  
**MEDIA LAWS AND ETHICS**

**Course Objectives**

1. To make students get acquainted with the significance of Constitution of India.
2. To make the students understand the principles on which constitution has been constructed.
3. To demonstrate the laws related to communication and media, particularly on freedom of expression, copyrights and privacy issues.
4. To familiarize students on the issues related to cyber laws
5. To make the students understand the issues related to Right to Information

**UNIT - I**

Indian Constitution: Constituent Assembly Discussions, role of Ambedkar in drafting the Constitution. Preamble - Salient features. Part III, Fundamental rights - fundamental duties - Directive principles of state policy - Citizenship.

**UNIT - II**

The Union and State Government - The Executive - The President, Governor - Powers - The Judiciary - Parliament- privileges, Functions - The Emergency powers - Amendments to the Indian Constitution. Panchayat Raj - Article 370 - Centre - State relationship.

**UNIT - III**

Media Laws: Freedom of expression and freedom of the press in India. Law related to Privacy, surveillance and censorship.

**UNIT - IV**

The Law of Copyrights - TRIPS and TRIMS. International Intellectual Property Rights. The Contempt of Court Act, 1971. The India Penal Code, Sections 124-A, 495, 496, to 501. The Criminal Procedure Code, Sections 108, 144. The Indian Telegraph Act.

**UNIT - V**

Right to Information Act 2005 - Information Technology Act. Case studies. Laws related to Consumer Rights. Laws of Human Rights - Child Labor Acts - Women's Rights. Cyber Laws - Cable TV Act.

## **References**

Basu, Durga Das, Laws of the Press in India - -1987

Umrekar, DK, Press and the Law

Dawson, Laws of the Press

Pandey, J. N. Constitutional law of India (updated every year)

Reports on Consumer Rights, Human Rights and draft report of the IT ACT.

## **Course Outcomes**

**CO1:** Inculcate the evolution and making of the Constitution of India, by discussing the context in which the Constituent Assembly discussions are held.

**CO2: Demonstrate the understanding of the** basic structure and the salient features of Indian constitution.

**CO3: Comprehend the laws related to press, communication and media.**

**CO4: Critically analyse** the status of press freedom and copyrights issues

**CO3:** Establish the ideas related to RTI and other rights.

**SEMESTER VI**  
**PAPER - 9**  
**MANAGING MEDIA BUSINESS**

**Course Objectives**

1. To familiarize students with the concepts of planning, development, functioning, and brand building of media organizations.
2. To help the students understand the role of media professionals in building a bridge between the theories of media management and specifics of media industry.
3. To demonstrate the significance of advertising in media business and understand the digital opportunities.
4. To help the students to appreciate the advertising paradigm and the content marketing.
5. To introduce the students to the evolving mobile marketing and the business models in media business.

**UNIT - I**

Print Media Management - Newspaper - Magazine - Business Models - Contemporary trends in print media business. Broadcast Media - Radio and Television business - Adopting marketing strategy to consumer media

**UNIT - II**

Media and Advertising -Digital Media - Planning and Buying -Media metrics - audits - rates - CPMS -reach and frequency audience measurement - Digital opportunities - customers choice and changing business scenario.

**UNIT - III**

New Advertising paradigm - paid content - Digital transition and innovation - Content Marketing - The importance of content - paid content and consumer generated

**UNIT - IV**

Mobile marketing - Digital inbound marketing skills - Business of digital in-depth understanding

**UNIT - V**

Evolution of online and offline business models in media - Emerging business models - Non-profit news - Future of media and media business challenges.

## **References**

- Media Management, B. K. Chaturvedi, Global Vision Publishing house, 2009.
- Electronic Media Management, Peter K. Pringle, Focal Press, 1995.
- Media Management in India, Dibakar Panigrahy, Prentice Hall of India, 1993.
- Advertising Management: Media Management and Audience Behaviour, Kaipa Sudhakar Reddy, Ashish Publishing House, 1990.
- The Social Media Industries, Alan B. Albarran, Routledge, 2013.

## **Course Outcomes**

**CO1:** Identify and understand the media management in print and broadcast media.

**CO1:** Understand the significance of advertising in media business.

**CO1:** Understand the digital transition in advertising and the content marketing.

**CO1:** Understand the concept of mobile marketing and familiarize with digital in-depth understanding.

**CO1:** Appreciate the business models in media management in both online and offline media.



**PAPER - 10**  
**PRODUCTION MANAGEMENT**

**Course Objectives**

1. Familiarise Students on the concepts of production management in Advertising Environments
2. Help understand the role of Studio / Production Managers in Advertising / Ad Film making
3. Understand the process of Print Production familiarise oneself with the basics of the production process.
4. Gain understanding about role of production executives in adfilm making
5. Overall help the student gain necessary skills as a studio / production manager in the industry

**UNIT - I**

**GRAPHIC DESIGN & THE STUDIO MANAGER**

The Advertising Agency, creative processes in advertising design, role of various participants in the advertising agency, various functions of advertising, the creative department, Art Directors, Creative Directors, Copy Writers, Designers Studio Managers & Production Managers

*Exercise 1 Visit an advertising agency; identify the various functions in advertising deliveries and document a detailed account about how advertising as a process flow transits between client and agency.*

**UNIT - II**

**GRAPHIC DESIGN & PRINT PRODUCTION**

The design process; creative brief, ideation, concept development, visualization, copy thumbnail design, photography/images, output media, design etc. Print production, CMYK Vs RGB outputs, reproduction in various media, paper selection, dot screen, image resolutions, output for reproduction - Jpeg, Tiff, PDF formats, file transfer formats etc

*Exercise 2 Interview a Studio Manager and document a first person account of how traffic flow is managed in a design studio of an advertising agency. Detail all processes and account for every activity that a Studio Manager undertakes for completion of a design delivery including coordination with various vendors like photographers, model coordinators, art directors etc for the various inputs that go into a design*

**UNIT - III**

**DIGITAL & OFFSET PRINTING**

Digital vs. Offset Printing, pre-press, plate making, CTP process, proofing, colour matching techniques, single colour vs. multi-colour offset processes, special colour printing, post-press; cutting & finishing, special effects, embossing, lamination, foil stamping die-cuts etc. Outdoor media, flex printing, fabric transfer printing direct printing on flat-bed media like metal, acrylic, foam etc. Outdoor media finishes, ink dyes, eco-solvent dyes, lamination, backlit and front lit formats etc.

*Exercise 3 Visit an offset printing house and a digital print house and describe in detail the processes that differentiate offset printing from digital printing. Collect a portfolio of colour separated printed sheets to create an album of how each primary colour complements the final output. Detail information about dots, lines, CTP settings, Colour Management Settings used for achieving the final outcome of your sample*

*Exercise 4 Visit an outdoor printing unit and collect swatches of various media used in outdoor printing like flex, fabric, vinyl, acrylic, etc and create a portfolio of such media and printing processes*

## **UNIT - IV**

### **AUDIO & VIDEO PRODUCTION**

Radio & Television in Advertising. Radio Ads, Television Commercials. Various Types of Broadcast Media, Webcasting, Digital Media, Social Media Channels etc.

People roles in the production of Audio-visuals; Producer, Director, Creative Director, Cinematographer, Script Writers, Lyricists, Music Composers, Location managers, Set Managers, Model Coordinators, Production-in-charge, Choreographers, Light & Sound, Still Photographers, Art Directors & Props management, etc

*Exercise 5 Visit an Adfilm Production house; identify the various functions of adfilm making and document a detailed account of process flow and coordination required between client, agency and the production house.*

## **UNIT - V**

### **ADFILM MAKING - A PRODUCTION MANAGER'S PERSPECTIVE**

Steps in Adfilm Making; the creative brief, ideation and concept creation, content planning, lyrics, script, choreography, properties, location planning, music composing, costing & budgeting, pre-production, shot-by-shot call sheets, art direction, props management, equipment, lights & sound management, post-production, editing, voice recording, music mixing, computer graphics, etc

*Exercise 5 Intern with a production house for a one-day adfilm production and create a portfolio or working stills of the entire adfilm making process.*

### **Portfolio**

*(Students will each develop multiple portfolios that reflects understanding of 1. Print Production, 2. Outdoor Media and 3 Adfilm Making.*

## References

Advertising Management by Rajeev Batra, John G Meyers, David A Aaker, Pearson Education, 2006.

Becoming a Successful Graphic Designer, Fairchild Books, 2016 by Neil Leonard.

A Guide to Graphic Print Production, By Kaj Johansson, Peter Lundberg and Robert Ryberg | Fundamentals of Inkjet Printing: The Science of Inkjet and Droplets By Stephen D. Hoath | Mastering Digital Printing, Second Edition (Digital Process and Print)By Harald Johnson | Common-Sense Flexography: A User's Guide to Improved Pressroom ProductivityBy David J. Lanska

Production Management for Film and Video Richard Gates | The art of movie making a complete handbook of film techniques and terminology (Others, Hardcover, V. P. Dhar)

Making A Career In The Film Industry (Paperback, PoojaGautam) |The Filmmaker's Handbook Paperback 2012 by Steven Ascher

## Course Out-Comes

**CO1 Unit 1:** Students will be sensitized to how a typical advertising agency functions and comprehend the role of a Studio manager in the scheme of things.

**CO2 Unit 2:** Will develop skills in being able to identify the traffic flow in a graphic design studio and will reflect deeper understanding of inputs required for optimum delivery of desired output in advertising collaterals

**CO3 Unit3:** Will provide students with a deeper understanding of various printing processes available and comprehend processes involved in the process of delivering a printed output.

**CO4 Unit 4:** Will introduce students to the various Audio Visual media opportunities available for creating of advertising and help them understand the need for and the role played by various participants in the content creation process

**CO5 Unit 5:** Will be able to play the role of a production manager for an adfilm production and enumerate various steps and stages involved in the production process.

## COMPULSORY PROJECT

### Short Film/Documentary

#### Course Objectives:

1. The student will be able to understand the necessity of a concept or story.
2. Understand the techniques of script writing.
3. Introducing the students to understand the documentary film making style and how to visually express social issues.
4. Understand the basic principles video and audio recording.
5. Understand the techniques of camera handling.
6. Understand the different editing techniques and style.

Students have to choose one short film or Documentary of their own interest.

#### A. Short film making

The students plan and process a short film project, either in a group or individual, with duration of around 5 -10Minutes. The project should be accompanied by a full-fledged standard script and story board.

- a) Understand and apply knowledge of various techniques in script writing.
- b) Understand various tools and techniques of Pre- and Post-Production stages.

#### B. Documentary film making (15 minutes) by a group or individual

The subject shall necessarily be on any social theme accompanied by a comprehensive script/voice-over and story board.

- a) Decide upon a concept and provide a narrative.
- b) Research work on the concept.
- c) Shooting and editing based on the research work.

#### Course Outcomes

**CO1:** Demonstrate an understanding of the entire film production process

**CO2:** Ability to handle film production crew

**CO3:** Trained to write script, screenplay and story board for a feature/short film/documentary.

**CO4:** A deeper understanding of the concept of the reality associated with documentary making.

**INTERNAL ELECTIVE  
PAPER - 2  
Marketing Communication**

**Course Objectives**

1. To make students acquaint with the changing communications landscape and the need for integrated marketing communications.
2. To define the role of advertising in the promotion mix and describe the major decisions involved in developing advertising strategies.
3. To demonstrate the impact of public relations and demarcate the differences between public relations and other components of marketing communication.
4. To illustrate the personal selling process, distinguishing between transaction-oriented marketing and relationship marketing.

**UNIT - I**

**DEFINING MARKETING COMMUNICATION:** Promotion mix-components, Understanding Marketing Communication process, Steps in developing effective marketing communication, Communication channels - personal & non personal, Promotion mix strategies, Integrated marketing communication.

**UNIT - II**

**ADVERTISING:** Setting the advertising objectives, setting the advertising budget, developing advertising strategy, evaluating advertising effectiveness.

**UNIT - III**

**PUBLIC RELATIONS:** Definition & functions, Role and impact of Public Relations, Major Public Relations Tools.

**UNIT- IV**

**PERSONAL SELLING AND SALES PROMOTION:** Nature & scope, Role of sales force, the Personal Selling Process, Designing sales force strategy and structure, Personal Selling and Managing Customer relationships.  
Sales Promotion - Definition & objectives, Major Sales Promotion Tools, Developing Sales Promotion Program.

**UNIT - V**

**DIRECT AND ONLINE MARKETING:** Growth and benefits of direct marketing, Customer databases and direct marketing, forms of direct marketing, Marketing and the internet, Online marketing domains, The promise and challenges of online marketing.

### **Text Books**

Philip Kotler, Gary Armstrong, Prafulla Y. Agnohotri, Ehsan Ul Haque. (2017). *Principles of Marketing, A South Asian Perspective*. Delhi, Prentice Hall.

Belch.(2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McCraw Hill Education. Ninth edition.

Scott Cutlip, Allen Center and Glen Broom (2004). *Effective Public Relations*, 9th Edition. New York. Prentice Hall.

Mark W Johnston & Greg W. Marshall.(2009). *Sales Force Management*, 9<sup>th</sup> Edition. Boston. Mc Graw Hill.

Brian Thomas, Matthew Housden.(2017)*Direct and Digital Marketing in Practice*. Bloomsbury.

### **References**

1. William Stanton et al. 1994. *Fundamentals of Marketing*. Tata McGraw Hill, NewDelhi.
2. Sontakki.2000. *Principles of Marketing*. Kalyani Pub. New Delhi.
3. Kenneth Clow & Donald Baack. 2005. *Integrated Advertising, Promotion and Marketing Communication*, 2nd Edition. Prentice Hall, New Delhi.
4. Arun Kumar, N.Meenakshi. 2006. *Marketing Management*. Vikas Pub. New Delhi.
5. Stephenson, Howard. (1971).*Handbook of Public Relations*. Illinois.Mc Graw Hill Pub.,
6. Anil Basu.*Practical Public Relations*.
7. Moor and Canfield.*PR principles, cases and problems*.
8. Ventre & Walsh. *Public Relations Practices*, Prentice Hall, 1981.
9. Robert W. Palmatier, et al. (2007). Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-owned Loyalty, *Journal of Marketing Research*, May 2007.
10. Direct Marketing Association, *The Power of Direct Marketing* 2007-2008 Edition.

### **Course Outcomes**

**CO1: Identify the components of marketing communication and the relevance of Integrated Marketing Communication in the contemporary society.**

**CO2: Determine how** marketing objectives are converted to advertising objectives, advertising strategies and in turn communicated to the target audience through advertisements and the significance of advertising in the marketing communication process.

**CO3: Understand the notion of Public Relations and its association with other components of marketing communication.**

**CO4: Analyse the strength and limitations of personal selling and sales promotion tools.**

**CO5: To analyse and evaluate how companies have responded to the internet to go about conducting online marketing.**

**INTERNAL ELECTIVE**  
**Paper - 3**  
**LIGHT AND COLOUR**

**Course Outcomes:**

1. To introduce the experience of color
2. To expose the learners to the properties of color
3. To instruct the primary, secondary and tertiary colors.
4. To make the learners understand color harmonies
5. To introduce the idea of optical illusion and its effect on light and color.

UNIT - I

**EXPERIENCE OF COLOR**

Transparent colors such as Watercolor. Opaque colors such as Poster color, Pastels wax crayons.  
Transparent papers such as Cellophane.

UNIT - II

**PROPERTIES OF COLOUR**

Physical properties of Colour. Hue: Value, Chroma, tint, shade and tone, grayscale, chromatic value scale, and color value scale.

UNIT - III

**PRIMARY AND SECONDARY COLOURS**

Primary, Secondary, Tertiary, and Quaternary. Pigment and light theory. Achromatic, Monochromatic, Polychromatic, High, Average, and lower, High average and low contrast colors.

UNIT - IV

**COLOUR HARMONIES:**

Experience in color harmonies: Complementary split. Double split complementary. Analogous. Warm and cool Naturalisation of color.

UNIT - V

**OPTICAL ILLUSION**

Advancing and receding colors. Simultaneous and successive contrast. Experience in rendering methods. Wash, broken, impasto, superimposition, etc.,

**References:**

Arnoldi, Per (2006). Colour Is Communication: Selected Projects for Foster+Partners 1996-2006. Birkhäuser Architecture.

Feisner, Edith Anderson (2006). Colour. Laurence King Publishing: London.



Graves, Maitland E. (1951). 'The Art of Color and Design'. McGraw-Hill Inc.

McLeod, Steve (2008). Post-Production Colour. Fairchild Books.

Weston, Chris (2007). Lighting. AVA Publishing: Switzerland

Weston, Chris (2008). The Essential Lighting Manual for Photographers. Rotovision Publishing.

**Course Outcomes:**

CO1: Experience, transparent, water ad opaque colors.

CO2: Gain knowledge of color properties

CO3: Ability to differentiate primary, secondary and tertiary colors

CO4: Experience the color harmonies

CO5: Evolve an understanding of optic illusion

**SKILL BASED SUBJECT  
PAPER - 4**

**VISUAL MERCHANDISING**

**COURSE OBJECTIVES**

1. To make students familiar with the concepts of Visual Merchandising and its significance in today's scenario.
2. Understand the influence of visual display on consumers and the role of store planning in the creation and positioning of display.
3. To demonstrate the theoretical knowledge by analysing the effectiveness of the different attention getting devices used in retail stores.
4. To apply the concepts of visual merchandising in preparing a store plan and setting up of display.
5. To design creative visual merchandising projects in various contexts.

**UNIT - I**

**VISUAL MERCHANDISING AND DISPLAY BASICS:** Evolution of Visual Merchandising, Design basics - Point, Form, Shape, Colour, Texture, Line and Composition, Principles of design, Light and lighting, Display Basics-Themes, Key Copy, Image Promotion and Clarity.

**UNIT - II**

**ELEMENTS OF DISPLAY:** Store Exteriors, Store Interiors - Fixtures, Types of fixtures - Visual Merchandising Dressing Fixtures, Modular Fixtures and Systems in Store Planning, Types of Display and Display settings, Window Displays- Meaning and scope, Display window construction.

**UNIT - III**

**COMPONENTS OF DISPLAYS:** Styling, Display Calendar, Mannequins, Alternatives to Mannequins, Dressing the 3-dimensional forms, Lighting Mannequins, Positioning of Mannequins, Fixtures and Furniture as Props, Display Techniques- Attention getting devices, colour plates, familiar symbols, masking and proscenia, Fashion Accessories - Graphics and Signage.

**UNIT - IV**

**VISUAL MERCHANDISING PLANNING:** Setting up a Display, Store planning and designing, Purpose of planning, Circulation plant and Types, Planograms - meaning, purpose and benefits, Implementation and maintenance of a Planogram.

## UNIT - V

**VISUAL MERCHANDISING DESIGNS:** Point of purchase display, Exhibit and Trade Show design, Industrial design, Industrial display, Fashion shows, Trade organizations and sources, Visual Merchandising and the changing Retail stores.

### Text Books

Martin Pegler, (2006). Visual Merchandising and Display, Fifth Edition, FAIRCHILD Books.

J K Akhil, Visual Merchandising: Quick Reference, 2026, Create space Independent Pub

Tony Morgan, Visual Merchandising: Window and In-Store Displays for Retail, Third Edition, 2016, Laurence King Publishing.

Romeo Richards, Visual Merchandise: How to Create a Beautiful Yet Profitable Display, 2013, Createspace Independent Pub

Doug Stephens, Reengineeringretail: the future of selling in a post-digital World, Vancouver: Figure 1 Publishing 2017

### References

1. Ann Petermans, Anthony Kent. (2017). *Retail design: theoretical perspectives*. Abingdon, Oxon; New York, NY: Routledge.
2. Kristen K Swanson, Judith C Everett. (2016). *Promotion in the merchandising environment*. New York: Fairchild Books, An imprint of Bloomsbury Publishing Inc.: Bloomsbury.
3. Louisa Iarocci. (2016). *Visual merchandising*. ROUTLEDGE.
4. JosepMaríaMinguet.(2016). *Branding & spaces design*, Barcelona:MonSa
5. Charles McIntyre; T. C. Melewar; Charles Dennis Bingley. (2016). *Multi-channel marketing, branding and retail design: new challenges and opportunities*. UK: Emerald Group Publishing Limited.
6. Shonquis Moreno. (2016). *Powershop 5 : new retail design*. Amsterdam: Frame Publishers
7. Philipp Teufel, Rainer Ernst Zimmermann. (2015) *Holistic retail design: reshaping shopping for the digital era*, Amsterdam: Frame Publisher
8. Claus Ebster. (2013). *Store design and visual merchandising: creating store space that encourages buying*. New York, New York: Business Expert Press
9. William R. Green.(2011) *Store design : a complete guide to designing successful retail stores*. United States : Zippy Books.
10. Regina Blessa.(2011). *e guide to designing successful retail stores*. No-fail retail : merchandising techniques for stores. Bloomington, IN : iUniverse

## **Course Outcomes**

**CO1:** Aware of the evolution of visual merchandising with an insight into the basics of display practices along with the fundamentals of design and design principles.

**CO2: Understand** strengths and limitations of visual display structures **by developing** an understanding of the organization of a retail store - both interior and exterior.

**CO3: Relate the display techniques to the contemporary retail display structures and window display construction.**

**CO4: Illustrate** the procedure of store planning with the creation of a planogram.

**CO5:** Apply the knowledge to evaluate the local/regional retail showroom visual merchandising activities.

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