

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

UG COURSES – AFFILIATED COLLEGES

**B.SC. VISUAL COMMUNICATION**

(Choice Based Credit System)

(with effect from the academic year 2017-2018 onwards)

**Scheme of Examinations**

Se m.	Pt. I/II/ III/I V/ V	Sub No.	Subject Status	Subject Title	Conta ct Hrs./ Week	L Hrs./ Week	T Hrs./ Week	P Hrs./ Week	C Cre- dits
<b>I</b>	I	1	Language	Tamil/Other Language	6	6	0	0	4
	II	2	Language	English	6	6	0	0	4
	III	3	Core – 1	Introduction to Visual Communication	4	4	0	0	4
	III	4	Core – 2	Communication Skills	4	4	0	0	4
	III	5	Major Practical – I	Drawing	2	0	0	2	2
	III	6	Allied – I	Human Communication	4	4	0	0	3
	III	7	Allied Practical – I	Basic Writing	2	0	0	2	2
	IV	8	Common	Environmental Studies	2	2	0	0	2
<b>II</b>	I	9	Language	Tamil/Other Language	6	6	0	0	4
	II	10	Language	English	6	6	0	0	4
	III	11	Core – 3	Visual Design	4	4	0	0	4
	III	12	Core – 4	Print Production	4	4	0	0	4
	III	13	Major Practical – II	Desktop Publishing	2	0	0	2	2
	III	14	Allied – II	Art and Aesthetics	4	4	0	0	3
	III	15	Allied Practical – II	Writing on Art and Aesthetics	2	0	0	2	2
	IV	16	Common	Value Based Education/Social Harmony	2	2	0	0	2
<b>III</b>	I	17	Language	Tamil/Other Language	6	6	0	0	4
	II	18	Language	English	6	6	0	0	4
	III	19	Core – 5	Photography	4	4	0	0	4
	III	20	Major Practical – III	Photography	2	0	0	2	2
	III	21	Allied - III	Advertising	4	4	0	0	3
	III	22	Allied Practical – III	Advertising Writing	2	0	0	2	2
	III	23	Skilled Based Core – I	Writing for Media	4	0	0	0	4
	IV	24	Non – Major Elective – I	Journalism Skills	2	2	0	0	2

<b>IV</b>	I	25	Language	Tamil/Other Language	6	6	0	0	4
	II	26	Language	English	6	6	0	0	4
	III	27	Core – 6	Television Production	4	4	0	0	4
	III	28	Major Practical – IV	Television Production	2	0	0	2	2
	III	29	Allied IV	Public Relations	4	0	0	0	3
	III	30	Allied Practical – IV	Practicing Public Relations	2	0	0	2	2
	III	31	Skilled Based – II	Personality Development/Yoga	4	4	0	0	4
	IV	32	Non – Major Elective – II	Event Management	2	2	0	0	2
	V		Extension Activity	NCC,NSS,YRC,YWC	0	0	0	2	1
<b>V</b>	III	33	Core – 7	Film Studies	5	5	0	0	4
	III	34	Core – 8	Constitution & Media Laws	5	5	0	0	4
	III	35	Elective – I	Web Journalism	5	5	0	0	4
	III	36	Elective – II	Media Culture & Society	5	5	0	0	4
	III	37	Practical – V	Audio Editing	8	0	0	8	2
	III	38	Practical – VI	Video Editing		0	0		2
	III	39	Practical – VII	Film Appreciation		0	0		2
	IV	40	Skilled Based – III	Computers for Digital Era	2	2	0	0	2
<b>VI</b>	III	41	Core – 9	Basics of Media Research	6	6	0	0	4
	III	42	Core – 10	Communication Theories	6	6	0	0	4
	III	43	Core – 11	Media Management	5	5	0	0	4
	III	44	Practical – VIII	Multimedia	8	0	0	8	2
	III	45	Practical – IX	Television Commercial Production		0	0		2
	III	46	Practical – X	Documentary Production		0	0		2
		47	Project	Project(Group)	5			5	4
Total					180				147

**Introduction to Visual Communication**

**UNIT I**

Need and important of Human and Visual Communication, Communication as a process, Understanding Communication.

**UNIT II**

Communication as a process: Message, Meaning, Connotation and Denotation culture / code etc. Levels of communication: Technical, Semantic and pragmatic.

**UNIT III**

Principles of visual and other sensory perceptions. Color Psychology and theory (some aspects) Definition, Optical / Visual illusion etc.

**UNIT IV**

Types of Media – Traditional media, Print media, Electronic media and new media.

**UNIT V**

Basic of Graphic Design, Definition, Elements of Graphic Design. The process of developing ideas – Verbal, Visual, Combination and thematic, visual thinking, design execution and presentation.

**References:**

1. Lester, E, Visual Communication: Image with messages, 2000.
2. Visual Elements of Arts and Design Longman Porter, 1989.
3. Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic.

**Communication Skills**

**UNIT I**

Interpersonal communication: Theories and Models – Transactional analysis.

**UNIT II**

Verbal communication and Non – Verbal communication theories and models, Types of Non – Verbal behavior Kinesics

**UNIT III**

Group communication: Theories and models – Decision making process, leadership, and team work communication patterns in group context.

**UNIT IV**

Public communication; Rhetoric model, Persuasion models

**UNIT V**

Ideation and creative thinking: Lateral thinking, designing, messages for different audiences.

**References:**

1. Wood, Julia T: Communication mosaics: An introduction to the field of Communication, 2001, Wards worth.
2. Larson, Charles, persuasion- Reception and responsibility Wards worth.

**Major Practical**

**Drawing**

1. Anatomy study (Human and animals)
2. Still Life
3. Live Models (Portraits)
4. Landscapes and Composition
5. Line study in different thickness.
6. Curve and Circle
7. Shapes
8. Composition with Light and Shadow
9. Cubes with geometrical shapes
10. Patterns and Distraction
11. Perspective Drawing
12. Fonts – Alphabets and Numbers

(EACH EXERCISE SHOULD HAVE MINIMUM 5 NUMBERS OF WORKS WITH  
ROUGH  
THUMB NILE SKETCH FOLLOWED BY FAIR WORKS)

**Human Communication**

**UNIT I**

Nature and Scope of human communication

**UNIT II**

Theories of Interpersonal Communication

**UNIT III**

Theories of Persuasion (Elaboration Likelihood Model, Cognitive Dissonance)

**UNIT IV**

Public Communication (Rhetoric Model), Models of Mass Communication

**UNIT V**

Visual Persuasion – Semiotic Approach (Sign, Meaning, And Iconography)

**References:**

1. Joseph Devito, Harper and Row, Human Communication, A basic course, New York, 1988.
2. Burgoon, Michael, Frank G Hansaker, Edwin J Dawson, 'Human Communications' (3rd ed), Sage, New Delhi, 1994.

**MSU/ 2017-18 / UG-Colleges /Part-III (B.Sc. Visual Communication) / Semester – I /  
Allied Practical –I**

**Basic Writing**

Demonstrate basic writing and reading skills through analysis and critiques. Improve vocabulary based on class exercise and short tests. Practice writing short essays through the production of original and organized compositions. Exercises on identifying and correcting grammar, spelling, and sentence errors should be experienced. Evaluation will be based on record on class participation /completed assignments, oral presentations.

**Visual Design**

**UNIT I**

Awareness of environment, observation, experience, analysis, and manmade environment, tools, shelter and communication

**UNIT II**

The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts.

**UNIT III**

The principles of design – unity contrast, balance, rhythm, harmony and direction.

**UNIT IV**

The process of design – the needs, information, planning, exploration, creation, satisfaction.

**UNIT V**

Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention.

**References:**

1. Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada 1987
2. Jerry Palmer & MacDodson, Design and Aesthetics, Rutledge, London 1995
3. Philip Rawson, Design, Prentice Hall, London 1987
4. Paul Rand, Forms and Chaos, Yale University press 1993



## **Print Production**

### **UNIT I**

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

### **UNIT II**

Principles of printing.(relief, planography etc.,) Type-setting methods; hot metal, photo composition and digital. Plate making process. Types of printing processes - Letter Press, Offset, Gravure , Flexography and Silk Screen. Colour printing process - colour separation, colour correction and colour reproduction.

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

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

### **References:**

1. Dennis, E(1997). Lithographic technology in transition. Arndams, J.M.
2. Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing.
3. Ruggles, P (1996) Printing Estimating: digital and traditional costing methods for graphic imaging. 4<sup>th</sup> Edition. Thomson Learning.
4. McAllister, R (1998) Pathways to Print: Trapping. Thomson Learning.

**MSU/ 2017-18 / UG-Colleges /Part-III (B.Sc. Visual Communication) / Semester – II /  
Major Practical - II**

**Desktop Publishing**

The Practical record should contain exercises completed by each student on every practical class during the second semester with proper dates and signature of the concerned faculty. It should contain a content page of exercises completed by individual students. The following exercises are mandatory Creation of

- Brochures
- Letterheads
- Business Cards
- Posters/Signs
- Magazine Covers
- Calendars
- Greeting Cards
- Invitations
- Newsletters
- Flyers
- Logos
- Announcements
- Book Covers

**MSU/ 2017-18 / UG-Colleges /Part-III (B.Sc. Visual Communication) / Semester – II /  
Allied - II**

**Art and Aesthetics**

**UNIT I**

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Decan.

**UNIT II**

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period architecture, imperial style, provincial style and mughal style.

**UNIT III**

Sculptures- the mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings, murals- north Indian, south Indian, Miniaturesmughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting.

**UNIT IV**

The Western Art and Architecture- Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic, Italian, Flemish, German, Dutch, Spanish, English, French and Modern art.

**UNIT V**

Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas.

**References:**

1. Edith Tomory, History of Fine Arts in India and the West, Orient Longman Limited, India, 1989.
2. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.

**MSU/ 2017-18 / UG-Colleges /Part-III (B.Sc. Visual Communication) / Semester – II /  
Allied Practical - II**

**Writing on Art and Aesthetics**

Develop and refine the ability to offer appreciation and analysis of art and aesthetic positions, and develop the ability to form their own educated positions on aesthetic issues. Students gain new insight into art by visiting the places and pursue an independent project covered in class and the places visited. Evaluation will be based on record on class participation / completed assignments, presentations on visited place writing articles on arts and aesthetics