

MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI
PG COURSES – AFFILIATED COLLEGES
Course Structure for M.Sc. Visual Communication
(Choice Based Credit System)
(with effect from the academic year 2020- 2021 onwards)

Course Duration: Two years

System: Choice-Based Credit System (CBCS)

No. of Semesters: Four

Credits Required for Graduation: 90

Admission and Eligibility Norms:

Any individual with a Bachelor's degree in Visual Communication / Electronic Media or Any degree related to Journalism and Mass Communication from a recognized Indian or foreign university is eligible to apply. The selection will be based on *Entrance Exams and qualifying undergraduate degree marks.*

Reservation: As per Roaster System of Government of Tamilnadu.

Age Limit: 35 Years

Mandatory course requirements:

Every student must publish one video/online magazine, submit workshop records (in cases where the workshop module is mandatory), undergo at least one internship (internship is must be for a minimum period of four weeks) in media organizations outside the three districts of southern Tamil Nadu and submit reports within 15 days from the date of completion of the internship.

Assessment Method:

Students are assessed for a total of 100 marks in every paper, out of which 75 marks are based on end semester exam and the remaining 25 marks are based on the performance of the candidates in three internal components i.e. Dept Tests (3 Tests =15 marks), Assignment (5marks) and Seminar (5 marks). For practical the internal marks are 50 and external 50. End semester project is for assessed for 100 marks external.

Attendance:

Attendance in the course is mandatory and every student must have at least 75% attendance to appear in the university examination.

Passing minimum:

Students must secure a minimum of 50 marks where the students are considered as qualified only if they get at least 50% of marks in external examination).

Ranking:

The names of the rank holders will be announced by the university.

Declaration of Results:

The results of the internal assessment would be declared by the University during the last working week of the semester. The final results are declared by the university after the completion of the work by the external examiners appointed by the university.

Sem. (1)	Sub. No. (2)	Subject Status (3)	Subject Title (4)	Contact Hrs./ Week (5)	Credits (6)
I	1	Core - 1	INTRODUCTION TO VISUAL COMMUNICATION	6	4
	2	Core - 2	MEDIA PRODUCTION TECHNIQUES	6	4
	3	Core - 3	INTRODUCTION TO NEW MEDIA	5	4
	4	Core - 4	FUNDAMENTALS OF PHOTOGRAPHY	5	4
	5	Core - 5 Practical - 1	AUDIO PRODUCTION TECHNIQUES	4	2
	6	Core - 6 Practical - 2	PHOTOGRAPHIC SKILLS	4	2
				Subtotal	30
II	7	Core - 7	COMMUNICATION RESEARCH METHODOLOGY	5	4
	8	Core - 8	MEDIA MANAGEMENT	5	4
	9	Core - 9	DEVELOPMENT COMMUNICATION	4	4
	10	Core - 10	WRITING FOR MEDIA	4	4
	11	Core - 11	THEORIES OF VISUAL ANALYSIS	4	4
	12	Core - 12 Practical - 3	TELEVISION PRODUCTION TECHNIQUES	4	2
	13	Core - 13 Practical - 4	ANIMATION SKILLS AND TECHNIQUES	4	2
			Subtotal	30	24

INTRODUCTION TO VISUAL COMMUNICATION

UNIT- I:

Communication- definition & concept; Need for communication; scope & functions of communication; characteristics of communication; understanding communication; communication process; elements of communication; types of communication; SMCR model of communication; barriers of communication.

UNIT- II:

Visual Communication- definition & concept; historical development of Visual Communication; nature & functions of Visual Communication; characteristics of Visual Communication; types of visual communication- graphic design, art, photography & multimedia; advantages & disadvantages of visual communication; visual communication techniques eye contact, hand gesture, body language, elements of visual communication.

UNIT-III:

Perception- definition & concept; Types of Perception- Visual Perception & Graphical Perception; Visual Perception definition & concept- Illusions- Basics of Illusion; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation Illusions; Graphical Perception- definition & concept; Basic elementary graphical perception; 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:

Semiotics- definition & concept; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Saussurean model of Sign; Code- definition; Types of Code- Social codes, Textual codes & Interpretive codes; Branches of Semiotics- Semantics, Syntactics & Pragmatics; Denotation, Connotation & Myth; Criticisms of Semiotic; Strengths of Semiotic.

UNIT- V:

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.

REFERENCES:

1. Seema Hasan, Mass Communication- Principles & Concepts, CBS Publishers, New Delhi, 2010
2. Lester. E, Visual Communications: Images with messages, Thomson Learning, London, 1998
3. Denis McQuail, Mass Communication Theory- An introduction, Sage Publications, London, 2010 (Unit I & II)
4. Keval J. Kumar, Mass Communication in India, Jaico Books, Mumbai, 2009 (Unit III & IV)
5. Edward De Bono, Lateral Thinking: Creativity Step by Step, Harper & Row Publishers, New York, 1970 (Unit V)

MEDIA PRODUCTION TECHNIQUES

UNIT I

Production- Definition, Nature and Characteristics of Production Process; Production Design- Production Designer, Art Director, Props, Set Dresser; Production Crew Functions, roles and skills; Visual production techniques.

UNIT II

Production for Television; Production Team- Talents, Technicians, Production & Administrative members; Production- Shooting & location; Control Room- PCR & MCR; News Production- News collecting, prompter, news reader, play out control; Understanding Lighting Equipment's; Live News programmes; Multi Camera Setup; Online & Offline Editing.

UNIT III

Production for Documentary- Field Work, Basic Research, Social issues, agendas, reveal the problem, raising the problem, information used to highlight; Elements of Documentary Script- Visual, Sound & Story Elements; Writing Visually, Narration/ Commentary.

UNIT IV

Production for film- Clapperboard, action, continuity, report sheets; Camera Techniques; Lighting techniques- equipment's and accessories; Sound devices Sound and Sound Mixer; VFX and SFX.

UNIT V

Production for animation film- Layout, characters, rough animation, storyboard; Camera techniques- camera moves, depth of field and composition of the models; Technicians- Art Directors, Visual Effects Supervisors and Animation Supervisors, modellers; Final- rigging and texture paint departments, animation and rendering.

REFERENCES:

1. Steven Ascher and Edward Pincus (2013). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Fourth Edition, Penguin Books, USA
2. Jim Owens (2008). Video Production Handbook, Fifth Edition, Focal Press, USA
3. David Mamet (1992). On Directing Film Paperback, Penguin Books, USA
4. Eve Light Honthaner (2010). The Complete Film Production Handbook, Fourth Edition, Focal Press, USA
5. Lynne S. Gross and James C. Foust (2008). Video Production: Disciplines and Techniques, Tenth Edition, Focal Press, USA

INTRODUCTION TO NEW MEDIA

UNIT- I:

New media- Definition & Introduction; Characteristics of New Media; New Media technology; Communication Revolution; New Media Vs Old Media; Differences between New Media; Digital divide; E-Governance- Process, Social & Legal Frameworks; New Media & Visual Culture.

UNIT- II:

Social Media- Definition & Concept; Why Social Media; Characteristics of Social Media; Role of Social Media; Types of Social Media- Blog, Social Networks, Content Communities, Wikis, Tweeters & Podcasts; The Evolution of Social Media; Attributes of Social Media; Impact of Social Media.

UNIT- III:

Social Media & Communication; Social Media tools- social networking, Blogs, Micro-blogging, Wiki, Content sharing & social bookmarking; Social Media- Creating & Connecting, Creating & Managing groups, Privacy & Safety; BlogFeatures of Blog; Types of Blogs- Personal, Political, Business, Almost Media & Mainstream Media Blogs; Reading Blogs; Blogging culture: presence, credibility, identity, reputation, authority, and influence;

UNIT- IV:

Social Media & Society- Performing Relationship & community, performing identity through social media, social media strategies & planning; Reaching Consumers- Ethical Issues, Privacy, Labour& Identity Regulations; Technological Convergence; Social Media- Activism, Diplomacy, Ground Sourcing & Digital Divide; User-generated content (UGC), Consumer-generated Media (CGM), Social Bookmarking & Social Media Optimization.

UNIT- V:

Challenges in social media- content, advertising & marketing; limitations & influence on individual & society; social media audience & behavior; Trends of Social Media- Communities, Audience & Users; Domains of application- Social Media & Crowd sourcing; Social Media & Organizations; Social Media- Government & Diplomacy; Social MediaActivism, Race, Class & Digital Divide.

REFERENCES:

1. Terry Flew, New Media: An Introduction, Oxford, 2011
2. Alex Newson, Blogging and other Social Media, Gower Publishing Limited, England, 2009
3. Martin Lister, New Media: A Critical Introduction, Routledge, New York, 2003 (Unit I & II)
4. Barrie Oxford, New media and Politics, Sage Publications, New Delhi, 2001 (Unit III & IV)
5. Hamid Mowlana, Global Information & World Communication, Sage Publications, New Delhi, 1997 (Unit V)

FUNDAMENTALS OF PHOTOGRAPHY

UNIT- I:

Photography- Definition & concept; Nature & Functions of Photography; Historical development of Photography; Camera: Introduction to camera- Human Eye & Camera- Concept of Visual Perception; Basics of Camera: Different types of Camera- Box, TLR, SLR & Digital; Parts & Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

UNIT- II:

Lens- Definition & Concept; Nature & Characteristics of Lens; Types of Lens- Wide angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types of Focus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length- Short, Long & Variable Focal Length; Exposure- Depth of Field Aperture Priority & Shutter Priority; Filter- Definition & concept; Characteristics of Filters; Types of Filters- UV, Polarizing Filter, Grey Grad Color Balancing Filter, Neutral Density Filter & Soft Focus Filter.

UNIT- III:

Film- Definition & Concept; Function & Characteristics of Film; Cross Section of Film; Types of Film- ; Film Speed Definition; Functions of Film Speed; Types of Film Speed- Fast Speed & Slow Speed; Film Speed Numbers- ASA, ISO & DIN; Digital Storage- Digital Storage process; Types of Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD & etc.; Film Developing Process- Developing, Fixing, Washing & Drying; Film Printing Process; Digital Printing Process.

UNIT- IV:

Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point 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 Definition & concept; Functions of Light Meter.

UNIT- V:

Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.; Scope of Photography; Types of Photography- PhotoJournalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

REFERENCES:

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

AUDIO PRODUCTION TECHNIQUES

1. To acquire knowledge about Sound Designing
2. To strengthen the knowledge on concept, model and theories of Sound
3. To develop content using the features in Sound Designing

CLASS WORK

1. Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone
7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer, Audio Effects & Basic EQ
9. Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software
10. Audio Equipments & Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

RECORD WORK:

1. Dubbing Practice- Voice Modulation Sync, Lip Sync & Voice over
2. Song Practice- Vocal Practice & Karaoke with Voice Sync

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Robert Campbell (2013). Pro Tools 10 Advanced Music Production Techniques, First Edition, Cengage Learning, USA
2. Frank D. Cook (2012). Pro Tools 101- An Introduction to Pro Tools 10, First Edition, Cengage Learning, USA
3. Tomlinson Holman (2010). Sound for Film and Television, First Edition, Focal Press, UK

PHOTOGRAPHIC SKILLS

1. To acquire knowledge about practical Photography
2. To strengthen the knowledge on concept, model and theories of Photography
3. To develop content using the features in Photography

CLASS EXERCISE:

1. Landscape (Scenic, People & Monuments) (minimum 3 exercises)
2. Portraits (minimum 3 exercises)
3. Environmental Exposure (minimum 3 exercises)
4. Silhouette (minimum 3 exercises)
5. Freezing movement (minimum 3 exercises)
6. Montage (minimum 3 exercises)
7. Industrial photography (minimum 3 exercises)
8. Special effects (minimum 3 exercises)

(The Students have to submit all exercises as Record Work for Practical exam)

MANUALS FOR PRACTICALS

1. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA.
2. Michael Langford (2008). Advanced Photography, Second Edition, Focal Press, UK.
 3. Michael Langford (2000). Basic Photography, Second Edition, Focal Press, UK.

COMMUNICATION RESEARCH METHODOLOGY

UNIT I

Research- Definition & Concept; Development of Media Research around the World; Phases of Media Research; Mass Communication research in India; Thrust areas in Media Research; Evolution of New Media and the audiences; Need for Media Analysis; Concepts and Theories in Media studies.

UNIT II

Research Procedure; Steps in doing Research; Media Research Problems; Review of Media Studies; Sources of Secondary Data; Research Questions & Hypothesis; Types of Hypothesis; Sampling Procedure, Sample Size & Sampling Error.

UNIT III

Primary Data; Types of Data- Nominal, Ordinal, Interval & Ratio; Data Collection Methods & Tools; Questionnaire- Types of Questions & Construction of Questionnaire; Interview Schedule & Techniques; Focus Group & Observation Techniques.

UNIT IV

Research Design- Experimental & Non- Experimental Research Methods & Procedures; Qualitative & Quantitative Studies; Descriptive & Analytical Research; Content Analysis- Procedure & Methods; Case Study approach.

UNIT V

Data Analysis- Data Classification, Coding & Tabulation; Graphic Representation of Data; Basic Elements of Statistics; Application of Parametric & Non Parametric Statistics in Hypothesis Testing; Thesis Writing Method; Thesis Writing Format & Style; Ethics in Conducting Research.

REFERENCES:

1. Arthur Asa Berger (2011). Media and Communication Research Methods, First Edition, Sage Publications, New Delhi
2. Roger D. Wimmer (2010). Mass Media Research: An Introduction, First Edition, Wadsworth Learning, UK
3. Glenn G. Sparks (2010). Media Effects Research: A Basic Overview, First Edition, Wadsworth Learning, UK

MEDIA MANAGEMENT

UNIT- I:

Management- Meaning, Nature, Scope, Objectives & Function of Management; Definition & Concept, Fundamentals of Management; Hierarchy of Management; Functions & Structure of Management; Principles of Management; Media Management- Nature, Scope, Objectives of Media Management; Principles of Media Management; Structure & Functions of Media Departments- Administrative, Financial, Circulation, Marketing, Personal & Production department; Media as a Industry & Profession.

UNIT- II:

Ownership- Definition & Concept; Licensing & Franchising; Rules & Regulations- Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Media ownership- Concept & Structures; Types of Media Ownership- Sole Proprietorship, Partnership, Private Limited Company, Public Limited Companies, Trusts, Cooperatives, Religious Institutions & Franchises;

UNIT- III:

Media Organization- Concept & Structure; Functions of Media Organization- Organizing, Leading, Communicating, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution & Documentation; Organizational Behavior- Nature & Theories of Organizational Behavior; Organizational System & Individual Behavior- Ability, Personality, Attitude, Learning & Perception; Group Dynamics & Organizational Behavior; Leadership & Leadership Qualities.

UNIT- IV:

Media Economics- Definition & Concept; Economics of Print & Electronic Media; Media Business- Legal & Financial; Media Revenues- Media Sales, Advertising & Capital Cost; Sponsorship- Definition & Concept; Principles of sponsorship, Reason for Companies to Sponsor; Elements of Sponsorship; Identifying appropriate Sponsors & Sponsorships; Managing Sponsorship Relationships.

UNIT- V:

Events Management- Need for Event Management; Principles of Event Management- Planning, Creativity, Briefing, Time lines and budgeting; Types of Event & Event Management; Understanding Events; Growing importance of Events- Exhibitions, Audio & Product Launch, Movie Release & Advertising Campaign.

REFERENCES:

1. Alan B. Albarran, Management of Electronic Media, Wadsworth, USA, 2010
2. Alan B. Albarran, The Media Economy, Routledge, New York, 2010
3. George Sylvie, Media Management: A Casebook Approach, Lawrence Erlbaum Associates, USA, 2009 (Unit I)
4. Lucy Keung, Strategic Management in the Media, Sage Publications, New Delhi, 2008 (Unit IV &V)
5. Peter Pringle, Electronic Media Management, Focal Press, UK, 2006 (Unit II & III)

DEVELOPMENT COMMUNICATION

Unit-I

Development: Concept, process and models of development(Gandhian, Western, Eastern, Schumaker, Communist) Approaches to development, Genesis of development, Indicators of development Problems and issues in development

Unit-II

Characteristics of developing societies Development dichotomies – socio-economic gaps and its implications Gap and its implications, gap between developed and developing societies. Social change, modernization, Globalisation and development

Unit-III

Concept-Definition-Philosophy-process-theories (economic, political and social), Role of media in development communication; Indian Indian experiences of Development communication Strategies in development communication Social, cultural and economic barriers Problems faced in effective communication. Writing development messages for rural audience; specific requirements of media writing with special reference to media and television

Unit-IV

Democratic decentralization Panchayati Raj - planning at national, state, regional, district, block and village levels. Development support communication; Population and family welfare- health-EducationEnvironment. Deveopmental agricultural and rural extension agencies: governmental, semi governmental and non-governmental organizations.

Unit-V

Process of research and participatory approach in development communication-Research for development communication – Identifying stakeholders – Field techniques for data collection – Participatory development – Participatory Rural Appraisal (PRA) techniques – Computer- assisted reporting and research

REFERENCES:

1. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt.
2. The Community Newspaper : Karris & Hocks.
3. Reporting Agriculture : William Ward B.
4. Agricultural Journalism :Rodnary Fox.
5. India's Changing Villages : Human Factor : Dubae S.C.
6. Everybody Loves A Good Drought by P Sainath

WRITING FOR MEDIA

Objectives of the Course: On completion of the course the student should be able to:

1. understand the process of writing for print, radio & TV
2. explain the principles of writing for the print, radio, radio & TV

Marks for Internal Assessment: 40

UNIT I

Basic principles of writing for print, Elements and Importance of News writing, Steps & elements of writing : editorial, features & review

UNIT II

Writing for Television & Radio- Characteristics; Types- news stories, chat show, talk show & reality show; TV script treatment- concept, target audience, style of production, creative approach, running order, set design & budget; Radio- radio feature, documentary and live.

UNIT III

Writing for Advertising (TV & Radio)- understanding product, basic research, demographic appeals, idea generation; Types of advertising- commercial, PSA & corporate films; Advertising script format- concept, USP, target audience, creative copy & storyboard.

UNIT IV

Writing for Documentary- docudrama, educational Television, Basic research; Characteristics of documentary; Documentary structure; Documentary synopsis; Documentary Script Format- concept & research; Elements of documentary script- visual & sound; Story Elements- writing visually, narration & commentary.

UNIT V

Writing for Feature Film & Short film- basics; Themes- concept, slug line & planning of story; Three Act Structure; Plot Development- main plot & sub plot; Characters- main, supportive & atmosphere characters; First Draft, screenplay, dialogue, script breakdown, final draft, shooting script.

TEXT BOOKS

1. William Smethurst (2009). How to Write for Television, First Edition, How To Books, UK
2. Syd Field (2005). Screenplay: The Foundations of Screenwriting, Second Edition, Dell Publishing, USA

REFERENCES

1. Clifford Thurlow (2008). The Complete Guide from Script to Screen, First Edition, Oxford University Press, UK
2. Ellen Sandler (2007). The TV Writer's Workbook: A Creative Approach To Television Scripts, First Edition, Oxford University, UK
3. Charlie Moritz (2001). Scriptwriting for the Screen, Second Edition, Routledge, USA
4. News Writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi
5. This is All India Radio: P.C. Chatterjee, Publication Division, New Delhi
6. News Writing: George A. Hough, Kanishka Publication, New Delhi
7. Shrivastava, K. M.(2013). Social Media in Business and Governance, Sterling Publishing.

8. Dewdney, A. & Ride, P. (2006). *The New Media Handbook*, Routledge, London.
9. *Writing, Directing and producing Documentary films*, Alan Rosenthal, Southern Illinois University Press, 1990
10. *News, Public relations and Power*, Simon Cottle, Sage Publications, New Delhi, 2003

THEORIES OF VISUAL ANALYSIS

UNIT I

Semiotics- definition & concept; History & development of Semiotics; Pioneers of Semiotics; The Sign- Saussure's Model & Peirce's Model; Semantics and its types; Syntactic Analysis- Text & Audio-visual; Codes- Typologies of codes & Visual Codes; Subfields in Semiotics.

UNIT II

Psychoanalysis- definition & concept; historical development of psychoanalysis; Techniques & process of psychoanalytic; Psychoanalysis as a Cultural Theory- Freud theory, Lacan theory & Mulvey's film theory; The Gaze- definition & forms of gaze; Psychoanalysis- Television & Film Studies; Psychoanalytic film theorist.

UNIT III

Feminism- definition & concept; historical context of feminism; Characteristics of Feminism; Feminism & Diversity of Women; Feminism as Anti-Sexism; Feminist Film Theory; Different approach to Feminist film theory; Scopophilia; Postmodern, Postcolonial & Third-World Feminism.

UNIT IV

Modernism- definition & concept; Modern & Modernity; History & facts of Modernism; Characteristics of Modernism; Postmodernism- History & rise of postmodernism; types of postmodernism; Impact of Postmodernism; Postmodernism- Art & Film; Modernism Vs Postmodernism; Colonialism Vs Post colonial.

UNIT V

Marxism- definition & concept; History & Criticisms of Marx's Theory; Marx's Understanding of Globalization; Marxist Media Theory- Liberal Pluralism, Capitalist Society & Ideology; Differences within Marxism; Limitations & Strengths of Marxist analysis; Apparatus theory & Screen theory.

REFERENCE

1. Thomas B. Moeslund (2011). Visual Analysis of Humans: Looking at People, First Edition, Springer, UK
2. Theo Van Leeuwen (2001). Handbook of Visual Analysis, Third Edition, Sage Publications, New Delhi
3. Roland Barthes (1999). Elements of Semiology, Hill and Wang, Fifth Edition, New York

TELEVISION PRODUCTION TECHNIQUES

To understand the basics of Television production
To apply the techniques in Television industry
To solve practical problems in the real life situations.

Class Exercise

1. Practicing with Camera parts & Tripod
2. Working with Lens
3. Practicing with Visual Mixer
4. Framing
5. Composition
6. Different Shots & Camera Angles
7. Camera Movements
8. Multi Camera Setup
9. Understanding Lighting Equipment's
10. Practicing Lighting Techniques

Record Work:

1. Short Film (Maximum 5 mins)
2. Video Album (Maximum 3 mins)
3. Corporate Film (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Jim Owens (2012). Television Production, First Edition, Focal Press, UK
2. Herbert Zettl (2012). Television Production Handbook, First Edition, Wadsworth Learning, UK
3. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK

ANIMATION SKILLS AND TECHNIQUES

1. To acquire knowledge about 3D Animations
2. To strengthen the knowledge on concept, model and theories of Animations
3. To develop content using the features in 3D Animations

CLASS EXERCISE:

1. Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
2. Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
3. Material Editor- Applying on Objects & Giving Effects
4. Modifier- Bend, Smooth, Special Feature; UV Map & Effects
5. Modeling- Logo, Architecture & Titling
6. Special Effect- Bomb & Particles
7. Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles
8. Lighting- Photometric & Standard Lighting
9. Camera- Target & Free
10. Animation- Rendering in Photocopy & Rendering Setup

RECORD WORK

1. Title Animation (one exercise)
2. Architecture (Walk through) (one exercise)
3. Consumer Product Animation (two exercises)
4. Toy Animation (two exercises)
5. House Exterior (Snap shots from different angles) (one exercise)
6. Jewellery Design (two exercises)

(The Students have to submit any TWO exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. DariushDerakhshani (2013). Autodesk 3ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA
2. Jeffrey Harper (2013). Mastering Autodesk 3ds Max 2013, First Edition, John Wiley & Sons, USA
3. Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA