

**Manonmaniam Sundaranar University**  
**Tirunelveli – 12**  
**B.Sc. Visual Communication (CBCS)**  
(Effective from the academic year 2020-2021)

**Eligibility:**

10 + 2 pass in any group from the Board of Higher Secondary Examination, Government of Tamil Nadu. Those candidates who have studied through any other State Board of Examination other than Board of Higher Secondary School of Examination, Government of Tamil Nadu need to get an Eligibility Certificate if they wish to join in this University or its affiliated institutions. The Eligibility Certificate needs to be submitted to the institutions at the time of joining the course.

**Scheme of Examinations**

Sem.	Pt. I/II/ III/IV / V	Sub No.	Subject Status	Subject Title	Contact Hrs./W eek	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	Communicative English	6	6	0	0	4
	III	3	Core – I	Introduction to Visual Communication	4	4	0	0	4
	III	5	Major Practical – I	Drawing	3	0	0	3	2
	III	4	Add on Major (Mandatory)	Professional English for Physical Sciences-I	4	4	0	0	4
	III	6	Allied – I	Human Communication	3	3	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

II	I	9	Language	Tamil/Other Language	6	6	0	0	4
	II	10	Language	English	6	6	0	0	4
	III	11	Core – II	Visual Design	4	4	0	0	4
	III	12	Major Practical – II	Desktop Publishing	3	0	0	3	2
	III	13	Add on Major (Mandatory)	Professional English for Physical Sciences-II	4	4	0	0	4
	III	14	Allied – II	Art and Aesthetics	3	3	0	0	3
	III	15	Allied Practical – II	Writing on Art and Aesthetics	2	0	0	2	2
	IV	16	Common	Value Based Education / சமூகஒழுக்கங்களும் பண்பாட்டு விழுமியங்களும் / Social Harmony	2	2	0	0	2

L: Lectures; T: Tutorials; P: Practical;

**Note:** 1. Theory Internal: 25 marks External : 75 marks

2. Practical Internal: 40 marks External: 60 marks

3. Separate passing minimum is prescribed for Internal and External. The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks) the passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)

## **B.Sc. Visual Communication** List of required basic laboratory equipment

### **Drawing**

1. Drawing table for each student

### **Desktop Publishing**

1. Computer with DTP software list below
  - a) Adobe In design
  - b) Coral Draw
  - c) Adobe Photoshop

### **Art Appreciation**

1. Screening facility (Projector)

### **Photography**

1. DSLR camera with Accessories
2. Photo Studio facility

### **Television Production**

1. HD Video camera with Accessories
2. Production Studio

### **Radio Production**

1. Computer with Professional Sound Card
2. Audio Video editing studio software

### **Graphics & Animation**

1. 2D, 3D animation software

### **Film Studies**

1. Collection of Classical movies (Indian & Foreign)  
Adequate books for learning the software

## SEMESTER I

### PART III

Core - I

#### Introduction to Visual Communication

L	T	P	C
4	0	0	4

#### Objective:

To understand the basics of Visual Communication, to apply the techniques in Visual Media, to solve practical problems in the real life situations. The training covers effective communication strategies to enhance understanding and verbal communication with others.

#### UNIT I

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

14 L

#### UNIT II

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

12 L

#### UNIT III

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

12 L

#### UNIT IV

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

12 L

#### 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.

10 L

#### 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.

### **PART III**

#### **Major Practical - I**

#### **Drawing**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>

#### **Objective:**

To understand the basics of Drawing, to apply the techniques in Design, to solve practical problems in the real life situations.

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)

## PART III

Allied - I

### Human Communication

L	T	P	C
3	0	0	3

#### Objective:

To cater to the four essential aspects of communication skills namely, Listening, Speaking, Reading and Writing and thereby create a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.

#### UNIT I

Nature and Scope of human communication **10 L**

#### UNIT II

Theories of Interpersonal Communication **10 L**

#### UNIT III

Theories of Persuasion (Elaboration Likelihood Model, Cognitive Dissonance) **09 L**

#### UNIT IV

Public Communication (Rhetoric Model), Models of Mass Communication **08 L**

#### UNIT V

Visual Persuasion – Semiotic Approach (Sign, Meaning, And Iconography) **08 L**

#### 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.

### **PART III**

Allied Practical – 1

#### **Basic Writing**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>

**Objective:**

To familiarize the students with various types of writing and develop their inherent writing skills to train students to generate, develop and express ideas To familiarize the students with contemporary advertising techniques.

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.



## SEMESTER II

### Part III

Core-2

### Visual Design

L	T	P	C
4	0	0	4

#### Objective:

To develop and enjoy practical and conceptual autonomy as a visual designer in the making of visual design artworks. Understand and value the different beliefs and contexts that affect meaning and significance in visual designartworks.

#### UNIT I

Awareness of environment, observation, experience, analysis, and manmade environment, tools, shelterandcommunication **14 L**

#### UNIT II

The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts. **12 L**

#### UIT III

The principles of design – unity contrast, balance, rhythm, harmony and direction. **12 L**

#### UIT IV

The process of design – the needs, information, planning, exploration, creation, satisfaction. **12 L**

#### UNIT V

Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention. **10 L**

#### References:

1. RussellN.Baird, TheGraphicCommunication, Holt, RinehartandWinston,Canada1987
2. Jerry Palmer &MacDodson, Design and Aesthetics, Rutledge, London1995
3. Philip Rawson, Design, Prentice Hall, London 1987
4. Paul Rand, Forms and Chaos, Yale University press1993

## **PART III**

### **Major Practical – II**

#### **Desktop Publishing**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>

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
- BusinessCards
- Posters/Signs
- MagazineCovers
- Calendars
- GreetingCards
- Invitations
- Newsletters
- Flyers
- Logos
- Announcements
- BookCovers

## PART III

Allied-II

### Art and Aesthetics

L	T	P	C
3	0	0	3

#### Objective:

Students must be acquainted with the movements of art theory and aesthetic thought in different historical, cultural, social, economic, political, ideological and religious contexts, and how they have affected the expression, aesthetics, functions, techniques and language of art.

#### UNIT I

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Deccan. **10 L**

#### UNIT II

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period architecture, imperial style, provincial style and Mughal style. **10 L**

#### UNIT III

Sculptures- the Mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings, murals- north Indian, south Indian, Miniatures, Mughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting. **09 L**

#### 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. **08 L**

#### UNIT V

Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas. **08 L**

#### 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.

## **PART III**

### Allied Practical – II

#### **Writing on Art and Aesthetics**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>

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