

**MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI**

UG COURSES – AFFILIATED COLLEGES

B.Sc. Visual Communication

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

(44th SCAA meeting held on 30.05.2016)

Sem.	Pt. I/II/ III/ IV/ V	Su b No .	Subject status	Subject Title	Hrs./ week	Cre- dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
III	I	17	Language	Tamil/Other Language	6	3	25	75	100	30	40
	II	18	Language	English	6	3	25	75	100	30	40
	III	19	Core - 5	PHOTOGRAPHY	4	4	25	75	100	30	40
		20	Major Practical -III	PHOTOGRAPHY	2	-	50	50	100	20	40
		21	Allied –III	ADVERTISING	6	4	25	75	100	30	40
	IV	22	Skilled Based subject-I	WRITING FOR MEDIA	4	4	25	75	100	30	40
	IV	23	Non-Major Elective-I	JOURNALISM SKILLS	2	2	25	75	100	30	40
Subtotal					30	20					

Sem.	Pt. I/II/ III/ IV/V	Sub. No.	Subject status	Subject Title	Hrs. / week	Cre- dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
IV	I	25	Language	Tamil/Other Language	6	3	25	75	100	30	40
	II	26	Language	English	6	3	25	75	100	30	40
	III	27	Core - 6	TELEVISION PRODUCTION	4	4	25	75	100	30	40
		28	Major Practical- IV	TELEVISION PRODUCTION	2	2	50	50	100	20	40
		29	Allied -IV	PUBLIC RELATIONS	6	6	25	75	100	30	40
	IV	30	Skill Based Subject -II	RADIO PRODUCTION	4	4	25	75	100	30	40
	IV	31	Non-Major Elective-II	EVENT MANAGEMENT	2	2	25	75	100	30	40
	V		Extension Activity	NCC,NSS, YRC, YWF		1					
Subtotal					30	25					

**MSU/2016-17/UG-Colleges/Part-III (B.Sc. Visual Communication)
Semester-III/Ppr.no.19/Core-5**

PHOTOGRAPY

UNIT I

History of Photography, Characteristics of light, Types of Cameras – structure and function of camera.

UNIT II

Lens and types of lenses for photography, - short, medium and long focal length, other types, lens speed, covering power and other features.

UNIT III

Exposure – Focusing, aperture, shutter speed, Depth of field, lighting techniques and Composition.

UNIT IV

Accessories– Kinds of light indoor and outdoor - Electronic flash and artificial lights. Light meters, Different kinds of filter for B&W and colour photography and filter factor.

UNIT V

Films for B&W photography – film speed and types of film, Papers – kinds of paper. Chemicals for developing and printing.

References:

1. Julian Calder, John Garrett, The 35 mm Photographer's Handbook, Marshall Editions Limited, London, 1999.
2. John Constantine and Julia Valice, The Thames-Hudson Manual of Professional Photography, Thames-Hudson, London, 1983.
3. Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York, 1987.

**MSU/2016-17/UG-Colleges/Part-III (B.Sc. Visual Communication)
Semester-III/Ppr.no.20/Major Practical - III**

PHOTOGRAPY

At the beginning of the practical's, the students are to be taught and trained to handle the photography camera with the basic elements of photography like shots, angles, view, exposures, effects etc.

Besides, exercises on the listed topics below have to be practiced and submitted as a part of their work record.

1. Styles of Photography
 - a. Landscape
 - b. Portrait
 - c. Documentary

2. Perspective
 - a. Linear
 - b. Forced

3. Photo Language
 - a. Working
 - b. Action
 - c. Silhouette

4. Advertising Photography
 - a. Product ads
 - b. Food
 - c. Jewellery
 - d. Styles/Garments

5. Social Photographs
 - a. Street photography
 - b. PSA

6. Sports Photography
7. Indoor Photography
8. Photo story

**MSU/2016-17/UG-Colleges/Part-III (B.Sc. Visual Communication)
Semester-III/Ppr.no.21/Allied – III**

Advertising

UNIT I

Definition, Origin & Growth – Nature & Scope of Advertising, roles of advertising, Social, Communication, Marketing & Economic- functions of advertising.

UNIT II

Based on target audience, geographic area, Media & purpose. Corporate & Promotional Advertising – Web Advertising.

UNIT III

Latest trends in advertising (India & abroad) – Ad agency & its types, Structure of small, medium & big agencies, functions, services- legal aspects & ethical issues.

UNIT IV

Client Brief, Account Planning, Creative Strategy & Brief, Communication Plan, Brand management – Positioning, Brand personality, Brand image, Brand equity, Case studies.

UNIT V

Conceptualization & Ideation. Translation of ideas to campaigns, visualization designing & layout, copy writing – types of headlines, body copy base lines, slogans. Logos & trademarks.

References:

1. Sandage, Frylruiger and Rotzoll (1996): Advertising theory and Practice. AAITBS Publishers.
2. Mohan: Advertising Management: Concepts & Cases. Late McGraw – Hill
3. Jewler, E (1998): Creative strategy in Advertising. Thomson learning.
4. Sotakki, C.N: Advertising. Kalyani Publishers.

**MSU/2016-17/UG-Colleges/Part-III (B.Sc. Visual Communication)
Semester-III/ Ppr.no.22/Skilled Based -1**

WRITING FOR MEDIA

UNIT I

Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography.

UNIT II

Writing for New media - Copy reading symbols - content creation-Development - Technical writing - Editing - Principles and methods.

UNIT III

Writing for Radio - News features - Docudramas - Interview - Commercials - Radio language - Editing for Radio.

UNIT IV

Television writing - characteristics - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials - Language Editing.

UNIT V

Film language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language.

References:

1. Writing for Broadcast journalist, Thompson, Rick. London: Routledge,2005.
2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company,1992.
3. Writing for Television, Kelsey, Gerald. Unisrar,2004..
4. Writing the News:Print Journalism in the electronic age. New York : Hasting House Publishers,1977,Fox,Walter.
5. Doing it in style - Leslie Sellers.

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-III/Ppr.no.23/Non Major Elective -1**

JOURNALISM SKILLS

UNIT I

Media and Democracy: the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India - Media Consumption and News Production; Audience, Readerships, Markets - Forms of Journalism: news, features, opinions, yellow, tabloid, penny press, - Changing Practices: new/alternative media, speed, circulation.

UNIT II

Social Responsibility and Ethics - Positioning, Accuracy, Objectivity, Verification, Balance and Fairness - Defining Spot/Action, Statement/Opinion, Identification/Attribution - News vs Opinion, Hoaxes

UNIT III

News: meaning, definition, nature - Space, Time, Brevity, Deadlines - Five Ws and H, Inverted pyramid - Sources of news, use of archives, use of internet etc.

UNIT IV

Covering a Beat More Beats, Alternative Leads. Writing for Radio and Television, Writing for the New Media

UNIT V

Constructing the story: selecting for news, quoting in context, positioning denials, transitions, credit line, byline, and dateline

References:

1. Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
2. Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
3. Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.
4. Flemming,, Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.

**MSU/2016-17/UG-Colleges/Part-III (B.Sc. Visual Communication)
Semester-IV/Ppr.no.27/Core-6**

Television Production

UNIT I

As a medium of mass communication - Camera, its part and mounting device - Television language and grammar - Frame size - Types of shots – Composition - Looking space, walking space - Television production process - single camera process - Multi camera process

UNIT II

Concept of imaginary lines - Equipment layout in TV studio - chroma key - Microphones its type and placement - Vision mixers

UNIT III

Lighting: types of lighting - Directional light, diffused light - Controlling lights - Lighting techniques - Three pointing lighting - Four pointing lighting - Writing for television - Scripting for single camera work, script for multi camera

UNIT IV

news length and structure ,breaking news, news headlines - Structure and working for News Room of a television production center - Role and responsibilities of TV - producer - Role of sound in TV - Set, scenery, costume, make up and property as element of aesthetics

UNIT V

News reading and anchoring - Voice modulation - Graphics for television - Aesthetics of editing - Types of cuts and continuity - Video editing software (adobe premiere Pro)

References:

1. Millerson G. H. , Effective TV Production, Focal press, 1993
2. Holland P., The television handbook, Routledge, 1998
3. Zettl, Herbert, Television production handbook, wardsworth, Thompson learning, 2001
4. Multitasking for T V Production by Peter Ward

**MSU/2016-17/UG-Colleges/Part-III (B.Sc. Visual Communication)
Semester-IV/ Ppr.no.28/Major Practical -4**

Television Production – Practical

The Students are required to produce the following and submit as work record.

1. Any PSA – 3 min
2. Short film/ Documentary – 10 min

Methodology:

Students will be given practical exposure on handling the camera, and will be detailed on all the aspects of production. Regular assignments on production will be given.

**MSU/2016-17/UG-Colleges/Part-III (B.Sc. Visual Communication)
Semester-IV/Ppr.no.29/Allied - IV**

Public Relations

UNIT I

Public Relations- definition, PR as a communication function, history of PR, growth of PR in India, Public relations, propaganda and public opinion, PR as a management

UNIT II

Stages of PR – Planning, implementation research, evaluation, PR practitioners and media relations, press conference, press release, exhibition and other PR tools.

UNIT III

Communication with the public - internal and external, employer employee relations, community relations; PR in India – public and private sectors, PR counseling, PR agencies, PR and advertising, PR for media institutions.

UNIT IV

Shareholders relations, dealer's relations, PR for hospitals, PR for charitable institutions, PR for Defense, PR for NGOs, Pr for political parties, management and case studies.

UNIT V

PR research techniques, PR and law, PR and new technology, code of ethics, International PR, Professional organizations, emerging trends.

References:

1. Y. K. D'souza, Mass Media Tomorrow, Indian Publishers Distributors, New Delhi, 1977.
2. S. Ganesh, Lectures on Mass Communication, Indian Publishers Distributors, New Delhi, 1995.
3. J. L. Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi, 1996.

**MSU/2016-17/UG-Colleges/Part-III (B.Sc. Visual Communication)
Semester-IV/Ppr.no.30/Skilled Based - II**

Radio Production

UNIT I

Production Process in Radio Stations

UNIT II

Basics of Radio Programming - from conception to execution of ideas

UNIT III

Radio Station Organization and Management

UNIT IV

Formats and Styles in Radio Production - writing and reading for the radio

UNIT V

Advanced Radio Production Techniques - using digital technologies, creating audio special effects.

References:

1. Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: Modern Radio Production-Production, Programming and Performance. Wadsworth. Thompson Learning, 2000.
2. Mcleish, Robert; Radio Production - A Manual for Broadcasters. Wadsworth. Thompson Learning, 1994
3. Hausman, Carl; Benoit, Philip and O'Donnell, Lewis: Announcing: Broadcast Communication Today. Wadsworth. Thompson Learning, 2001

**MSU/2016-17/UG-Colleges/Part-IV (B.Sc. Visual Communication)
Semester-IV/Ppr.no.31/Non Major Elective-2**

PART IV

Event Management - Skill based subject

[Creating an Event]

- Conceptualization and Planning
 - i. The Nature of Planning, Project Planning, Planning the Setting, Location and Site
 - ii. The Operations Plan, The Business Plan, Developing the Strategic Plan
- Organization
 - i. Setting up an Event Organization structure
 - ii. The Committee Systems, Committee and Meeting Management
- Programming and Service Management
 - i. Programme Planning, The Elements of Style, Developing a Program Portfolio
 - ii. The Programme Life Cycle, Scheduling

Exercises:

1. Design a project plan for organizing an event
2. Design publicity material [poster, brochure, invitation and print advertising]
3. Filing a final report about the success of event
4. Write a proposal for potential sponsor for the event
5. Develop activity chart
6. Develop minute-to-minute programme
7. Develop crisis management plan
8. Undertake a survey of target audience for pre event planning process