

<b>SEMESTER -I</b> <b>Part - III</b>	<b>22UVSCA01: MEDIA CULTURE AND SOCIETY</b>	<b>Credit:04</b> <b>Hours:04</b>
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### **Course Objective**

1. To understand the basic concepts of media and communication.
2. To gain knowledge about the media influence
3. To have complete knowledge about theories in media
4. To know the media performance and content from a gender perspective
5. To get an awareness about the culture transformation

### **UNIT-I**

**(12 Hour)**

Introduction to media, Types of media – Traditional media - Folk, types of folk media & its relevance to culture, Print media - Role played in society, Electronic media - Impact on culture and society, New media - Changing trends in culture and society.

### **UNIT-II**

**(12 Hour)**

Media influence - Social, Political, Environment and Cultural – Marxist theory, Media audiences – Active and Passive audience, Effects of Media – Children and gender violence - behavior on individual- gender issues.

### **UNIT-III**

**(12 Hour)**

Theories of media effects - uses and gratification theory. Agenda setting, cultivation theory, public opinion - media opinion - media gatekeepers. Media rhetoric image.

### **UNIT-IV**

**(12 Hour)**

Media and Society: mass media and Indian family, media world vs. native Culture, Contemporary importance of media in modern Society: social learning and behavior: Media dependency - Pluralistic media and Indian Society

### **UNIT-V**

**(12 Hour)**

Media and social process: popular culture, sub culture, web culture, convergence and changing media landscape, media shapes culture vs. Culture shapes media.

### **Course Outcomes**

CO1: Students understand the types of media and its functions, Role and the power of mass communication in the society.

CO2: Learn about the gender violence, media audience segmentation and audience effects theories.

CO3: Learn about approaches to media and theories of mass communication.

CO4: Understand the social responsibility of media and the relationship of media and society.

CO5: Student will learn about the role of media in the culture transformation of the society.

**Reference:**

1. Mass Communication in India, Keval J Kumar, Jaico, 1999.
2. Communication Models by Mc Quail, Dennis and Steven Windhal, New York, Longman, 1981
3. Culture, Society and Media by Michael Curevitch et al., (Ed) Routledge, 1998
4. Understanding media and culture – Free PDF – Saylor foundation - [www.saylor.org/books](http://www.saylor.org/books)

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	S	S	S	L	S
CO3	L	S	S	L	S
CO4	L	L	S	M	M
CO5	S	S	S	S	S
*S-Strong; M-Medium; L-Low					

<b>SEMESTER -I</b> <b>Part - III</b>	<b>22UVSCAP1: 2D DESIGNING – PRACTICAL</b>	<b>Credit:04</b> <b>Hours:03</b>
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### Course Objective

1. To introduce students to the basics of line draws and alphabet writing.
2. To teach the knowledge of elements of Drawing.
3. To teach important of the Drawing and Deign for Newspaper.
4. To develop the knowledge and skills of Creativity, Drawing and logo Design.
5. To improve the print field needs and design solution.

### Exercise

(Each exercise have 4 hours)

1. Thin and thick lines different views straight and slanting (any 2)
2. Lettering (Alphabets and Numbers) English (any 3 Font Style)
3. Tamil Logo styles(Tamil newspaper Headlines, Tamil book titles – any 3)
4. English Logo styles (English newspaper Headlines English book titles –any 3 )
5. Daily Sheet Calendar (any 2)
6. Traffic Symbols – ( any 5 )
7. Patterns—of different kinds
8. Card Board Cartoons (any 2)
9. create new advertisement A4 size black and white any product ( any 2 )
10. create new advertisement A4 size colour any product ( any 2 )

### Course Outcomes

CO1: Understand the basics of drawing like lines, shapes and shading styles.

CO2: Create a font and its style in vanishing point.

CO3: Draw various types of headline for Newspaper or Books.

CO4: Draw various logos for different agencies like commercial, Govt., Advertising agencies and Newspaper.

CO5: Do abstract and to design a print advertisement for any branded products.

### Reference:

1. White space is not your enemy – 2nd edition – Kim Golombisky.
2. Art and Print production – N.N. Sarkar
3. Jean Haines, “World of Watercolor”, Search Press 1 edition, 2015.
4. Gordon MacKenzie , “The Complete Watercolorist's”, North Light Books, 2010.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	S	S	S	L	S
CO3	L	S	S	L	S
CO4	L	L	S	M	M
CO5	S	S	S	S	S
*S-Strong; M-Medium; L-Low					

<b>SEMESTER -II Part - III</b>	<b>22UVSCAP2: GRAPHIC DESIGN – PRACTICAL</b>	<b>Credit:04 Hours:05</b>
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### Course Objective:

1. To study the various kind of Theme for logo
2. To teach the Print Media (Newspaper, Magazine, Brochure and outdoor banners) Styles and Importance
3. To teach the knowledge of Color Theories and its importance
4. To acquire knowledge of package designing.
5. To study the concept of recent technology in designing

### Exercise

1. Design a 'logo' for an
  - a. Advertising Agency
  - b. Commercial Organization
  - c. Non-profit organization
  - d. Government agency
  - e. Service Industry
2. Design a 'Visiting Card' for the same FIVE organizations mentioned above using the logo created in the previous exercise.
3. Design a 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise
4. Design the any magazine cover page
5. Design a Package for any product
6. Design a poster for multicolour Advertisement
7. Design portrait in digital painting mode
8. Design poster for a Movie
9. Design a flyers
10. Design a dangler for any product.
11. Design a Brochure for any product.
12. Design a certificate for various events.

### Requirement

- Editing and Manipulation of Image/Pictures using Adobe Photoshop (Latest Version).
- For Vector based design using Adobe Illustrator (Latest Version).

### Course Outcomes

- CO1: Ability to apply the knowledge of the elements and principles of design to solve realworld design issues and concepts.
- CO2: Understanding of symbols and illustration context of the product and branding.
- CO3: Ability to design creative printing collaterals like Brochure, Magazine, Invitation, greeting card, Online Banners, etc.
- CO4: Understand the concept of converting a Black and white image to Color image.
- CO5: Understanding and Ability to design the package for product.

**Reference:**

1. Fundamentals of advertising with digital advertising – Theory & Practical by S.A. Chanuwalla & K.C. Seetha, Himalaya publishing house.
2. Graphic Design – A practical Guide, Illustrated Edition by Valerie Colston
3. Drawing Graphic Design by Timothy Samara

Mapping with Programme Outcomes					
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CO1	L	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	M	L	S	M	L
CO5	S	S	M	S	L
*S-Strong; M-Medium; L-Low					