

217 - B.Sc. - VISUAL COMMUNICATION

Programme Structure and Scheme of Examination (under CBCS)
 (Applicable to the candidates admitted in Affiliated Colleges from the academic year
 2022 -2023 onwards)

Course Code	Part	Study Components & Course Title	Hours /Week	Credit	Maximum Marks		
					CIA	ESE	Total
SEMESTER - I							
22UTAML11	I	Language Course - I : Tamil/Other Languages	5	3	25	75	100
22UENGL12	II	English Course - I : Communicative English I	5	3	25	75	100
22UVSCC13	III	Core Course - I: Introduction to Visual Communication	5	4	25	75	100
22UVSCC14		Core Course – II: Basic Drawing - Practical	4	4	25	75	100
22UVSCA01		Allied - I : Paper – 1: Media Culture and Society	5	4	25	75	100
22UVSCAP1		Allied Practical – I: 2D Designing – Practical	4	4	40	60	100
22UENVS18	IV	Environmental Studies	2	2	25	75	100
Total			30	24			700
SEMESTER - II							
22UTAML21	I	Language Course - II : Tamil/Other Languages	5	3	25	75	100
22UENGL22	II	English Course - II : Communicative English II	5	3	25	75	100
22UVSCC23	III	Core Course – III: Advertising Basics	5	4	25	75	100
22UVSCP24		Core Practical – I: Advertising Techniques - Practical	3	4	40	60	100
22UVSCAP2		Allied – I : Paper -2: Graphic Design - Practical	5	4	40	60	100
22UVSCE26		Internal Elective – I :Graphic Design	3	3	25	75	100
22UVALE27	IV	Value Education	2	1	25	75	100
22USOFS28		Soft Skill	2	1	25	75	100
Total			30	23			800

Internal Elective Courses

22UVSCE26-1	Internal Elective – I	Graphic Design
22UVSCE26-2		Printing Process
22UVSCE26-3		Communication Skills

Allied Courses offered by the Department of Visual Communication

22UVSCA01	Theory	Media Culture and Society
22UVSCAP1	Practical	2D Designing – Practical
22UVSCA02	Practical	Graphic Design – Practical

SEMESTER -I Part - III	INTRODUCTION TO VISUAL COMMUNICATION	Credit:04 Hours:04
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Course Objective

1. To understand the functions and nature of the various types of communication.
2. To give a basic understanding with regard to various communication models.
3. To orient the students on the emergence of new media and the evolving trends in digital media.
4. To understand knowledge about the perceptions, illusion and colour theory.
5. To collect the knowledge of importance in speech styles and presentation

UNIT-I: (12 Hour)

Communication: Definition – Elements, need and functions of communication, History of human Communication-Four stages, Various forms of communication – Verbal and Non Verbal Communication, Communication Process, Models of Communication – Lasswell, Shannon and Weaver, Wilbur Schramm, Osgood Model, Newcomb Model, Dance Helical Model

UNIT-II: (12 Hour)

Barriers of communication - Physical, Psychological, Mechanical, Language, Semiotic and Cultural Barriers. Interpretations of Communication and its types - Simultaneous – Whispered- consecutive - liaison.

UNIT -III: (12 Hour)

Visual and sensory perceptions: Definition, Principles. The sensual theory- Gestalt and Constructivism - perceptual theories- semiotics (Sausare And Pierce)– cognitive, Color psychology and color theory, Definition: Optical/Visual illusions.

UNIT -IV: (12 Hour)

Introduction to Visual Media - Types of Media and its functions. Public Relations: Definition, goals and functions, Publicity – Campaign – Propaganda.

UNIT –V: (12 Hour)

Media Literacy, Strategies for effective communication, Public Communication, planning a speech, speech styles and presentation skills.

Course Outcomes

CO1: Understand the importance, Process and models of Communication in all aspects of social life.

CO2: Acquire the significant knowledge about, developing skill in perceiving and interpretation.

CO3: Acquire an in-depth knowledge about the perceptions, illusion and colour theory.

CO4: Understanding about the types of media, public relation and campaign.

CO5: Knowing the importance of media literacy, speech styles and presentation.

Reference:

1. Human Communication, A basic course, Joseph Devito, Harper and Row, New York, 1988.
2. Principles of communication – Vijaya somasundaram - 2005
3. Paul Martin Lester (2000) Visual communication: Images with Messages, Thomson Learning.
4. Cutlip, Center and Broom. "Effective Public Relations". Prentice Hall; NJ; 1982
5. "Mass Communication Principles and Concepts" – Seema hassan; 2010 & 2012.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	L	S	S	L
CO3	S	S	S	S	S
CO4	S	L	M	S	S
CO5	S	S	M	S	S

*S-Strong; M-Medium; L-Low

SEMESTER -I Part - III	BASIC DRAWING- PRACTICAL	Credit:04 Hours:04
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Course Objective

1. To introduce students to the basics of Drawing.
2. To teach the knowledge of elements of Drawing.
3. To Teach important of the Drawing and Deign.
4. To develop the knowledge and skills of Creativity, Drawing and Design.
5. To improve the contemporary field needs and design solution.

Exercise 5 hours)

(Each exercise have

1. Basic geometrical shapes (any 5)
2. Light and shade (any 2)
3. Composition(any 2)
4. Perspectives (any 2)
5. Light and shade - geometrical shapes and still life (any 2)
6. Patterns and structure in day to day life.
7. Inserts and Tree & fruits vegetables
8. Birds & Animals (any 5)
9. Human Forms
10. Human portrait and full figure (any 2)
11. Landscapes – any 5
12. Free Hand drawing (any 2)

Requirement:

Student need to maintain two drawing records (class work and home work).
Submission need to be made at the end semester. They must contain exercises done according to the content of the practical course.

Course Outcomes

- CO1: Understanding the effective uses of various medium to drawings.
CO2: Understand the basics of drawing like lines, shapes and shading styles.
CO3: Understanding the study of different perspectives.
CO4: Understanding the human anatomy, flowers, fruits and etc.
CO5: Draw various concepts like model, landscape, still life, etc.

References

1. Anatomy perspective and composition.Stan Smith,Mc Donalld USA 1984
2. Visual elements of Art and Design Palmer, Frederic, Congman, London-1989

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					

SEMESTER -II Part - III	ADVERTISING BASICS	Credit:04 Hours:04
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Course Objectives

1. To give the elements, functions and fundamentals of Advertising
2. To give them the basic knowledge required about Advertising.
3. To teach the knowledge of Branding and Target audience
4. To help them to create Advertisements ethically&Ad Agencies..
5. To give them the required inputs to analyze and evaluate the Ad content.

UNIT-I**(12 Hours)**

Advertising – Definition need and scope of advertising. Role of advertising, Functions of advertising, Elements of advertising, Types of advertising, Merits and demerits of advertising, AIDA.

UNIT-II**(12****Hours)**

Organizational Structure of advertising department, Print Advertisement: Headline and its types, Layout and its types, Point of purchase - Ad copy and its types - appeals and its types – ad impact, Audience and its types, marketing mix.

UNIT-III**(12****Hours)**

Branding - brand building – brand positioning - brand personality - advertising strategy - Target Audience – Media Choice/planning - launch, Campaign – Product – Services. Importance of music in advertisements.

UNIT-IV**(12****Hours)**

Advertising agency: structure - functions – types – departments - role – nature, Radio advertisement – style – slogan – Jingle, Television advertisement – Spot – Scroll - sponsor, New media advertisement – flash - banners – scroll.

UNIT-V**(12****Hours)**

Advertising and Society - Ethical issues in advertising – Code of advertising standards, Morals of advertising, benefits of advertising, changing scenario in advertising, Social advertisement, PSA.

Course Outcomes

- CO1: Understand the needs, scopes, roles, process, elements and functions of advertising.
CO2: Gain knowledge about the organizational structure, layout, headline and its types.

CO3: Have complete knowledge about the Branding and Target audience.

CO4: Know the advertising agency relationship.

CO5: Understand about the moral and benefits of advertising with our culture and society.

Reference

1. Basic Advertising by Donald W. Jugenheimer (Paperback - Mar 1991) Advertising Procedure
2. Advertising For Dummies (For Dummies (Business & Personal Finance)) by Gary Dahl (Paperback - Jan 3, 2007) Foundations of Advertising
3. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (LEA's Communication Series) by Helen Katz
4. Advertising Media Planning by Jack Z. Sissors and Roger Baron (Hardcover - Jun15, 2002)
5. "Mass Communication Principles and Concepts" – Seema hassan; 2010 & 2012.

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

SEMESTER -II Part - III	ADVERTISING TECHNIQUES - PRACTICAL	Credit:04 Hours:04
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Course objectives

To make students understand the basics and uses of layouts drawings

To teach the knowledge to Designing Software

To help students use these drawing concepts in designing.

To develop the knowledge and skills of Creativity, Drawing and Design.

To improve the contemporary field needs and design solution

Exercise 4 hours)

(Each exercise have

1. Designing Different Layouts of Advertisements: (Using Indian ink)
 - a. BALANCE IN LAYOUT:
 - i. The Scale of justice
 - ii. Principle of Steelyard
 - b. WEIGHT IN LAYOUT:
 - i. Vertical Centre
 - ii. Principle of Fulcrum
 - iii. Symmetrical outline
 - iv. Optical Centre
 - c. Wheels and Palettes - 10Rows
 - i. Black and White Gray wheel or Palettes
 - ii. Color Wheels or Palettes for Primary and Secondary colors
2. Designing multicolor advertisement for promoting the image of any consumer Product to be published in Newspapers and journal.
3. Designing Poster Advertisement for the promotion of Tourism Development of National Heritage/Wildlife Sanctuaries/Monuments of India - Any one poster.
4. Designing Banner Advertisement for a New Movie Release.
5. Designing a Consumer Product using cartoons: Soap Cover, Biscuit Cover, Medicine, Toys, and Food Items – Anyone.
6. Designing a Photo Gallery of a Favorite Film Star or Sports and Games Personality.

(Exercises 2 to 6 are to be designed by Adobe Photoshop Software in 12"x 8" sizes)

Course Outcomes

CO1: Understanding the basic types and uses of layouts drawings

CO2: Understanding of the Designing software and feel more confident

CO3: Understanding the Colour combination and theories

CO4: Understanding the Dimension and point of view of the Consumers

CO5: Understanding the hand free designing.

Reference:

1. Basic Advertising by Donald W. Jugenheimer (Paperback - Mar 1991)
Advertising Procedure.
2. Fundamentals of advertising – Theory & Practical by S.A. Chanuwalla & K.C. Seetha, Himalaya publishing house.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
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					

SEMESTER -II Part - III	GRAPHIC DESIGN	Credit:04 Hours:03
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Course Objectives

1. To give the elements, functions and Principles of design
2. To give them the basic knowledge required about thinking and presentation
3. To teach the knowledge of typography and its uses
4. To help them to create Advertisements using composition
5. To give them the required inputs of responsibilities.

UNIT-I**(9Hours)**

Graphic design: Nature - Characteristics - Fundamentals of design - Principles & Elements. - Importance of Graphics, Creativity Technology, Production of illustration, Editing illustration.

UNIT-II**(9Hours)**

Idea: lateral and linear thinking. The process of developing ideas-verbal, visual combination and thematic, visual thinking, Materials tools (Precision, Instruments), Design execution and presentation.

UNIT-III**(9Hours)**

Typography: Fonts & Font Setting, Measurement & Composition, Creative uses fonts, Layout –Mondrian, Circus, Multi panel, Silhouette, Big type, Alphabet inspired - copy writing.

UNIT-IV**(9Hours)**

Layout and Design: Format of Newspaper and Magazine, Newspaper - White space, Uses of border, Illustrations & Photos, Body type, Advertisement and pages, Sectional Front page, Harmony in News paper make up, Magazine - Breaks of the book, Alignment, Special pages, Controlling direction, Content Page, types of layout.

UNIT-V**(9Hours)**

Composition: Fundamentals–Interpretation-Spatial Organization-Light-Expression-Montage - Content- Analysis, User interface – creative aspects, Responsibilities of Graphic Designer, Qualifications of Graphic Designer

Course Outcomes

CO1: Understanding the elements of design, principles of design and Aesthetics of design.

CO2: Understand the process of developing ideas in combination, thematic, thinking and Presentation.

CO3: Understanding the different types of fonts and effective use of Typography.

CO4: Understand the dynamics of composition and color and the technical issues surrounding print and web distribution.

CO5: Understanding the Responsibilities and Qualifications of Graphic Designer

Reference:

1. Russell N. Baird, The graphics of communication Holt, Rinechart and Winston, NEW YORK,1987
2. Edmund C.Arnold, Modern News paper designs Harper & Row publishers, NEW YORK, 1969.
3. Click J.W, Russell and N.Baird, Magazine Editing and production , Dubuque Iowa, WM.Brown co,1983
4. Advertising and sales promotion
5. Ogilvy on advertising – PDF
6. Advertising basic by Vilainilam.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
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					

SEMESTER -II Part - III	PRINTING PROCESS	Credit:04 Hours:03
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Course Objectives

1. To give the basic of printing process and its types
2. To give them the basic knowledge required about structure of Press
3. To teach the knowledge of Publication, Layout design
4. To study the knowledge of Nature and Elements in News paper design
5. To give them the technological development in printing..

UNIT-I**(13Hours)**

Principles of Printing. (Relief, Planography etc.,) Typesetting methods: Hot Metal, Photo Composition and Digital. Plate Making Process. Types of Printing Processes – Letter Press, Offset, Gravure, Flexography and Silk Screen. Color Printing Process – Color Separation, Color Correction and Color Reproduction. Current trends and future developments in Printing Processes(Laser Printers, Scanners, Ink-jet Printers, Image Setters, Direct-to-Plate Printing, etc.,)

UNIT-II**(5Hours)**

Printing Managements, Printing Press Organization and Structure. Economics of Printing – Different Types of Paper, Ink, Plates, Miscellaneous , Print Order Estimation, Managing Wastage.

UNIT-III**(9Hours)**

Elements of Publication Design, Page-Makeup & Layout. Types of Layout-Book, Magazines, Brochures, Catalogues, etc. Typography-typeface Design, Copy, Fitting, Communication through Typography. Special Designs (Information Graphics, Charts, Tables, Boxes, etc.)

UNIT-IV**(9Hours)**

Newspaper Publication. Nature and Elements of News Paper Design. Space Management, Front Page, etc.

UNIT-V**(9Hours)**

New Technological Development in Printing Process. Digital Pre-Press. Direct to Plate Technologies. Recent Trends of Printing Processes. An over view of Printing and Publishing Industry in India. An overview of Electronic Publishing.

Course Outcomes

- CO1: To Understanding the Printing process styles
 CO2: To Understand the Printing press management and structure
 CO3: To Understanding the different types of layout in Publications.
 CO4: To Understand the dynamics of Publication design
 CO5: To Understanding the recent development in Electronic Publishing

References:

1. Amdams J.M. (1996) Printing Technology 4th Edition. Thomson Learning.
2. Dennis E (1997). Lithographic Technology in Transition Amdams JM.
3. Ramano F (1997). Delmar's Dictionary of Digital Printing and Publishing.
4. Ruggles P (1996) Printing Estimating. Digital and Traditional Costing Methods for Graphic Imaging . 4th Edition. Thomson Learning.
5. Hoff S (1996). Screen Printing. Amdams, J.M. Thomson Learning.

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

SEMESTER -II Part - III	COMMUNICATION SKILLS	Credit:04 Hours:03
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Course Objective

1. To study the knowledge of Non verbal communications.
2. To give them the idea of Presentation tools and skills
3. To help students enhance their communication skills and use non- verbal communication effectively.
4. To teach them how to Manage the Time and Stress
5. To acquire the knowledge of facing the Interviews

UNIT-I

(9 Hours)

Facial expression - Body movements and posture - Gestures - Eye contact - Touch - Space - Voice.

UNIT II

(9

Hours)

Presentation Skills Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language – VideoSamples.

UNIT III

(9

Hours)

Time Management Time Management - Articulateness - Assertiveness – Psychometrics- Innovation and Creativity - Stress Management & Poise - Video Samples.

UNIT IV

(9

Hours)

Group Discussion Why is GD part of selection process?- Structure of GD – Moderatorledand other GDs - Strategies in GD - Team work - Body Language - Mock GD – VideoSamples.

UNIT V

(9

Hours)

Interview Skills Kinds of Interviews - Required Key Skills - Corporate culture – Mock Interview - Video Samples.

Besides, students will be taught on the following communication skills:

Group Discussion
Public Speaking
Role Play
Street Theatre

Course Outcomes

CO1: To understand the needs, types, roles of non verbal Communication

CO2: Gain knowledge about the Presentation skills

CO3: Have complete knowledge about the communication skills

CO4: To understand the Time and Stress Management.

CO5: To understand and benefits of facing the Interviews

Reference Books

1. Ronald B. Adler Vieorge Rooman (2009). Understanding Human Communication, Oxford Press
2. Anshumansharma (2010). Principles of communication, Random Publication
3. Dr.S.Agarwal (2010). Verbal & Non-Verbal Reasoning. S.Chand Publication

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