

**ANNAMALAI UNIVERSITY**  
**BACHELOR OF SCIENCE**  
**B.Sc. VISUAL COMMUNICATIONS**  
**UNDER CBCS**  
**(2021 - 2022)**

**The Course of Study and the Scheme of Examinations**

S. No.	Part	Study Components		Ins. Hrs / week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
<b>SEMESTER I</b>									
1	I	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100
2	II	English (CE)	Paper-1	6	4	<b>Communicative English I</b>	25	75	100
3	III	Core Theory	Paper-1	6	4	Fundamentals of Communication	25	75	100
4	III	Core Practical	Practical-1	4	0	Drawing	0	0	0
5	III	Allied -1	Paper-1	6	3	Writing for Media	25	75	100
<b>6</b>	<b>III</b>	<b>PE</b>	<b>Paper 1</b>	<b>6</b>	<b>3</b>	<b>Professional English I</b>	<b>25</b>	<b>75</b>	<b>100</b>
7	IV	Environmental Studies		2	2	Environmental studies	25	75	100
		<b>Sem. Total</b>		<b>36</b>	<b>20</b>		<b>150</b>	<b>450</b>	<b>600</b>
<b>SEMESTER II</b>									
8	I	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100
9	II	English (CE)	Paper-2	6	4	<b>Communicative English II</b>	25	75	100
10	III	Core Theory	Paper-2	4	4	Introduction to Visual Communication	25	75	100
11	III	Core Practical	Paper-1	3	2	Drawing	25	75	100
12	III	Allied-1	Paper-2	4	3	Photography	25	75	100
<b>13</b>	<b>III</b>	<b>Allied Practical - 1</b>	<b>Practical-1</b>	<b>2</b>	<b>2</b>	<b>Photography</b>	<b>25</b>	<b>75</b>	<b>100</b>
14	<b>III</b>	<b>PE</b>	<b>Paper 1</b>	<b>6</b>	<b>3</b>	<b>Professional English II</b>	<b>25</b>	<b>75</b>	<b>100</b>
15	IV	Value Education		2	2	Value Education	25	75	100
16	IV	Soft Skill		2	1	Soft Skill	25	75	100
		<b>Sem. Total</b>		<b>36</b>	<b>25</b>		<b>200</b>	<b>600</b>	<b>900</b>

**ANNAMALAI UNIVERSITY**  
**B.Sc. VISUAL COMMUNICATION**

**SYLLABUS**  
**UNDER CBCS**  
**(2021 - 2022)**

**SEMESTER I**

**PAPER - 1**

**FUNDAMENTALS OF COMMUNICATION**

**Course Objectives:**

- To make students become aware of communication process and patterns in changing situations.
- To introduce key concepts of communications.
- To acquire basic knowledge in communication theories and models.
- In order to provide students to communicate effectively using communication tools.

**UNIT - I**

Communication - definitions - objectives - nature and scope of communication - forms and purpose; Importance of communication - Principles of effective communication - factors influence of communication - communication and socialization - Barriers to communication .

**UNIT - II**

Process of communication - Language - symbols - elements of communication - Types of communication: Verbal and nonverbal communication, inter-personal, intra personal, group, public, mass communication - mass communication - functions and dysfunctions of mass media

**UNIT - III**

Communication models: Shannon and Weaver model - essentials of effective communication - communication techniques - Wesley and MacLean Model of communication - Berlo SMCR Model of communication - Aristotle's and Lasswell's model - Osgood & Schramm's circular model - Gate keeping - Two step flow model - Uses and Gratification theory Newcomb's and Gerbner's model - Agenda setting - convergent and gate keeping.

**UNIT - IV**

Communication for development - Implications Global Identity: Communicating with a Cross-Cultural Audience - Global media – multi cultural content – impact on developing countries - Cross cultural Communication: problems and challenges. Policies and

**UNIT - V**

Ideation and creative thinking: Lateral thinking, designing, messages for different audiences - information revolution in India.

## References

- Baran, Stanley and Davis, Dennis Mass Communication Theory, 7th Edition, 2015
- Denis McQuail, McQuail's Mass Communication Theory, 6th Edition, 2010.
- Fortner, Robert and Fackler Mark; The Handbook of Media and Mass Communication Theory, 2014
- Harris, Richard Jackson; A Cognitive Psychology of Mass Communication, 6<sup>th</sup> Edition, 2013.
- Keval J. Kumar, Mass Communication in India, 2000 Jaico Publishing House.
- Kevin Williams, Understanding Media Theory, (2003),
- Stevenson Nicholas; Understanding Media Cultures, 2002
- Thomson B. John : The Media and Modernity, Polity Press, 1995
- Vir Bala Aggarwal, and V S Gupta, Handbook of Journalism and Mass Communication, 2012 concept publishing co.
- Yadava, J.S. and Mathur Pradeep; Issues in Mass Communication, 2008

## Course Outcome:

**Co1:** Would know about factors influencing communication process

**Co2:** Would understand the elements and signs of communication

**Co3:** Understand Communication models and theories

**Co4:** Would establish concepts of communication for development

**Co5:** Effectuate the creative thinking process

# Allied 1

## Paper 1

### Writing for Media

#### Course Objectives:

1. To develop an understanding of the basic principles of writing
2. To gain an understanding of versatile writing techniques and a firm hold on English grammar
3. To accomplish the holistic process of generating original ideas, researching, structuring, writing and fine-tuning to produce excellent quality work
4. To attune students to writing skills to meet the demands of specific organizations and types of content
5. To gain knowledge of writing skills required for different forms of media.

**UNIT I: INTRODUCTION TO WRITING:** Principles of writing – brevity, clarity, originality, etc., basic grammar rules, developing original ideas, structuring, editing, proofreading, technological resources to develop writing skills.

**UNIT II: WRITING FOR PRINT MEDIA:** Writing for print media – principles and methods, writing news and features, writing for niche magazines, writing for brochures, press releases, advertorials, etc., copywriting for print ads.

**UNIT III: WRITING FOR RADIO:** Writing for radio - basic principles, different types of radio programmes, format of radio script, writing radio documentaries and features, docudramas, radio jingles.

**UNIT IV: WRITING FOR TELEVISION AND FILMS:** Characteristics of television writing, film language, principles and methods of script writing, script formats, scripting documentaries, scripting fictional programmes or feature films, creating storyboards for television commercials.

**UNIT V: WRITING FOR NEW MEDIA:** Writing for the web – basic principles, writing different types of online articles, technical writing for various websites, blogging-content creation and curation, writing for Search Engine Optimization

#### References

Royal, Brandon. *Power Writing: 20 Powerful Principles of Clear and Effective Writing*. Jaico Publishing, 2015.

Raman, Usha. *Writing for the Media*, Oxford University Press, 2009.

Ryan, Michael & Tankard, James W. *Writing for Print and Digital Media*, McGraw-Hill, 2005.

McInerney, Vincent. *Writing For Radio*, Manchester University Press, 2001.

Smethurst, William. *How to Write for Television*, Little, Brown Book Group Limited, 2016.

Bowden, Darsie. *Writing for Film: The Basics of Screenwriting*, Routledge, 2013.

Wysocki, Anne. *Writing New Media: Theory and Applications for Expanding the Teaching of Composition*, Utah State University Press, 2004

## References

Kuehn, Scott A. & Lingwall, Andrew. *The Basics of Media Writing: A Strategic Approach*, Sage Publications, 2018.

Hilliard, Robert L. *Writing for Television, Radio, and New Media*, Wadsworth, 2011.

## Journals:

*Journal of technical writing and communication*, SAGE journals

## E-Material:

<http://www.universityofcalicut.info/SDE/VI Sem english writing for the media.pdf>

<https://www.manage.gov.in/studymaterial/printmedia.pdf>

<http://writing.umn.edu/isw/assets/pdf/publications/Irving%20Fang.pdf>

<https://www.cdc.gov/socialmedia/tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>

<https://scottwesterman.com/Writing-for-Social-Media.pdf>

## Course Outcomes:

**CO1: CREATE** the foundations of good writing skills with a steady grasp of grammatical aspects as well as the process of writing.

**CO2: GAIN** knowledge and skills relating to writing techniques for various types of assignments related to print media.

**CO3: UNDERSTAND** and **BUILD** the skills required to writing for the ears so as to be able to produce written scripts for various types of radio programmes.

**CO4: DEVELOP** the skills to write for visual medium by learning to write scripts in various formats for different types of programmes for television and for films.

**CO4: ENHANCE** the skills required to write various types of content required in the realm of New Media.

**Semester II**  
**Core Paper 2**  
**Introduction to Visual Communication**

**Course Objectives**

1. To understand the concept of Communication
2. To study the Evolution of Communication
3. To get the overview of communication discipline
4. To understand the elements of visual communication
5. To gain knowledge on thinking and creativity

**UNIT I: UNDERSTANDING COMMUNICATION:** Communication- definition & concept; Need for Communication; Scope & Functions of Communication; Characteristics of Communication; Understanding Communication; Communication Process; Elements of Communication; Model of Communication- Aristotelian, Shannon and Weaver, Wilbur Schramm, Gerbner's & Newcomb's; Types of Communication- Intrapersonal, Interpersonal, Group, Mass Communication; Barriers of Communication- Physical, Mechanical, Psychological, Culture & Linguistic Barriers.

**UNIT II :DEFINING VISUAL COMMUNICATION:** Visual Communication- definition & concept; Historical development of Visual Communication; Nature of Visual Communication; Functions of Visual Communication; Characteristics of Visual Communication; Types of Visual Communication- Art, Graphic Design, Photography & Multimedia; Advantages & Disadvantages of Visual Communication; Visual Communication Techniques- Eye Contact, Hand Gesture, Body Language; Elements of Visual Communication.

**UNIT III: THEORIES OF VISUAL COMMUNICATION:**

Perception- definition & concept; Types of Perception- Visual & Graphical Perception; Visual Perception- definition & concept; Illusions; Types of Illusion- Visual, Perspective, Geometric, Colour & Irradiation Illusions; Graphical Perception- definition & concept; 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: SIGNS AND SYMBOLS**

Semiotics- definition & concept; History of Semiotics- Pictograms, Ideograms, Phonogram, Ancient Greece; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Saussurean Model of Sign; Peirce's Model of Sign; Code- definition; Types of Code- Social, Textual & Interpretive; Semantics- Symbol & Referent, Words & Lexemes, Denotation, Connotation, Implication, Pragmatics, Ambiguity, Synonym, Antonym & Hyponym, Syntactics; Subfields in Semiotics- Bio-semiotics, Cognitive Semiotics, Computational Semiotics, Music Semiotics.

**UNIT V : CONCEPT OF CREATIVITY :** 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.

### **Reference**

1. Denis McQuail (2010). Mass Communication Theory- An introduction, Sixth Edition, Sage Publications, London.
2. Keval J. Kumar (2009). Mass Communication in India, Fourth Edition, Jaico Books, Mumbai.
3. Lester. E (1998). Visual Communications: Images with messages, Third Edition, Thomson Learning, London.
4. Edward De Bono, (1970). Lateral Thinking: Creativity Step by Step, First Edition, Harper & Row Publishers, New York.

### **COURSE OUTCOMES**

**CO1 Unit 1: Gain understanding of the concept of Communication**

**CO2 Unit 2: Would know the Evolution of Communication**

**CO3 Unit 3: Imbibe an overview of communication discipline**

**CO4 Unit 4: Render analytical capability of the elements of visual communication**

**CO5 Unit 5: Skilled** in conceptual thinking and creativity

## CORE PRACTICAL 1

### DRAWING

#### Course Objectives

1. Helps students understand basic principles of art - Linear perspectives, composition, proportion and texture, 2D & 3D forms and the effect of light on such forms
2. Develop the ability to visually articulate information through comprehension of verbal communication and evolve communication ideas through creative thinking and analytical skills
3. Develop skills in the use of elements and principles of Visual Design – Conceptual Elements, Visual Elements, Relational Elements and Functional Elements.
4. Demonstrate artistic competence through the ability to execute a variety of visual expressions using images, text as images, illustrations, 2D & 3D forms while relating art to reflections of design in the environment
5. Gain basic skills in the use of digital tools as a means of communication for creation, modification and presentation of design concepts

#### **EXERCISE I: LEARNING FUNDAMENTALS OF ARTISTIC EXPRESSION**

Linear Perspective (one, two & three point), Aerial Perspective, Shifting Perspective. Tonal Values: Highlight, Mid-tone, Junction of Dark/Light, Reflection, Cast Shadow, Hard/Soft Edges.

*Based on the above learning, Start a line Drawing*

#### **EXERCISE 2: UNDERSTANDING COMPOSITION**

**Space:** Flat, Illusionistic & Limited Depth. Movement, Direction & Rhythm: Horizontal, Vertical, Diagonal, Triangular & Curve. **Balance:** Symmetry, Asymmetry & Cropping. **Shape:** Positive/Negative Shapes & Figure/Ground Relationships, Dark & Light Contrast: Side Lighting, Flat Lighting & Rim Lighting. **Proportion:** Golden Section (1:1.618 or 5:8) & Proportion

*Based on the above learning, Start pencil drawing with shading*

#### **EXERCISE 3: INTERPRETING ELEMENTS OF DESIGN**

Conceptual Element, Visual Element, Relational Element & Practical & Functional Element. Square, Stage, Diamond, Circular, Linear Pattern & Lines.

*Start pencil drawing with props – fruit, object or a personal setup after a reading of the above concepts.*

#### **EXERCISE 4: TRYING OUT CALLIGRAPHY AND TYPOGRAPHY**

Pictographs, Sign & Gesture, Phonograph, Alphabets, Calligraphy, Typefaces, Computers. Assembly of pictures to make a visual sentence, use of strokes to communicate meaning, Alphabets and their construction – pica measure, X-height / Y-height etc. Classification of different styles of types and their character – Serif, Sans-serif, Italics etc. Calligraphy - using alphabets in a stylized manner to create expressive visual statements. Calligram art and visual design – Motifs and Patterns

*Use typography or calligraphy to present a verbal idea visually based on the your understanding of calligraphy and typography*

### **EXERCISE5: USING COMPUTER APPLICATIONS FOR DESIGN**

Photo-editing Software – Illustration& Photo-editing, Understanding of Software for Design, Practice in use of basic tools for design. Composition, modification and presentation of hand illustrated design on digital media.

*Scan your pencil drawings and use it to suitably modify, colourize and present a digitally defined picture.*

### **Portfolio**

*(Students will each develop a portfolio that reflects an intermediate to advanced level of artistic perception, expression, historic and cultural understanding, aesthetic valuing, and an ability to connect their artistic skills to design careers in Visual Communication)*

### **References**

**Unit-1** -A Guide to Drawing, Concise EditionWadsworth, 2011 David L. Faber, Daniel M. Mendelowitz | Perspective Drawing. Mayfield Publishing Company, 1997 by Kenneth W. Auvil

**Unit-2** -Drawing from Observation (Reprint): McGraw-Hill Education, 2009 by Brian Curtis

**Unit-3** - Elements and Principles of Design: Student Guide with Activities, Crystal Productions, 2000 Compiled by Gerald F. Brommer

**Unit-4** -Why Fonts Matter Paperback – 28 Jan 2016by Sarah Hyndman | Handstyle LetteringFrom calligraphy to typographyEditor: Victionary | Logotype (Pocket Editions) Paperback – 21 Sep 2012by Michael Evamy

**Unit-5** -Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design SolutionsPaperback – July 1, 2012by Timothy Samara

### **E- Materials 1 – 15**

<https://www.slideshare.net/joranjana>A new method of looking at calligraphy through formal & informal style of calligraphies by Ranjan Joshi

### **COURSE OUTCOMES**

**CO1 Unit 1:**Understand the formal language of drawing and the fundamentals of artistic expression. Understand the basic principles of linear perspectives

**CO2 Unit 2:****Demonstrate a basic understanding of the principles of composition, proportion & texture.** Understand the effect of light on three-dimensional forms as it applies to drawing

**CO3 Unit3:****Realistically render subjects from direct observation. Demonstrate skills of visual perception, spatial concepts, and critical thinking.**

**CO4 Unit 4:**Demonstrate an understanding of classification of the different types with their names and character, mode, weight, orientation, position & sizes. Understand scale and ratio of letter forms. Present phonetic expressions in visual forms. Depict monograms using text and sound. Demonstrate ability to use calligraphy to draw objects – apply calligraphy techniques

**CO5 Unit 5:**Show basic proficiency in use of Application Software. Demonstrate ability to transition hand drawing to digitized design, Modify, compose and present hand-illustrated art as digital images.

**Allied 1  
Paper 2  
Photography**

**Course Objectives**

1. To apprise the students regarding the basics of photography along with the parts and functions of a camera.
2. To develop an understanding regarding the different types of camera & lenses and their application to specific requirements.
3. Comprehend the characteristics of natural and artificial light and become conversant with lighting accessories and techniques.
4. Demonstrate the theoretical knowledge while taking photographs of different genres.
5. Distinguish the features that underlie digital photography from that of traditional photography.

**Unit I: FUNDAMENTALS OF PHOTOGRAPHY**

Introduction to Photography-Characteristics of light, Structure and functions of camera, Exposure, Focusing, Aperture, Shutter speed, and Depth of field. Basic shots, angle, and view.

**Unit II: TYPES OF CAMERA & LENS**

Lens and its function, Characteristics of lens, Types of lens and their utility, Types of camera and their purpose, Camera Accessories.

**Unit III: LIGHT & LIGHTING**

Sources of Light – Nature, Artificial and Available light. Lighting techniques – three-point lighting, Indoor and outdoor lighting, Lighting accessories - Electronic flash, Light meters, Different kinds of filters for B& W and colour photography.

**Unit IV: TYPES OF PHOTOGRAPHY**

Different styles of Photography – Portrait, Landscape and Documentary, Advertising Photography, Sports Photography, Architecture photography, Environmental Photography, Industrial Photography, Wildlife Photography, Still Photography, Photographs on Human Interest & Social Photographs.

**Unit V: DIGITAL PHOTOGRAPHY**

Concept of Digital photography- optical system, power system, memory storage, resolution, Understanding exposure and controls, Flash and lighting, Transferring images to PC, file formats, managing digital pictures.

**References:**

1. Julian Calder, John Garrett (1999). The 35 mm Photographer's Handbook, London, Marshall Editions Limited.
2. Alain Solomon (1987). Advertising Photography, New York, American Photographic Publishing and Imprint of Watson Guptill Publication.
3. Dave Johnson (2001). How to do everything with your Digital Camera, New Delhi, Tata McGrawHill.

4. Tom, Mitchell Beazley. *Digital photography, A Step-by-Step Guide and Manipulating Great Images*.
5. Richard Zakia, Leatie Stroebel. (1993). *The focal encyclopaedia of photography*. Focalpress baston, London.
6. Peter K Burian. (2001). *Mastering Digital Photography and Imaging*. USA. Sybex Publishers.
7. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray. (2000) *The Manual of Photography*. Focal Press.
8. John Hedgecoe. Alfred. A. (1999). *The Photographer's Handbook*. Knopf Publishers.
9. Joseph A. Ippolito. (2003). *Understanding Digital Photography*. Thomson Delmar Learning, USA
10. Catherine Jamieson/ Sean McCormick. (2005). *Digital Portrait Photography and Lighting: Take Memorable Shots Every Time* London. Wiley Jamieson and McCormick Publishers.

## **COURSE OUTCOMES**

**CO1 Unit 1: Get conversant** with the concept of photography as a language of light and the basic knowledge about the functioning of a camera.

**CO2 Unit 2: Understand the various situations during which different cameras/lenses could be used by applying the knowledge about their features.**

**CO3 Unit 3: Analyse and understand the significance of lights & lighting in photography.**

**CO4 Unit 4: Illustrate the various genres of photographs with their key features.**

**CO3 Unit 5: Evaluate** the merits and limitations of digital photography in comparison to traditional photography.

## **Allied Practical Photography**

### **Objectives**

- To facilitate students operate a camera and take effective indoor and outdoor photographs.
- Before the practical work of taking photographs, the students are to be given necessary theoretical inputs to handle the photography camera with the basics like exposure, shots, angles, view, effects etc. and information regarding the different genres of photographs.

### **List of Practical Exercises**

1. Still life
2. Portrait
3. Children
4. Silhouette
5. Advertising Photography
6. Fashion Photography
7. Architectural Photography
8. Environmental Photography
9. Photographs on Foods and Beverage
10. Photo Essay / Photo Feature

### **Course Outcomes**

**CO1 Unit 1: Gain knowledge** regarding lighting, aperture, shutter speed etc., while taking pictures of objects and the same for taking portraits.

**CO2 Unit 2: Comprehend the different lighting techniques so that they can take photographs with various effects and capture human expressions especially children.**

**CO3 Unit 3: Apply the lighting techniques to advertise products and fashion shows.**

**CO4 Unit 4: Demonstrate** the significance of environment and the role of photographs in creating environmental awareness and sustainable development.

**CO4 Unit 5: Create photo stories using elements of human interest.**

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