

**UNIVERSITY OF MADRAS**  
**B.Sc. DEGREE COURSE IN VISUAL COMMUNICATION**  
**SYLLABUS WITH EFFECT FROM 2020-2021**

**BVC-DSC01**

**CORE-I: INTRODUCTION TO VISUAL  
COMMUNICATION**

**Learning Outcomes**

Student will acquire

- 1) Knowledge of Communication and its types, Human Communication, Visual Communication ,nature of communication
- 2) Knowledge of Communication process, connotation and denotation, Barriers in communication, Semiotics, Language and Visual communication, Design fundamentals, Elements of design, Principles of design, Design and designers
- 3) Knowledge of Visual and sensory perceptions, Colour psychology and theory, Visual illusions, various stages of design process, problems, analysis, decision making
- 4) Knowledge of Graphic design basics, elements and principles of design, Design concept and ideas, Verbal and visual combinations, Visual Thinking and its techniques, design execution and presentation

**Unit 1:**

Communication: Definition, types of Communication, Need for and the Importance of Human and Visual Communication, nature of communication, Communication as expression, skill and process, Understanding Communication: SMCR Model

**Unit 2:**

Communication as a process: Message, Meaning, Connotation, Denotation Culture/Codes etc. flow of Communication, barriers to Communication ,Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation

**Unit 3:**

Fundamentals of Design: Definition, Approaches to Design, Centrality of Design, Elements/Elements of Design: Line, Shape, Space, Color, Texture, Form Etc. Principles of Design: Symmetry, Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)

**Unit 4:**

Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical/ Visual Illusions, etc. Various stages of design process-problem identification, search for solution, refinement, analysis, decision making, implementation.

**Unit 5:**

Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

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References

- Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
- Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning
- Picture this: Media Representation of Visual Arts and artists. University of Luton Press
- Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman
- Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists, 1982, Astragal Books. London
- Palmer.F: Visual Awareness (Batsford, 1972)

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**BVC-DSC02**

**Core – 2: Drawing – I- Practical**

**Learning Outcomes**

Student will acquire

- 1) Knowledge on Geometrical forms, shapes, patterns and forms individually
- 2) Knowledge of perspectives, Overlapping objects, Thorough knowledge of lighting and shade and its techniques ,drawing freehand

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and pen (black)

- Geometrical shapes and its application, Freeh and drawing
- Patterns of different themes, Surface textures etc.
- Perspectives and its constructive application in drawing
- Overlapping objects using models in the studio
- Light and shade and its techniques

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**BVC-DSC03**

**CORE-III: COMMUNICATION SKILLS**

**Learning Outcomes**

Student will acquire

- 1) Knowledge of communication and language, theories and models in communication, Group communication, decision making process, teamwork and leadership qualities and interactive communication
- 2) Knowledge of theories of the press and Public communication, non verbal communication theories and models, Kinesics, Case studies in communication skills
- 3) Knowledge of creative thinking, lateral thinking ,designing messages for different audiences

**Unit I:**

Need for communication, communication and language, Right to communicate, communication and information, Interpersonal communication: Theories and Models - Transactional analysis etc.

**Unit II:**

Group communication: Theories and Models - Decision making process, leadership, team work communication patterns in group context. Interactive Communication.

**Unit III:**

Theories of the press / media ; authorization theory, libertarian or free press theory, social responsibility theory, soviet media theory, development communication theory, democratization theory. Public communication: Rhetoric Model, Persuasion Models

**Unit IV:**

Non-verbal Communication: Theories and Models, Types of non-verbal behavior Kinesics

**Unit V:**

Case Studies in communications skills, Ideation and Creative Thinking - Lateral Thinking. Designing Messages for different audiences

**References**

Wood, Julia T: Communication Mosaics: An Introduction to the Field of Communication, 2001. Wadsworth

Larson, Charles U; Persuasion: Reception and Responsibility. Wadsworth, 2001.

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**BVC-DSC04**

**CORE-IV: DRAWING – II-PRACTICAL**

**Learning outcomes**

Student will acquire

- 1) Knowledge of drawing human and animal forms, birds, portraits and full figures using live models
- 2) Knowledge of drawing Outdoor Landscapes, Hills capes and Seascapes, Monuments and Drawings from the environment

The drawing record should contain exercises completed by each student on every practical class during the Second semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. All exercises must be in pencil and in different medium -charcoal, watercolor, pastels, oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}.

- Forms— humans, animals, birds,
- Live models- Portraits and full figures, Still life arrangements with light arrangements in the drawing studio
- Outdoor Landscapes, Hillscapes and Seascapes
- Monuments and their architectural beauty
- Drawings from the Environmental Exposure

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**BVC-DSC05**

**CORE-V: ADVERTISING AND PUBLICATION  
DESIGN**

**Learning outcomes**

Student will acquire

- 1) Knowledge of advertising ,History, types, principles and nature of advertising and its roles and function, corporate and promotional advertising, web advertising, advertising agency and media, full fledged agency services, legal and ethical aspects of advertising .
- 2) Knowledge of planning in advertising business, client briefing, brand management, brand image responsibilities in advertising industry, ideas and concepts in advertising, layout designing and copy writing, slogans, logos, typography , story board, advertising campaign concept and execution

**Unit I**

Advertising: Definition, origins and development of advertng, modern Advertising, history of Indian advertising. Types of advertising. Principles of advertising ,Nature of advertising ,Scope of advertising. Roles of Advertising: Societal, Communication, Marketing and Economic. Functions of advertising.

**Unit II**

Based on target audience, geographical area, Media & Purpose. Classified advertising, Corporate and Promotional Advertising. Web Advertising.

**Unit III**

Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising –(India and abroad). Ad Agency –Structure of small, medium & big agencies, functions. Types of agencies – in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.

**Unit IV**

Advertising planning, Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Advertng and social responsibility, Case studies.

**Unit V**

Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & Layout, Copy writing – Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting. Story board. Advertising campaign—from conception to execution.

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**References**

- Sandage, Fryburger and Rotzoll(1996) Advertising Theory and Practice. AAITBS Publishers
- Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
- Advertising Handbook: A Reference Annual on Press TV , Radio and Outdoor Advertising.  
Different Years ATLANTIS Publications
- Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill
- Jewler, E (1998):Creative Strategy in Advertising. Thomson Learning

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**BVC-DSC06**

**CORE-VI: COMMUNICATION AESTHETICS**

**Learning outcomes**

Student will acquire

- 1) Knowledge of communication design in advertising, the role of designer in graphic design, creativity application in communication design
- 2) Knowledge of computer technologies in communication design, the practice of design in professional areas, Commercial design applications in advertising, advertising campaign
- 3) Knowledge of animation in communication design, Animated Infographic applications in Professional areas like education, Medicine, Television and film making, 2D and 3D animation techniques, interactive graphic design, user interface design and design in mobile applications and e- content design
- 4) Knowledge of design in social media, Social media advertising, mobile and social media design and the role of designer today. Colour and its applications in design, Colour symbolism and energy, Sight sound and motion in media

**Unit I**

The role of Aesthetic Communication in Advertising, Design and Communication, Graphic Design versus Visual Communication Design, The presence of designer in the design execution, the creative sense of the designer, Communication design problems, information, redundancy and noise. Reality and creativity. Creativity and Communication. Communication and Aesthetics, 2D and 3D animation techniques

**Unit II**

Computer Technologies and Communication design, The practice of design in professional areas- design for information, design for persuasion, design for education and design for administration. Commercial advertising and its application in communication design, advertising imagery and aesthetics. Advertising Campaign and its aesthetic presentation in product promotion and new product launch.

**Unit III**

The role of animation in Communication Design. Animated Infographics and its application in advertising, education, medical design communication, Television commercials, motion graphics, animation graphics and film making, 2D and 3D animation techniques in graphic design, Interactive graphic design, Design and user interface, Visual design for mobile applications, design for e content, e content design management.

**Unit IV**

Design for Social media application, Image and text Interpretation in social media, Advertising Imagery in social media, Social media Advertising in mobile applications, the graphic design formats for mobile advertisements, the role of Graphic designer in Communication Aesthetic design today.



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**Unit V**

Colour: perception, Physiological factor, Psychological factor, the role played by Colour in graphic design, creative sense in colour applications, colour symbolism, Compositional Function of colour, Colour energy. The role of Sight, Sound and Motion in Media.

**Reference books**

Sight Sound Motion

Applied Media aesthetics, Herbert Zettle, Thomsan Wordsworth Publications,USA

Communication Design

Principles, methods and practice, Forge Frascara, Allworth Press, Newyork

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**BVC-DSC07**

**CORE-VII: FILM STUDIES**

**Learning Outcomes**

Student will acquire

- 1) Knowledge of Indian Cinema, Hollywood cinema, German expressionism, French impressionism and surrealism, soviet montage, cinema after coming of sound.
- 2) Knowledge of concept and screenplay writing, budget allocation, production and postproduction process, digital distribution, web series and over the top platforms(OTP)
- 3) Knowledge of Mis-en-scene technique, cinematographers properties, Dimensions of editing and fundamentals of film sound, film form and genres in film, style and ideology in films

**Unit I**

Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.

**Unit II**

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production – Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition. Digital Distribution. Web Series.Over the Top platforms OTP.

**Unit III**

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene, space and time, narrative functions of mise-en-scene. Cinematographer properties- the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound- the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

**Unit IV**

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and **Genres** (language, style, grammar, syntax.)

**Unit V**

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

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References

Thoraval, Yves(2000) The Cinema of India(1896-2000)

Roberge, Gaston: the Subject of Cinema

Roberge, Gaston (1977): Films for an ecology of Mind

Halliwell;: The Filmgoers Companion 6<sup>th</sup> Edition

Arora: Encyclopedia of Indian Cinema

Baskar, Theodor: Eye of the Serpent

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**BVC-DSC08**

**CORE-VIII: BASIC PHOTOGRAPHY**

**Learning Outcomes**

Student will acquire

- 1) Knowledge of human eye and camera, basics and types of camera and its operations. Types of lenses, filters, bellows and converters and photographic applications in mobile, understanding indoor and outdoor lighting, exposing and focusing, natural and artificial lighting and other photographic accessories
- 2) Knowledge of film speed, sensitivity, temperature, manipulation of colour and light, materials, processing of black & white and colour photography
- 3) Knowledge of Basic requirements and equipments in the developing process of photography, fixing ,washing and drying, special effects techniques and manipulation of images, aesthetic principles and basics of photojournalism, photo features, photo essays
- 4) Knowledge of caption writing, visual story telling, advertising photography, consumer and industrial photography and casting

**Unit I**

Human Eye and Camera. Basics of Camera.(aperture, shutter speed, focal length, f-stop, depth of field etc.) Camera operations. Types of Camera. Types of Lenses. Visual Perception.

Experiencing equipment - different types of cameras, lenses, filters, bellows, converters etc., Mobile photography: understanding smart phones, social media friendly advertising.

**Unit II**

Understanding lighting—indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

**Unit III**

Types of Film -Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and colour photography—negatives, colour materials, processing and printing.

**Unit IV**

Basic Requirements, Equipments. Developing process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques—motion pictures etc., manipulation of image, framing & trimming.

**Unit V**

Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo -essays, Writing captions, Visual story telling. Photography for advertising—Consumer and industrial. Planning a shoot-studio, location, set props and casting.

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**BVC-DSC09**

**CORE-IX: COMMUNICATION CULTURE  
AND SOCIETY**

**Learning Outcomes**

Student will acquire

- 1) Knowledge of understanding the media, role of social media in public opinion, effects and power of media and media in Indian society
- 2) Knowledge of media audience and audience theories, textual approaches to media, semiotics, Marxism, psychoanalysis, sociology and media realism, media industry, role of media in social change, social construction, media myth and cultural approaches to media
- 3) Knowledge of popular culture, culture and subculture, celebrity, hero worship and Acquisition and transformation of popular culture

**Unit 1**

Why study media? Understanding mass media. Characteristics of mass media.

Social media: History of Social Media, Evolution and impact of social media, Role of social Media in public opinion. Effects of mass media on individual, society and culture – basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media. The phenomenon of Disintermediation

**Unit 2**

Media Audience analysis (mass, segmentation, product, social uses). Audience making. Audience rights, Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.

**Unit 3**

Media as text. Approaches to media analysis - Marxist, Semiotics, Sociology, Psychoanalysis. Data analysis, user generated content tools. Media and realism (class, gender, race, age, minorities, children, etc.)

**Unit 4**

Media as consciousness Industry. Role of media in social change. Social construction of reality by media. Rhetoric of the image, narrative, etc. Media myths (representation, stereotypes, etc.) -- Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy

**Unit 5**

Media and Popular culture — commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture

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References

1. Silverstone, Rogers (1999). Why Study Media? Sage Publications
2. Potter, James W (1998). Media Literacy. Sage Publications
3. Grossberg, Lawrence et al (1998). Media-Making: Mass Media in a Popular Culture. Sage Publications
4. Evans, Lewis and hall, Staurt (2000). Visual Culture: The Reader. Sage Publications
5. Berger, Asa Authur (1998). Media Analysis Techniques. Sage Publications

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**BVC-DSC10**

**CORE-X: TELEVISION PRODUCTION**

**Learning Outcomes**

Student will acquire

- 1) Knowledge of visualization, writing to visuals, TV and Ad films, telecasting standards, television crew, TV direction, art direction, floor management and budget, script writing principles and creative writing, story board screenplay writing, set design and researching the locations for shooting
- 2) Knowledge of Basic camera mounts and camera techniques and operation, video formats, aspect ratio, white balance, camera angles and shot movements, types of lenses, filters, lighting for TV
- 3) Knowledge of video recording format, techniques in audio, various kinds of mic and audio recording, various applications of editing for TV, television graphics and special effects, audio techniques and background music and recording of live programmes.

**Unit I**

Introduction of visualization, writings to visuals. Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

**Unit II**

Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set & design ,Research. Locations: In-door, set, On-sights sets, -- Outdoor on-sight sets, blue matte. Etc.,

**Unit III**

Basic camera mounts, Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL ),aspect ratio, White balance, framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.), usages of various filters ( day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights ( baby, Junior, Senior, etc..) colour temperature, how to control color temperature, lighting for different situations (interviews, indoor, out-door), types of lighting( Back, Front, full, semi, etc..)

**Unit IV**

Video recording format - Audio on line or off line . Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omni-directional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc..) Knowledge about audio recording (mono, stereo, surround sound, eco etc..).

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**Unit V**

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting—sound in editing—categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing – linear, non-linear, types of editing modes (assemble mode, insert mode, on line mode) correction of audio problem computer editing - time code roll editing, etc., Television graphics & titling and specials effects, Audio – Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programmes.

**References**

Millerson, G. H (1993) Effective TV Production. Focal Press  
Holland, P (1998). The Television Handbook. Routledge  
Herbert Zetl .Television Production Handbook Ninth edition.