THANTHAI PERIYAR GOVERNMENT ARTS & SCIENCE COLLEGE

(AUTONOMOUS)
TIRUCHIRAPPALLI-23

PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION

SYLLABUS

B.Sc Visual Communication

UNDERGRADUATE PROGRAMME

2023 – 2024

GENERAL COURSE PATTERN FOR B.Sc. Visual Communication, 2023-2024

SL. NO.	PART	COURSE	Sub-Code	COURSE TITLE	Hrs.	Credits	CIA	Semester Exam	Total
I SEMESTER									
1	P - I	TAMIL	I	Tamil	6	3	25	75	100
2	P - II	ENGLISH	I	English	6	3	25	75	100
3		CORE	I	Introduction to Visual Communication	6	5	25	75	100
		CORE	II*-P	Visual Design (Practical)	2	-	-	-	-
4	P - III	GE - I	I	Art Appreciation OR Folk Media	4	4	25	75	100
		GE - II	II*-P	Communication and Presentation Skills (Practical) OR Creative Visualisation (Practical)	2	-	-	-	-
5	P – IV	PCSEC		Understanding Mass Media	2	2	25	75	100
6		VE		Value Education	2	2	25	75	100
				TOTAL	**30**	**19**	**150**	**450**	**600**
II SEMESTER									
7	P - I	TAMIL	II	Tamil	6	3	25	75	100
8	P - II	ENGLISH	II	English	4	3	25	75	100
9		CORE	II-P	Visual Design (Practical)	4	4	40	60	100
10		CORE	III	Communication Theories	5	5	25	75	100
11	P - III	GE - II	II-P	Communication and Presentation Skills (Practical) OR Creative Visualisation (Practical)	3	3	40	60	100
12		GE - III	III	Dynamics of Visual Communication (OR) Social Media Literacy	4	4	25	75	100
13	P – IV	ES		Environmental Studies	2	2	25	75	100
14		AECC	I	NMSDC-I :	2	2	25	75	100
				TOTAL	**30**	**26**	**230**	**570**	**800**

SEMESTER - I

Introduction to Visual Communication

Sub. Code :   **Credits :**   6

Core I   **Hours :**   5

Course Objective:

- To help students understand communication and its process
- To introduce students to the concept of Visual Communication and its types
- To help students to understand the techniques of effective communication

UNIT 1

Communication: Definition, meaning, nature and scope. Need for communication, Functions of communication, History of human communication. Communication process: Berlo's SMCR model, Barriers of communication, 7C's of Communication.

UNIT II

Types of communication: Interpersonal, Intrapersonal, Group, Mass communication, Forms of communication: Verbal, Non-verbal communication- appearance and artifacts, Kinesics, Facial Expressions, Paralanguage, Proxemics, Haptics, Chronemics, alfactics and eye behaviour

UNIT III

Communication Meaning and message: connotation & denotation, use of signs & symbols in communication, Levels of communication- technical, pragmatic and semantic. Importance of culture in communication, cross cultural communication, cultural shock, cultural imperialism.

UNIT IV

Visual process: sensation, perception, creativity, visual and optical illusion, colour psychology. Selection of visual, visual in context, factors influencing the reading of visuals.

UNIT V

Strategies for effective communication: language skills, coding skills, cognitive skills, interpretive skills, presence of mind, listening skills, feedback.

UNIT VI (Self Study)

Changing trends in Visual Communication: Digital communication, use of social media for communication, Impact of digital communication on society.

Methodology:

Theoretical classes with regular group discussions and activities

Reference:

1. Manusov, Valerie L., Cody, Michael J., Canary, Daniel J "*Interpersonal communication*", Published by Bedford/Saint Martin's, 2000

2. Keval.J.Kumar "*Mass Communication in India*" ,JAICO Publishing,2012

3. Seemahasan "*Mass Communication Principles and Concepts* ,CBS Publishing ,2013

Course Outcome:

- To understand the concept and process of communication must have been understood.
- To relate and understand communication in cultural context.
- To comprehend the process of Visual Communication and the nuances of selecting a visual.
- To analyse the strategies for effective communication

Visual Design

Sub. Code :   **Credits :**   **-**
First Allied   II-P*   **Hours :**   **2**

Course Objective:

- To help students acquire knowledge in Visual Designing.
- To make students develop basic designing skills.
- To help students explore various mediums of drawing and designing.

The students will be trained in the following aspects

Elements and Principles of Designing

- Dots, Line, Colour, shape, texture, space, form, light and shade
- Unity/harmony, balance, hierarchy, scale/proportion, emphasis, similarity, contrast

Composition

- Focus
- Leading lines
- Repetition

Mediums

- Pencil and Charcoal
- Water Colour
- Poster and Acrylic

Application

- Still Life Art
- Mixed Medium Art
- Creative Landscapes and Designs

Methodology:

Students will require to do 2 assignments each on the given topics for record purpose. The teaching methodology will include intensive art works in classroom.

References:

1. **AL Dallapiccola "***Indian* **Art in** *Detail"*- Mapin Publishing -2007

2. *Diana Vowels*, *Mike Chaplin* **"Drawing &** *Painting"*- SELECT COUNTRY. India. Publications 2004

Course Outcome:

- To illustrate basic concepts in art and apply the different mediums.
- To create, design and compose new concepts in drawing using various medium.

Art Appreciation

Sub. Code :   **Credits :**   **4**
GE- I   **Hours :**   **4**

Course Objective:
- To introduce students to Indian Art.
- To understand the role of Indian Art and its contribution in various fields.
- To examine the works of eminent Indian artist.

UNIT I
Indian art proto historic period: Harappa civilization, Historic periods- its architecture, sculpture, painting
UNIT II
Indian religions and their contributions to Indian architecture: Buddhism, Hinduism, Jainism, Islam, Sikhism, Christianity
UNIT III
Indian architecture: Ajanta, Ellora, Mughal architecture, Tamilnadu architecture: contributions of Cholas, Pallavas, Pandavas (with special mention on Tanjore temple, Mahaballipuram temple)
UNIT IV
Indian paintings: works of Abanindranath Tagore, Jatin Das, M.F.Hussain, Raja Ravi Verma,
UNIT V
Indian Tribal and Folk Art: Warli Art, Gond Art, Kalamkari Art, Madhubani Art.
UNIT VI (Self Study)
Emerging trends and techniques in Indian Art: Digitalisation of art and art forms, effects of globalisation on Indian Art.
Methodology:

The students will be given theoretical and practical exposure to Indian and western art with regular field visits.

Reference:

1. *Charlotte Samuels "Art Deco Textiles"* - Victoria & Albert Museum
2. **AL Dallapiccola "***Indian* **Art in** *Detail"*- Mapin Publishing -2007
3. *Diana Vowels*, *Mike Chaplin* **"Drawing &** *Painting"*- SELECT COUNTRY. India. Publications 2004
4. *Anurag Upadhyay "Medieval Art and Culture"*- Publisher. Amazing Publications, 2015
Course Outcome:

- To outline the artistic contribution of pre-historic period civilisation.
- To comprehend the contributions of religions to Indian architectures, paintings and art

Folk Media

Sub. Code :   **Credits : 4**

GE-I   **Hours: 4**

Course Objectives:

- To introduce students to the concept of folk media
- To use Folk media as a medium for development communication

UNIT I

Origin and Meaning of folk media: Characteristics of folk media, relevance of folk media in modern society, historical background of folk media study.

UNIT II

Classification of folk media forms: folk theatre, folk songs, folk dance, folk games, folk tales, folk proverbs and idioms.

UNIT III

Use of folk-art forms for meaningful communication: Use of folk media in cinema, television, internet and advertising, impact of mass media on folk media, possibility of communicating development messages through folk theatre, folk songs and folk dances.

UNIT IV

Popular folk arts in Tamilnadu and their use in development communication: Karkattam, Oyilattam, Kummi, Kavadiattam, Mayilattam, Parai Attam,Poikal Kuthirai Attam, Puli Attam, Therukoothu.

UNIT V

Integrated use of folk media and mass media: role of government agencies like DFP, Song and Drama Division, Department of Information and Public Relations in use of folk media.

UNIT VI (Self Study)

Impact of Modern Media on Folk Media: Use of folk media in cinema, reduction of viewership of folk media, new media as a promising tool for empowering folk artists.

Methodology: The students will be given both theoretical and practical exposure to folk media

Reference:
Edith Tomory, "*A History of Fine Arts in India and the west*", Orient Blackswan, 2015

P. Thailambal, "*A Study of Indian Theatre*, N.S. Publications", 2010

Kenneth M. Cameron, "*Theodre J. C. Hoffman, A Guide to theatre study*", Macmillan Publication, 1974

Course Outcomes:

- To know the characteristics of Folk Media.
- To be able to examine the various forms of Folk Media.
- To understand Folk Media usage in Mass media and in developmental communication.

Communication and Presentation Skills

Sub. Code :   **Credits :**   -
GE II-P*   **Hours :**   2

Course Objective:

- To help students enhance their communication skills.
- To make students use non- verbal communication effectively.
- To help students understand and use oral and written communication effectively.

The students will be taught on the following communication skills:

- Facial expression
- Voice modulation
- Body language
- Critical Listening (Listening to Electronic media programmes followed by group discussion)
- Oral Communication (Storytelling, Debate, Public Speaking)
- Written Communication (Formal and Informal communication writing, Writing Drama, PSA and Commercial ads)

Evaluation will be based on the student's performance on the above communication skills. The students will need to submit 2works each on the above topics for record purpose.

Methodology:

Extensive practical work, based on various individual and group performances.

References:

1. **Alan Jay Zaremba "*Crisis Communication Theory and Practice*" -** Tbh/Yes Dee, Publishing – 2011

2. **Steve Mandel** "*Effective Presentation Skills*"**-** Crisp Publications, 2000

3. **Joseph Fernandez** "*Corporate Communications*" response books a division of saga
. Publication -2004

4. **Reuben Ray** "*Communication Today*" - Himalaya Publishing House -2002

5. **Subhash** *Bhatnagar,* *Robert Schware* "**Information and** *communication technology in*

   Development" - SAGE Publications Pvt. Ltd-2000

Course Outcome:

- To explore the nuances of communicating effectively.
- To be proficient in using non-verbal, oral and written communication in day to day communication .

Creative Visualisation

Sub. Code :   **Credits :**   -
GE II-P*   **Hours :**   2

Course Objective:

- To help students understand the process of visualisation
- To introduce them to the techniques of visualisation
- To analyse and apply visual techniques to various formats of designing

The students will be taught to learn and apply the following art forms for branding and advertising

- Warli Art
- Gond Art
- Madhubani Art

The students will be required to apply these art forms and create logos, posters and various advertising materials for promotion of the brand.

Methodology:

Extensive practical work, and theoretical input will be given .

References:

1. **AL Dallapiccola "***Indian* **Art in** *Detail"-* Mapin Publishing -2007
2. *Diana Vowels*, *Mike Chaplin* **"Drawing &** *Painting"-* SELECT COUNTRY. India. Publications 2004

Course Outcome:

To have an understanding of Indian Art Forms
To apply these art forms in the field of visualisation
To be able to creatively visualisation the various art forms in branding and advertising

Understanding Mass Media

Sub. Code :   **Credits :**   **2**
PCSEC   **Hours :**   **2**

Course Objective:

- To introduce the concept of mass media to students.
- To analyse and understand the various mass media and their characteristics.
- To be able to differentiate the functions and effects of various mass media.

UNIT I

Mass Media: Understanding mass media, functions of mass media. Types of Mass media and its characteristics. Advantages and Disadvantages of mass media. Reach and impact of mass media in the Indian society.

UNIT II

Print Media : Journalism – an overview, pre-independence and post independence journalism. concept, definition. Making of Newspaper & Magazine – Definition, format and genres. Difference between Newspaper and magazine. Concept of Reporting, Editing and Layout designing.

UNIT III

Radio : Growth and development of Radio in India. Various types of services – National, Regional and External services. Radio Genre. Characteristics , Nature and social role of radio. Structure, Role and Functions of AIR ,FM ,Satellite Radio , Ham Radio and Community Radio.

UNIT IV

Television : Milestones of Television in India. Television Genre. Characteristics functions and services of television. Structure, Role and Functions of Doordarshan, Prasar Bharathi. Satellite and Cable TV. Digitalisation of television medium.

UNIT V

Film : History and development of Film in India. Genre, Characteristics, functions and impact of films. Definitions and significance of Documentary, feature film, newsreel, film division ,Film Finance Corporation, NFDC and CBFC.

UNIT VI (Self Study)

Recent developments in Indian media: advantages and disadvantages of digitalisation, growth of alternative media.

Methodology:

The students will be given theoretical exposure along with regular activities and group discussions.

References:

1. **Keval.J.Kumar** "*Mass Communication in India*" – JAICO Publishing-2010

2. **Richard Campbell, Christopher R.Martin & Bettina fabos** "Media *Culture an Introduction to Mass Communication* – Bedford / St.Martins Publishing – 2011

3. **Stanley J.Baran** "*Introduction to Mass Communication Media Literacy and Culture* – McGraw Hill Publishing – 2011

4. **Alison Alexander & Jarice Hason** Taking sides Clashing views on controversial issues in "*Mass Media And Society* "– McGraw Hill Publishing – 2001

Course Outcome:

- To be able to distinguish the characteristics of various Mass Media.
- To know the development of various media in India
- To be able to comprehend the role and impact of media on society

SEMESTER - II

Visual Design II

Sub. Code :   **Credits :**   2
First Allied   II-P   **Hours :**   2

Typography and Typographic Elements

- Serif vs sans-serif fonts
- Legibility vs readability
- Use of typography in ads, signs, movie posters, etc

Symbolism

- Symbols and signs
- Metaphor in visual design

Collage

- Collage
- Photomontage
- Assemblage

Visual Identity and Branding

- Visual branding
- Visual identity
- Logo Design

Methodology:

Extensive exercises on designing with needed practical inputs. Also includes discussion of case studies of various brands and their visual identities .

Reference:

1. **AL Dallapiccola "***Indian* **Art in** *Detail"*- Mapin Publishing -2007

2. *Diana Vowels*, *Mike Chaplin* **"Drawing &** *Painting"*- India. Publications 2004

Course Outcome:

- To explore the designing arena and classify the various elements used in designing.
- To recreate ideas and designs

Communication Theories

Sub. Code :			Credits :	6
Core	III		Hours :	6

Course Objective:

- **To help students understand the various communication theories**
- **To make students analyse their relevance and application.**

UNIT I

Communication Theories: Definition, need for communication theories, Elements in communication process- sender, message, channel, receiver, feedback.

UNIT II

Communication Models: Harold D. Lasswell's model, Shannon and Weaver's model ,Osgood and Schramm's model ,Bolton and Cleaver's model,George Gerbner's model ,Theodore M.Newcombs model, Berlo's model, Dance's Helical Model, Kite Co-orientation Model.

UNIT III

Sociological Theories: Social learning theory, Agenda setting theory, Uses and gratification theory, Dependency theory, Theories of persuasion: Hypodermic bullet theory, Individual difference theory, Cognitive theory, Personal influence theory.

UNIT IV

Normative theories: Authoritarian theory (Gulf), Libertarian theory (America, U.K.), Social responsibility theory (India), Soviet media theory (Russia), Democratic participant media theory (Third World Countries).

UNIT V

Indian Communication Theories: Shadarnikaran, Sahridayas, Sthaibava, Vibhavas and Anubhavas, Rasas. Application of the theories in Indian cultural context.

UNIT VI (Self Study)

Developments in communication theories: Understanding latest communication and new media theories.

Methodology: Theory and practical sessions with lab work on various assignments.

Reference:

Armand Mattelart & Michale Mattelart *"Theories of communication"* Sage Publication 2004.

Uma Narula *"Communication Models"* Atlantic 2006.

Sandeep Deshmukh *"Group communication theory & methods"* Ane Books 2009.

Denis Mc Quail *"Mass communication theory"* Sage Publication 2000.

Course Outcomes:

- To be able to understand the need for theories and comprehend the basic elements of communication.
- To analyse and relate theories to day to day communication.

Communication and Presentation Skills

Sub. Code :	**Credits :** 4
Core II-P	**Hours :** 4

Course Objective:

- To make students understand the importance of presentation.
- To help students develop their presentation skills.
- To implement various styles of presentation depending upon the medium.

The students will be taught on the following presentation skills:

1. Use of ICT for presentation – effective use of PowerPoint
2. Broadcast News Presentation
3. Radio jockey -Anchoring various radio programmes and discussions, speaking for Radio commercials
4. Video jockey - Anchoring various television programmes and discussions, film review, phone in programme, interview

The students will need to do 2 works on each topic for record purpose.

Methodology:

Extensive practical learning with activities and performances on given topics.

References:

1. **Alan Jay Zaremba "Crisis Communication Theory and Practice" -** Tbh/Yes Dee, Publishing – 2011

2. **Steve Mandel** "**Effective Presentation Skills"-** Crisp Publications, 2000

3**. Joseph Fernandez** "**Corporate Communications"** response books a division of saga . Publication -2004

4. **Reuben Ray** "**Communication Today**" - Himalaya Publishing House -2002

5. **Subhash** *Bhatnagar,* *Robert Schware* "**Information and** *communication technology in Development"*- SAGE Publications Pvt. Ltd-2000

Course Outcome:

- To explore different formats of presentation.
- To identify and use techniques for an effective presentation .
- To have an eloquence over media presentation.

Creative Visualisation

Sub. Code :		**Credits :**	**4**
Core	**II-P**	**Hours :**	**4**

Course Objective:

- To help students understand the process of visualisation
- To introduce them to the techniques of visualisation
- To analyse and apply visual techniques to various formats of designing

The students will be taught to learn and apply the following art forms for branding and advertising

- Tanjore Art
- Kalamkari Art

The students will be required to apply these art forms and create logos, posters and various advertising materials for promotion of the brand.

Evaluation will be based on the student's record work. The students will need to submit 2works each on the above topics for record purpose.

Methodology:

Extensive practical work, and theoretical input will be given.

References:

3. **AL Dallapiccola "***Indian* **Art in** *Detail"*- Mapin Publishing -2007
4. *Diana Vowels*, *Mike Chaplin* **"*Drawing &* *Painting"*-** *SELECT* COUNTRY. India. Publications 2004

Course Outcome:

To have an understanding of Indian Art Forms
To apply these art forms in the field of visualisation
To be able to creatively visualisation the various art forms in branding and advertising

Dynamics of Visualization

Sub. Code :		**Credits :**	**4**
First Allied	**III**	**Hours :**	**4**

Course Objectives

- To make student understand the meaning and need for Visualisation

- To help students analyse the scope and approaches of Visualisation

- To examine the process involved from ideation to visualization

UNIT I

Introduction to Visualisation: Definition, need, scope and functions. Visual Process, tools for visualization, creativity and ideation.

UNIT II

Idea to visualization : Brainstorming- asking and listening. Visual research- planning and mapping. Grouping, comparing and contrasting. Re-grouping, organizing. Designing the visual. Positioning the visual.

UNIT III

Creative Visualisation : Typography- choosing and applying the right font, , Illustrations -uses and types of illustrations, Branding- creating unique identities, logo and trademark designing, Graphics- need of graphics and effective use of graphics in visualisation, Special Effects- enhancing the visual through special effects, VFX.

UNIT IV

Images and meaning : Reading images in a cultural and societal context, image and meaning, connotation and denotation,   Images and ideology, representation, stereotyping, Rhetoric of images.

UNIT V

Application of Visualisation : Visualisation in the fields of media studies, Advertising, Film, Photography, Designing and Illustrations.

UNIT VI (Self Study)

Latest developments in Visualisation: Enhancing Visualisation with digitalisation. Effects of digitalisation on Visualisation.

Methodology:

Theoretical classes with regular group discussions and activities

Reference :

1. **Paul Martin**, *Visual Communication,* Global Vision Publishing house 2008
2. **Pradeep Mandau**, *Visual Media Communication,* Authors Press, 2008
3. **Faris Belt,** *The elements of Photography*, Focal Press, 2008

Course Outcomes:

- To able to understand and comprehend the concept of Visualisation .
- To be able to execute the process from creating an idea to creating a visual.
- To apply visualisation in different genres and designs.

Social Media Literacy

Sub. Code :	**Credits :** 4
First Allied III	**Hours :** 4

Course Objectives

- To understand and recall the concepts of media education.
- To build a critical understanding of social media literacy and its relevance in society.
- To examine the importance of social media literacy in education.

UNIT-1
Introduction To Media Literacy
Definition of Media Literacy- Different perspectives on Media Literacy - Key concepts and need for Media Literacy.

UNIT-II
Media Information Literacy
Media Information literacy, Media and information democracy, Media content and its uses, Accessing information effectively and efficiently. Appling new media and traditional media formats, media content, context, code, understanding fake news, misinformation, and disinformation.

UNIT-III
Social Media Literacy
Key concepts of social media literacy – Features of social media or Digital learning – Essential features of E –Learning – Managing Online Information – Managing Self Image and Identity – Managing emotions and feelings in the Digital Era – Digital Emotional Intelligence (DEI).

UNIT-IV
Social Media Literacy In Education
The importance of social media literacy in education – Online Relationships – Online bullying – Positive or Respectful behavior in social media interactions – Online Safety – Digital Etiquette - Integrating social media literacy in the classroom.

UNIT-V
Copyright-An Introduction
Copyright – An Introduction – The author's rights – How to legally use copyright protected materials – Terms of use of social media – Creative Commons – Copyrights Infringements – Linking - The right to protection of one's own image.

Methodology: Theory and practical sessions with lab work on various assignments.

References:
1. **Sajad Malik**, *Media Literacy* ,Society for Alternative Cooperation of Friedrich Ebert Stiftung, Manzil Printers. Islamabad, 2008.
2.. **Sagayaraj, Devadoss Joseph** ,*Media Education – Key Concepts, Perspectives, Difficulties and New Paradigm -*, Arumbu Publications ,2006.

Course Outcomes:

- Critically analyze the media messages and points of view employed in different media.
- Develop a critical thinking skill that enables them to form independent and informed judgements about media content.
- Use, analyse and create social media content with more responsibility for the betterment of society.
- Develop problem solving skills and decision-making process in the contemporary digital world.