



THANTHAI PERIYAR GOVERNMENT ARTS & SCIENCE COLLEGE

(AUTONOMOUS)

TIRUCHIRAPPALLI-23

**PG & RESEARCH DEPARTMENT OF
VISUAL COMMUNICATION**

SYLLABUS

**M.Sc Visual Communication
POSTGRADUATE PROGRAMME**

2023 – 2024

THANTHAI PERIYAR GOVERNMENT ARTS AND SCIENCE COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-23.										
GENERAL COURSE PATTERN FOR M.Sc.Visual Communication 2023-2024										
SL. NO.	PART	COURSE	Sub-Code	COURSE TITLE	Hrs.	Credits	CIA	Sem. Exam	Total	
I SEMESTER										
1	-	Core	I	Dynamics of Visual Communication	6	5	25	75	100	
2	-	Core	II	Journalistic Writing Skills	6	5	25	75	100	
3	-	Core	III	Creative Advertising	5	4	25	75	100	
4	-	Core	IV	Visual Storytelling and Analysis	5	4	25	75	100	
5	-	Core	V-P	Design Production (Practical)	6	4	40	60	100	
6		SEC	I-P	Advertising Campaign (Practical)	2	2	40	60	100	
TOTAL					30	24	180	420	600	
II SEMESTER										
7	-	Core	VI	Digital Culture and Social Media	5	5	25	75	100	
8	-	Core	VII	Communication Research Methodology	5	5	25	75	100	
9	-	Core	VIII	Digital Media and Community Reporting	5	4	25	75	100	
10	-	Core	IX-P	Advanced Photography (Practical)	5	4	40	60	100	
11		DSE	I	Media and Environmental Communication	5	3	25	75	100	
12	-	NME	I	Non-Major Elective - I : விளம்பர படைப்பாற்றலும் வடிவமைப்பும்	3	2	25	75	100	
13		SEC	II-P	Creative Art (Practical)	2	2	40	60	100	
TOTAL					30	25	205	495	700	

SEMESTER -I

DYNAMICS OF VISUAL COMMUNICATION

Sub. Code:

Core I
Theory

Credits: 5

Hours: 6

Course Objective:

- Understand the perspective of communication and visual communication.
- Frame the knowledge about perception, semiotics, models and theories of communication.

UNIT I

Communication: Definition, Need, types and functions of communication. Process of Communication. Barriers of communication. Development in human communication- computer generated communication, Digitalisation of communication, Advantages and disadvantages of digital communication

UNIT II

Models and Theories of Communication: Models of Communication - Aristotle. Berlo's model, Shannon and Weaver's model. Schramm's Helical model. Theories of communication - Magic Bullet theory, Two-Step Flow theory, Uses and Gratification theory, and Cultivation theory, Agenda Setting theory.

UNIT III

Visual Communication: Historical development of Visual Communication- Cave paintings to digitalised visual communication. Definition, need, nature, scope and functions of Visual Communication. Characteristics and types of Visual Communication. Purpose and influence of Visual Communication in mass media.

UNIT IV

Understanding Perception – Definition – types of perception ,Process of perception -stimulation, organization, interpretation, memory, and recall. Visual Perception – Types - Visual spatial relations. Sequential memory, Visual discrimination.

UNIT V

Theories of Visual Communication - Sensual Theories - Gestalt Theory and Constructivism Theory. Perceptual Theories - Semiotics and Cognitive. Semiotics theory

Methodology:

Theoretical and practical inputs with required class activities

References:

1. **Manukonda et.al.** “*Mediascape in 21st Century*” Kanishke Publishers, NewDelhi, 2018.
2. **Armand Mattelart & Michale Mattelart** “*Theories of Communication*” Sage Publication, 2004.
3. **Uma Naruala** “*Communication Models*” Atlantic Publishers, NewDelhi, 2006
4. **Sandeep Deshmukh** “*Group Communication theory & Methods*” Ane Books, NewDelhi, 2009
5. **Denis Mc Quail** “*Mass Communication Theory*” Sage Publication, London, 2000

Course Outcome:

- To know the concept of Visual Communication.
- To interpret and comprehend the application of Visual Communication in mass media.

JOURNALISTIC WRITING SKILLS

Sub. Code:
Core II
Theory

Credits: 5
Hours: 6

Course Objective:

- Understand the art of writing, report and editing.
- Develop skills of writing, report and editing.

UNIT I

Introduction to News - News: Meaning & definition. Sources and elements of news. Characteristics of news . Different styles of news writing. Headline: Importance & types

UNIT II

Reporting for Print Media - Definition, scope, concept & principles of news reporting . Types & techniques of news reporting . Functions of reporting: Interview, collection of data, research. Qualities & Responsibilities of a reporter. Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

UNIT III

Different Types of writing - Writing for newspaper and magazines: Nature & Difference. Feature writing: Meaning, definition & nature. Editorial: Importance & art of writing . Writing column, Reportage, analysis etc.

UNIT IV

Editing for Print Media - Theories and Principles of Editing. Preparing good copies for Newspaper, Magazine & others. Introduction to editing symbol, proof reading symbols & Copy desk . Role, functions and responsibilities of Copy editor

UNIT V

Practical Assignment: 1. Identify any five headlines and rewrite them 2. Write various type of leads 3. Report and file story for each of the beats : Political, Entertainment, Business, Education And Crime 4. Translate a news story from English To Tamil and Vice –Versa

Methodology:

Theoretical inputs with necessary practical exposure. The practical assignments should include Reporting & writing news for Investigative, Cultural, Political, Seminar & civic issues.

References:

1. **K.K. Chaudhary** “ *Print and Broadcast Journalism*” Abhijeet Publication, New Delhi, 2012
2. **Dr. Vijay Bahadur Singh** “ *Role of Media in Elections*” Vista International Publishing House, New Delhi, 2009
3. **Sudhansu Diga** “ *Visual Journalism*” randomk Publications, New Delhi, 2016.
4. **George A. Howgh** “ *News Writing*” Kanishka Publishers, New Delhi, 2018

5. Jill Dick *“Freelance Writing of Newspaper”* A&C BlackLtd, London, 2004.
6. K.B. Datta *“Encyclopedic Guide for Mass Media Communication and Journalism”* Vol -1, Swastik Publicaions, New Delhi. 2010.
7. Alasdair Drysolale, *“The Report”*, Westland Ltd, Chennai, 2010.
8. Anil Prakash, *“A text Book of Reporting”*, Centrum Press, New Delhi, 2013

Course Outcome:

- To identify the formats of journalistic writings
- To apply the skills involved in journalistic writing and create news and feature stories.

CREATIVE ADVERTISING

Sub. Code:
Core III
Theory

Credits: 4
Hours: 5

Course Objective:

- To make students understand the concept of advertising and its scope
- To help students analyze and create advertising campaigns

UNIT I

What is Advertising? - Advertising: definition, need, functions of advertising. Communication and persuasion process, AIDA formula, applying communication process to advertising. Types of advertising, structure of an advertising agency.

UNIT II

Understanding Consumer Behaviour - Target audience, target segmentation, consumer behaviour, consumer decision making process, consumer perception process. Influence of sales promotion tools on the consumer.

UNIT III

Why is Brand important? - Definition, need for branding, brand poisoning, brand image, brand equity, brand registration and recall – pioneering stage, competitive stage, retentive stage. Role of brand ambassadors in promoting brand

UNIT IV

Creative advertising - Creativity in advertising: creative thinking, creative process. Elements of print advertisement appeals, visuals, slogans, headlines, body copy. Role of a copy writer.

UNIT V

Planning an Advertising Campaign - Definition, objectives, basic principles. Factors influencing an advertising campaign. Importance of research. Decision about message execution, choosing the right media – media vehicle, media scheduler, media planner. Creating the advertisement, Execution and evaluation of the advertising campaign.

Methodology:

Theoretical classes with regular group discussions and activities

References:

1. **Mampta Gupta** *“Principles of Advertising”* DND Publications, Jaipur, 2016
2. **Rakesh Shrivastva** *“Modern Business Communication”* DND publications, Jaipur 2017
3. **Perry Marshall and Thomas Meloche** *“Face Book Advertising”* Tata McGraw Hill Education Pvt. Ltd, NewDelhi, 2011
4. **Vilanian &A.K.Vargese,** *“Advertising Basics”,* Response Books,NewDelhi, 2004.
5. **Dell Dennism,** *“The Advertising Handbook”,* Jaico Publishing,Mumbai, 2006.

Course Outcome:

- To explore the aspects of advertising and the concept of branding
- To identify the strategies employed in advertising

VISUAL STORY TELLING & ANALYSIS

Sub. Code:
Core IV
Theory

Credits: 4
Hours: 5

Course Objective:

- To understand the ideology of visual story telling
- To learn about media analysis and its importance

UNIT I

Introduction to Visual Storytelling: definition, need and power of Visual Storytelling, History of Visual Storytelling, significance and types of Visual Storytelling.

UNIT II

Visual Storytelling Techniques: Concept and plot, less usage of text, using visual hierarchy, effective use of light and colour psychology, using visual metaphors, usage of interactive visuals, showing visuals in context, checking for continuity, having a strong narrative.

UNIT III

Visual Analysis: Concept, need for visual analysis, importance of research in visual analysis, analysing in context. understanding the rhetoric of visuals, interpreting visual. Types of Visual analysis

UNIT IV

Semiotics Analysis: Definition & concept, the sign- Saussure's Model & Peirce's Model, forms of signifier- icons, symbol and index, components of the signified- denotation, connotation and myth. Semiotic analysis in films, television and advertisements.

UNIT IV

Psychoanalytic analysis: Definition & concept; Freud's theory, studying the meanings of dreams, conceptualising the structure of a personality- the id, ego and superego. Concept of anxiety. Understanding films through psychoanalysis.

UNIT V

Feminist analysis: definition & concept, manifestation of feminism, feminism and social change, the effect of the era of enlightenment, the waves of feminism. Portrayal of women in media, gaze. Need to shift women portrayal in films and other media.

Methodology:

Theoretical inputs with regular visual screening and classroom discussions.

References:

1. **Andrew burn & David parker, “Analysing media Texts”** First South Asian Edition, London, 2005.
2. **Dr.Midula Menon “Mass Media New Media Elements”-----** 2018
3. **Uma Narula “Handbook of Communication Models perspectives Strategies”** Atlantic Publisher, NewDelhi, 2014.
4. **Hef Keating “writing Crime Fiction”** A&C Black Publishers, London, 2004.
5. **PatCooper “ Writing the Short Film”**Focal Press an imprint of Elsevier, London/India 2007

Course Outcome:

- To discuss fundamental concepts and explain the concepts in acquiring skills for Digital Storytelling.
- To create and apply the latest in the fields of technology driven human storytelling.

DESIGN PRODUCTION

Sub. Code:
Core V- P
Practical

Credits: 4
Hours: 6

Course Objective:

- Develop the knowledge in the field of Design production
- Learning about newspaper layout using In-Design

The students are required to do any 5 of the following designs using Photoshop and InDesign softwares for record purpose

1. Graphic patterns for textiles
2. Digital Art
3. Wall murals
4. Event / Conference spaces
5. Infographics
6. Restaurant / Retail showroom interior wall designs
7. Student Lab Journal using newspaper design elements

Methodology:

The students will be given extensive practical design work assignments with required theoretical inputs.

References:

1. N.N. Sarkar “*Art and Print Prouduction*” Oxford University Press, New Delhi, 2008
2. Dan Gillmor, “*We the Media*” O.Reilly media, USA, 2004

Course Outcome:

- To create innovative designs using various tools.
- To differentiate between design requirements and create designs according to needs and demands.

ADVERTISING CAMPAIGN

Sub. Code:

SEC I- P

Practical

Credits: 2

Hours: 2

Course Objective:

- The students are required to do a complete advertising campaign for any non-existing product of their choice. The following works should be included in the advertising campaign and must be done using the necessary media.(Print, Television, Radio, Internet)
1. Logo
 2. Visiting Card
 3. Letter Head (with envelope)
 4. Brochure / Catalogue
 5. Package
 6. Bill boards / Banner
 7. Flyers
 8. Transition Advertisement
 9. News paper Ads / Magazine
 10. Poster
 11. Dangler
 12. Any sales promotion material.

Methodology:

Practical classes that will include- discussions, analyses , constructive criticism and re-designing

References:

1. **William F.Arens** *“Contemporary Advertising”* Tata McGraw Hill Education Pvt. Ltd, NewDelhi, 2008
2. **Vilanian &A.K.Vargese,** *“Advertising Basics”*, Response Books,NewDelhi, 2004.
3. **Dell Dennism,** *“The Advertising Handbook”*, Jaico Publishing,Mumbai, 2006.

Course Outcome:

- To demonstrate to work in advertising agencies and to actively work in each department.
- To develop and recommend on planning and production of brand and social campaigns
- To Identify successful digital marketing strategies

SEMESTER -II

DIGITAL CULTURE AND SOCIAL MEDIA

Sub. Code:
Core VI
Theory

Credits: 5
Hours: 5

Course Objective:

- The students can understand the concept of Digital Culture
- To understand the concept of social media and its impacts

UNIT I

Digital Culture – Definition, need and scope. Evolution of digital culture. Characteristics of Digital Culture. Key Values of Digital culture - impact, speed, openness, transformation and autonomy. Advantages and disadvantages of digital culture.

UNIT II

Social Media – Definition, features, importance and Purpose. Benefits of social media Types of Social media - Social Networks., Social News. Micro blogging. Bookmarking Sites. Media Sharing, Community Blogs. Elements and Functions of social media - identity, conversations, sharing, presence, relationships, reputation, and groups.

UNIT III

Social Media Network–understanding social networking Services. Social media platforms -Virtual Communities – Focus on selective social networking sites. Privacy concerns, dangers and uses in crime investigations. Social media and Mental Health. Disparity, political polarization, Stereotyping, criticism, debate and controversy

UNIT IV

Cultural and Digital Communication: Social connectivity, digital divide, cultural digital imperialism , globalisation of digital media, digital individualization and the need for construction of online identities.

UNIT V

Impact of Digital Culture: Trends in digital technology, online security, cyber crime, authenticity and digitalization. Manipulation and fake information in social media. influence of digital media on individuals, organizations and society.

Methodology:

Having regular group discussion with theoretical inputs

References:

1. **Deepa Varghese** “ *Digital Culture and Social Media on Education*” Madan Sachdeva for Kanishka , NewDelhi, 2021
2. **Prashant K. mathur** “*Social Media and Networking*” Kanishka publishers, NewDelhi, 2012
3. **SusmitaBala(Editor)** “ *Gender Discourse and Youth In India*” Kanishka publishers, NewDelhi, 2020
4. **T.M. Samvuel, Maraisamuvel** “*Internet and Information technology*” Common Wealth Publishers, NewDelhi, 2008.
5. **Ramachandra Durai** “*Digital Media*” Authors Press, NewDelhi, 2006.
6. **Dilip Singh** “*Media Culture and Communication*” ABD Publishers, Jaipur, 2013.

Course Outcome:

- To evaluate and assess the impact of digital culture.
- To create awareness on the application of innovative technologies in social media

COMMUNICATION RESEARCH METHODOLOGY

Sub. Code:
Core VII
Theory

Credits: 5
Hours: 5

Course Objective:

- To introduce students to the concept of research
- To make knowledge about its application in media and communication field

UNIT I

Research- definition, what is research? Types of research, research design. Research problem- criteria of a problem, hypothesis, advantage of hypothesis, criteria of a good hypothesis, null hypotheses

UNIT II

Research approaches: Content analysis, qualitative (field observation, focus group, in depth interviews) quantitative (survey, mail, internet survey).

UNIT III

Techniques of data collection – questionnaire, interview, observation, projective techniques sociometry.

UNIT IV

Experimental methods of data collection- laboratory, simulation, field experiment, non-experimental methods of data collection, field method, field study, sample survey, case study, library method- primary and secondary published data, choice of a suitable method.

UNIT V

Students are required to conduct a research on media effects and submit the result with valid proof.

Methodology:

Theoretical inputs with regular classroom discussions and practical exposure.

References:

1. **Dr. Pramad Kumar Nack & Dr. Pushkar Dubey** *“Research Methodology”*A.P.H. Publishing Corporation, New Delhi, 2016.
2. **Joseph Vivaldi**, *“MLA Handbook for writers of Research Papers”*, Rajkamal Electric Press, NewDelhi, 2004.
3. **Earl Babbic**, *“ The Practice Of Social Research”* THOMSON WADSWORTH, 2004

4. **Earl Babbic, “ *The Practive Of Social Research*”** WADSWORTH
CENGAGECEARNING, 2007,2010
5. **Wilkinson,Bhandarkar, “*Methodology and Tecnniooes Of Social Reserch*”**
Himalaya Publishing, Hovie 2003.

Course Outcome:

- To Analyze the output gained through research design and findings.
- To understand the skills based on problem definition and sample design.
- To plan a research and communicate research results clearly, comprehensively and credibly.

DIGITAL MEDIA AND COMMUNITY REPORTING

Sub. Code:
Core VIII
Theory

Credits: 4
Hours: 6

Course Objective:

- To gain knowledge about digital media and development communication
- To help the students to write the script for community development

UNIT I

Introduction to Digital Media- Definition, Characteristics of Digital Media, Growth of Digital Media, Advantages and disadvantages of Digital and Traditional Media. Types of Digital Media-Use of Mobile Phones, Applications and Social Media- Bridging the gap in Digital Divide-Information rich society.

UNIT II

Development Communication

Concept and definition of development communication, role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, Media and specific audiences.

UNIT III

Community Development and Social Change – Role of Digital Media in Rural Development
- Community Development. Digital media production techniques, Social Responsibility of Media, Emergence of global civil societies, public sphere, global communication system – nation, state-universal, national communication policies.

UNIT IV

Reporting and Writing for Digital Media- Types of reporting, Editing and Presentation techniques for digital media. Reportage of contemporary issues, ethics of reporting. Community Media for development- Role of community media, Participatory Communication, Programmes, Audience Feedback.

UNIT V

ICT in Community Development - Mobile adaption and new generation devices by media, ethics and new media. Social networking- Uses and its role for community development, Social and Economic Growth.

Methodology:

Theoretical inputs with case study discussions . Activity based learning will be involved.

References:

1. **Fred Fedler& John** “*Reporting for the Media (8th edi)*” Oxford University Press, NewYork, 2005.
2. **Javid Shaikh** “*Art of Editing & Reporting*” Rajat Publication, NewDelhi, 2015
3. **Deanna. Sellnow** “*The Rhetorical Power of Popular Culture Considering Mediated Texts,*” Sage Publication, NewDelhi, 2013.
4. **Ronald.A.** “*Understanding Human Communication*”Oxford University Press, NewYork, 2011.
5. **Sonia Mahajan** “*Media Audience and the Social Structure*” , Random Publication, NewDelhi, 2015.

Course Outcome:

- To recall and write the content for digital media
- To evaluate and justify the need for community awareness
- To differentiate the forms of communication in cyberspace

ADVANCED PHOTOGRAPHY

Sub. Code:
Core IX- P
Practical

Credits: 4
Hours: 5

Course Objective:

- To understand advanced concepts in photography
 - To apply the techniques for professional usage.
1. Photo Journalism
 2. Sports Photography
 3. Event photography
 4. Travel Photography
 5. Advertisements
 6. Architecture
 7. Street Photography
 8. Fashion photography

The Students have to select any one topic and prepare a complete album containing a minimum of 30 works related to the topic. This album will be considered as the record work for the practical examination.

Methodology:

A complete practical exposure to be given which includes various assignments

References:

1. **Stephen Johoson** “*Digital Photography*” O’Reilly Media , Italy, 2006
2. **Maje jan Kappos** “*The Rules of photography & When to breaks them*” The Illex press limited, UK, 2017
3. **Ton Bunzel et.al** “*Digital Photos, Video Music*” Que Publishing, USA, 2003
4. **Faris Belt,** “*The Elements of Photography,*” Focal Press, 2008
5. **O.P.Sharma,** “*Practical Photography,*” HINDU Pocket Books, Chennai, 2010

Course Outcome:

- To construct and develop the photographic skills through successful management of resources and time
- To assess the various visual elements of composition
- To apply and compare the various genres of photography

MEDIA AND ENVIRONMENTAL COMMUNICATION

Sub. Code:

DSE-I

Theory

Credits: 3

Hours: 5

Course Objective:

- The students will be able to know about the coverage of media during various environmental issues

UNIT I

Environmentalism. Growth of eco-consciousness. Biodiversity and its conservation. Endangered species. Renewable and non-renewable resources. Development vs. environment debate. Environmental movements in India

UNIT II

Impact of urbanization, life style changes, population on environment. Special Economic Zones. Major environmental issues: Climate change, global warming, acid rain, war, ozone depletion, big dams, radiation, land, air and water pollution. Impact of plastic chemicals.

UNIT III

Strategies for environmental protection. National, international environmental agreements, declarations and protocols. Environmental policies, rules and regulations in India. The Environment (Protection) Act, Forest (Conservation) Act..

UNIT IV

Reporting environment through print, electronic and new media. Major environmental publications. Environmental campaigns through social media. Environment content and television. Environmental news sources. Issues of advocacy and objectivity in environmental reporting.

UNIT V

Environmental journalists organizations. Society of Environmental Journalists (SEJ), International Federation of Environmental Journalists (IFEJ) and Forum of Environmental Journalists in India (FEJI), code of ethics for environmental news coverage, case studies in environmental reporting.

Methodology:

Theoretical inputs with necessary discussions and case studies

References:

1. **A.K. DE**, “*Environmental Chemistry*”, New age international (P) limited, Publishers, 2010.
2. **Alan Scragg**, “*Environmental Biotechnology*”, Oxford University Press, NewYork 2005.

3. **Sumith Roy** *“Globalisation, ICT, and Developing Nations”* , SagePublication, NewDelhi, 2005.
4. **Richard Holliman et.al** *“Practising Science Communication in the Information Age”* , Oxford University Press, NewYork, 2009.

Course Outcome:

- To prioritize the environmental consciousness in media coverage
- To evaluate and recommend a research problem to society and environment
- Examine how the individual, society, and economic environments are changing with the emergence of new media and digital technologies
- To develop an understanding of complex information society

விளம்பர படைப்பாற்றலும் வடிவமைப்பும்

Sub. Code:
NME-I
Theory

Credits: 2
Hours: 3

தந்தை பெரியார் அரசு கலை மற்றும் அறிவியல் கல்லூரி (தன்னாட்சி)

திருச்சிராப்பள்ளி - 620 023

புதிய பாடத்திட்டம்

2022 - 2023 கல்வியாண்டு முதல் மூன்றாண்டுகளுக்கு உரியது

முதுகலை - எம்.ஏ.- தமிழ் முதலாமாண்டு - இரண்டாம் பருவம்

Non Major Elective - 1 விளம்பரப் படைப்பாற்றலும் வடிவமைப்பும்- குறியீடு :

நோக்கம் :

விளம்பரம் என்ற கருத்தை மாணவர்களுக்கு அறிமுகப்படுத்துதல்
விளம்பர வடிவமைப்பின் உத்திகளை ஆராய வழி வகுத்தல் : ஒரு
விளம்பரத்தை உருவாக்குவதில் உள்ளவற்றைப் பகுப்பாய்வு செய்தல்

பயன் :

ஒரு விளம்பர நிறுவனத்தின் வேலைமுறைகளைப் புரிந்து கொள்ளல்
விளம்பரங்களுக்கான உள்ளடக்கத்தை உருவாக்கும் நுட்பங்களை ஆய்வு
செய்து அறிதல் : ஒரு விளம்பர பிரச்சாரத்தின் செயல்பாட்டைப்
பகுப்பாய்வு செய்து புரிந்து கொள்ளல்

அலகு - 1. விளம்பர. அடிப்படைகள் - விளக்கம் - விளம்பர. வரலாறு
நோக்கங்கள் - பயன்கள் - செயல்பாடுகள் - விளம்பர நிறுவன கட்டமைப்பு
நிறுவனங்கள் விளம்பரங்களும் சட்டங்களும்.

அலகு - 2. விளம்பர. சாதனங்கள் - அச்சு, மின்னணு, வெளிப்புற மற்றும்
நேரடி அஞ்சல் விளம்பரங்கள் - நன்மைகள் மற்றும் தீமைகள் - விளம்பர
வகைகள் - மற்றும் முக்கியத்துவங்கள், சந்தையில் கலவை வணிகப்
பெயர் மற்றும் வணிக உத்திகள்.

அலகு - 3. விளம்பர நகல் உத்திகள் - விளம்பர அமைப்புத் திட்டம், விளம்பர
அமைப்புத் திட்டவேலைகள் - நுணுக்கங்கள், விளம்பர நகல் தயாரித்தல்
மற்றும் சிறப்பியல்புகள், விளம்பர வேண்டுகோள் - விளம்பர நகலும்
உளவியலும்

அலகு - 4. விளம்பரப் படைப்பாற்றல் - தலைப்பு வகைகள் - உடற்கூறு
நகல் தயாரித்தல் - முடிக்கம், சின்னங்கள், முத்திரை , அச்சு எழுதுகலை -
எழுதும் பாணி - எழுதும் முறை - இயக்கப்பட தொடர் சித்திரங்கள்,
விளம்பரப் பிரச்சாரம் - கருத்து முதல் காட்சிப்படுத்துதல்

அலகு - 5. விளம்பரம் தயாரித்தல் - தயாரிப்பு விளம்பரம் - சமூக
விழிப்புணர்வு விளம்பரங்கள், சினிமா கல்வி மற்றும் தொழில்
நிறுவனங்கள் சார்ந்த விளம்பரங்கள் வரி மற்றும் காட்சி விளம்பரங்கள்

வினாத்தாள் அமைப்பு : கட்டுரை வினாக்கள் (8) கொடுக்கப்படும்
எவையேனும் ஐந்தினுக்குக் கட்டுரை வடிவில் விடையளிக்க வேண்டும்.
ஒரு வினாவிற்கு 15 மதிப்பெண் : மொத்த மதிப்பெண் 5 x 15 : 75

தந்தை பெரியார் அரசு கலை மற்றும் அறிவியல் கல்லூரி (தன்னாட்சி)

திருச்சிராப்பள்ளி - 620 023

புதிய பாடத்திட்டம்

2022 - 2023 கல்வியாண்டு முதல் மூன்றாண்டுகளுக்கு உரியது

முதுநிலை - அறிவியல் - காட்சித் தொடர்பியல்

முதலாமாண்டு இரண்டாம் பருவம்

Non Major Elective - 1. - சுற்றுலாவியல் - குறியீடு :

நோக்கம் : மாணவர்களுக்குச் சுற்றுலா குறித்து அறிமுகம் செய்தல்
பயன் : சுற்றுலாத்துறையில் வேலைவாய்ப்பைப் பெற வழிகாட்டல்

அலகு -1.

சுற்றுலாவியல் ஓர் அறிமுகம் - சுற்றுலா வகைகள் - காலங்கள் தோறும் சுற்றுலா - பன்னாட்டுப் பொருளாதாரச் செயல்பாடுகளில் சுற்றுலாவின் தாக்கம் - நவீனகாலத்தில் சுற்றுலாவின் முக்கியத்துவம்.

அலகு - 2.

சுற்றுலாவும் பன்னாட்டு வாணிகமும், சுற்றுலா வளர்ச்சிக்கான காரணங்கள், சுற்றுலா - சமூக, கலாச்சார முக்கியம் - பொருளியல் முக்கியம் சுற்றுலா விடுதிகள் - உணவகங்கள் -போக்குவரத்து.

அலகு - 3.

பயணப்பணி நிறுவனம், சுற்றுலா நிறுவனங்கள், சுற்றுலா அமைப்பாளர்கள், சுற்றுலா வழிகாட்டிகள், சுற்றுலாவின் சந்தையியல் சுற்றுலாவும் தேசியப் பொருளியலும்

அலகு - 4.

பாரதத்தில் சுற்றுலா, தமிழகத்தில் சுற்றுலா வளர்ச்சி, விடுமுறை நாள் சுற்றுலா - சமய ஆன்மீகச் சுற்றுலா பண்பாட்டுச் சுற்றுலா பயண ஆவணங்கள், சுற்றுலாவின் பயன்பாடு

அலகு - 5.

நினைவுச் சின்னங்களைப் பாதுகாத்தல் - தமிழிலக்கியத்தில் பயணங்கள், சுற்றுலாவின் கேடுகள் - பாரதத்தில் சுற்றுலாத் தொழிலை முன்னேற்றுவதற்கான வழிகள், இந்தியச் சுற்றுலாத் தலங்கள்

பாடநூல் : சுற்றுலாவியல், பேரா.ம.இரா.தங்கமணி, முத்துப் பதிப்பகம், சின்னாண்டான் கோயில், கரூர் - 639 001.

(குறிப்பு : 17, 18, 19. -கட்டுரைத் தலைப்புகள் நீங்கலாக)

வினாத்தாள் அமைப்பு : (8) கட்டுரை வினாக்கள் கொடுத்து எவையேனும் (5) வினாக்களுக்கு விடையளிக்க வேண்டும். 5 × 15 : 75 (மதிப்பெண்)

CREATIVE ART

Sub. Code:
SEC II-P
Practical

Credits: 2
Hours: 2

Course Objective:

- To help students explore the various art forms of India.
- To make students analyze the art forms and re-create their

own designs Understanding the Indian art forms

1. Tribal Art
2. Folk Art
3. Abstract Art

The students are required to make a fusion of any two art forms and re-create 15 of their own art works and also apply them in specific designs

Methodology:

The students will be taken for field visits in order to understand the various art forms and its application. The students will be practical exposure with needed theoretical inputs. Regular assignments will be given.

References:

2. **Pratima Shath** “*Dictorionary of India Art & Artisits*” Martin Publishing, Ahamadabad, 2006
3. **Charlottesamugls** “*Art Deco Textiles*”V & A Publishers, London. 2010.
4. **Edith Tomory**, *A History of Fine Arts in India and the west*, Orient Blackswan,NewDelhi, 2015
5. **P. Thailambal**, *A Study of Indian Theatre*, N.S. Publications, Udumalaipattai,2010

Course Outcome:

- To Apply the different skills based on various forms in Visual Art.
- To compose and design a conceptual art from Indian Art forms.