BHARATHIAR UNIVERSITY : COIMBATORE - 641 046.
SCHOOL OF DISTANCE EDUCATION ( SDE )
B.Sc. VISUAL COMMUNICATION ( Electronic Media)
with PRACTICALS under annual pattern.
(from the academic year 2007-2008 and onwards)

COURSE OF STUDY AND SCHEME OF EXAMINATION

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Syllabus

Part III Paper – I  INTRODUCTION TO COMMUNICATION

UNIT -I Communication – definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication – socio economic changes and the emerging trend in Communication.

UNIT -II Communication process – sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. - informal and formal channels – Berlo, Lasswell, Shannon and Weaver models.

UNIT -III Advertising: Definition- need and significance - overview of advertising industry- advertiser, agency and media ; Public Relations: Definition, goals and functions, Publicity and Propaganda; PR and media.

UNIT -IV : Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion : nature, meaning and process.


REFERENCES :

Paper II  

WRITING FOR MEDIA

UNIT-I


UNIT –II


UNIT- III


UNIT – IV


UNIT – V

Web Writing: Internet as a medium - nature and characteristics – users profile – Newspapers online – hypertext - textual and visual limitations – language and style – multimedia support – contents online: informational, educational and entertainment – authenticity and piracy issues – regulations.

Reference:


Paper III  ADVERTISING

UNIT-I Advertising and its role in the market place, advertising industry in India – advertising as a process of communication - Social effects of advertising.

UNIT II: Types of advertising: consumer, corporate, industrial, retail, cooperative and Public service advertising.- tone and content; reading the advertisement - review with current ad campaigns.

UNIT III: Advertising agency: Structure and functions; Leading agencies in India- Diversification and competition – full service agencies – multinational clients – challenges and opportunities.

UNIT IV: Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.


REFERENCES:

2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
Core Paper IV  COMMUNICATION MEDIA

UNIT-I : Print medium: Newspapers and Magazines – types of newspapers and magazines: general and specialised – structure and functioning of newspapers and magazines- technological developments – competition, content and style of English and Tamil language newspapers and magazines- an overview.

UNIT-II : Radio as a medium of mass communication – types of ownership: Private and Public- Organisational structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review.


REFERENCES:


‘Mass media in India’.Publication Division, I&B Ministry, Govt. of India.


Paper V

GRAPHIC PRODUCTION

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V

REFERENCES:

Richard Schlemmer. Handbook of Advertising Art Production’, Prentice Hall, New York,

How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy, Princeton Architectural Press.

Designing Effective Communications (2001): Creating Contexts for Clarity And Meaning by Jorge Frascara (Ed.), Allworth Press U.S.A.


Paper VI  Photography

UNIT – I
Photography as communication - Essential tools of photography: Camera – Types of cameras – characteristics and features of each type of cameras – Aperture - Shutter speed - Usage - Depth of Field - Focal Length - Basics of design - Photo composition - Rule of Third - Angle of View.

UNIT II

UNIT III

UNIT IV
UNIT V


References:


Practical I

PRINT PRODUCTION

LIST OF PRACTICALS

I
1. Produce a Visiting card using Screen printing
2. A letter head for an organisation
3. Poster (two color) using screen printing
4. Flex designing – multi color Flex printing
5. Front page of a daily
6. Sports page of a newspaper
7. Design a Magazine cover page
8. Design a Magazine special page
9. Display advertisement for a product
10. Institutional advertisement
11. Public service advertisement
12. A brochure for a company
13. Design a package for a product
14. Design a logo for an organization

II
A PROJECT PRINT PORTFOLIO FOR AN ORGANISATION / ON A THEME OR TOPIC

Comprehensive Practical Examination (Time: 6 hrs. Max. Marks: 50)

Break up of Marks:

<table>
<thead>
<tr>
<th>Record</th>
<th>15 marks</th>
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<td>PROJECT</td>
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<tr>
<td>Practical Exam.</td>
<td>20 marks</td>
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Practical II: Photography

LIST OF PRACTICALS

I

1. Still life
2. Portrait
3. Silhouette
4. Lighting
5. Product Photography
6. Architecture- Interior, Exterior
7. Environmental Photography
8. Industrial Photography
9. Photographs - Human Interest
10. Photographs - Foods and Beverage
11. Image Manipulation
14. Photo Essay
15. Photo feature

II  PROJECT PORTFOLIO ON A TOPIC/THEME

Practical Break Up: (Time 6 hrs. Max. Marks 50)

Record 15
Project 15
Practical Examination 20
Paper VII

Audiography

UNIT - I


UNIT – II

Microphone – types – direction, pickup pattern, noise, choosing the right mike, technique- sound reproduction devices – input devices – various sound file extension.

UNIT – III

Mixing console – Accessories and connectors, cables – Special effects – equalizers – digital recording software – location recording

UNIT – IV

Editing techniques – audio sweetening – chorusing – noise reduction – The mastering process – Computers in music technology

UNIT V

Audio dubbing for video production – Synchronization time – code – storage, output devices – file transfer protocols – archival- Digital audio broadcast

Reference:


Paper VIII COMMERCIAL BROADCASTING

UNIT I
Development of ideas- brief from client, agency interpretation, advertising strategy, creative work- idea/ concept development, popular TV ad formats, script/ story board, client approval, media approval- creative potential of TV and Radio, Internet radio.

UNIT II
Pre production – radio commercial production - film formats, planning of special elements- choosing the production team, crew, cast- sources of casting, role and responsibilities of casting director. Pre production meeting- agenda.

UNIT III
Production of TV commercial - set shooting/ location shooting- recording the sound track and creating the special effects- Pre scoring and Post scoring.

UNIT IV
Editing the commercial for radio and TV - traditional film editing/ non linear editing- finishing the audio elements- confirming the picture- special effects and animations.

UNIT V
Economics of radio and television commercial production- Budgeting and other factors affecting production - choosing production companies - specialization of production companies - future of TV and radio commercial production – mobile radio and digital audio broadcast.

REFERENCE

SDE
Paper IX  ELEMENTS OF FILM AND VIDEO PRODUCTION

Unit-I

Unit-II
Pre-Production: Ideas, Themes, Concepts, Story Development. Script- Format, Storyboard. Planning and Budgeting for Production – Talk show. Short Film.- Documentary, Feature Film. Role of Director, Art Director, Cinematographer, Film editor, Floor Manager, Production Manager - Location Identification.

Unit-III

Unit-IV

Unit- V

References:
Lighting Techniques For Video Production (1996). Tom Letourneau, McGrawHill,
III Yr.

Practical III

COMMERCIAL PRODUCTION

I LIST OF PRACTICALS

1. Produce a Radio commercial
2. Produce a Radio jingle
3. Produce a signature tune for a radio programme
4. Record a celebrity endorsement for a product
5. Produce a TV commercial
6. Produce a script and story board for a TV commercial
7. Produce a Public service TV advertisement
8. Produce a live product demo for a commercial
9. Produce a TV commercial with animation effects
10. Produce a Television news bulletin.

II A COMPLETE PROJECT ON A THEME OR TOPIC FOR AN ORGANISATION/AGENCY

Break up for comprehensive examination (Time 6 hrs. Marks 50)

Record (Text & DVD) 15
Project 15
Practical Exam. 20
III yr.

Practical IV VIDEO PRODUCTION

I. LIST OF PRACTICALS

1. Script
2. Story board
3. Shots
4. Basic lighting techniques
5. Capturing - Rendering – Storage Media- Transitions
6. EDL preparation
7. Anchoring
8. Film editing
9. Titling
10. Short film
11. TV commercial
12. Montage
13. Interview
14. News production
15. Talk show

II A COMPLETE VIDEO PROJECT ON A THEME OR TOPIC FOR AN ORGANISATION/AGENCY

Break up for comprehensive examination (Time 6 hrs. Marks 50)

Record (Text & DVD) 15
Video Project 15
Practical Examination 20

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Model question paper

Paper I
INTRODUCTION TO COMMUNICATION

Time 3 hrs Max Marks 100

Answer any FIVE questions. All the questions carry equal marks (5x20=100).

1. Explain how communication plays a crucial role in the socio and economic changes of a society.
2. Explain the meanings of concepts in a communication process.
3. What is the need for an effective Public Relations practice in advertising and marketing?
4. Examine the influence of media on the public opinion. Give examples.
5. Analyse the media usage pattern among the people in todays new media context.
6. Examine the social and cultural impact global media has on developing societies.
7. Evaluate the contributions of mass media towards rural development.

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Paper II
WRITING FOR MEDIA

Model Question paper
Time: 3hrs Marks: 100

Answer any FIVE questions. All the questions carry equal marks (5x20=100).

1. Discuss factors influencing the contents of newspapers in the light of growing competition from electronic news media.
2. Discuss the major factors considered in the publication of a magazine.
3. Explain the factors responsible for the popularity of FM Radio Broadcasting.
4. Discuss media conglomeration that is emerging in India.
5. What are the factors to be considered while writing Television news?
6. What role can television play in the process of rural development?
7. Give details of a project using Internet for socio economic development in Tamilnadu.
8. List out recent cyber crimes in the country and suggest how cyber crimes can be controlled.
B.Sc. Visual Communication

Model question Paper  Paper III - ADVERTISING

Time: 3 hrs Max.Marks 100

Answer any FIVE questions. All questions carry equal marks (5x20=100)

1. Examine the growth of advertising industry in India in recent years in the context of globalization.
2. What is Public Service advertising? Discuss the need for public service advertising campaigns to create public awareness and involvement in development process.
3. Give an outline of the nature and structure of advertising agency needed to face the growing challenges in the profession.
4. What kind of an impact media of advertising create in the minds of people about products and brands?
5. How would you study the market’s response to advertising campaigns? Explain with examples.
6. Critically evaluate an ongoing advertising campaign for its creative and media strategy and impact.
7. Examine the social and cultural impact of foreign advertisements in traditional societies.
8. Analyse the impact of celebrities in advertisements and in corporate and brand promotions.

B.Sc. Visual Communication (SDE)

Model question paper:

Paper IV Communication Media

Time: 3 hrs Max.Marks 100

Answer any FIVE questions. All questions carry equal marks (5x20=100)

1. Examine the growth of the Tamil newspapers in terms of content and design in recent years.
2. Give a critical review of the content and design aspects of specialized magazines with examples of English and Tamil magazines.
3. Explain the revival of radio and its listenership in the context of FM broadcasting.
4. Analyse the social and cultural impact of foreign satellite channels in India. What do you suggest as regulations to control the negative effects of such TV channels?
5. Explain the potential of cable television in revolutionizing the dissemination of information at all levels.
6. Examine the status of film industry today in the light of increasing entertainment options for the audience and piracy.
7. Give the relevance and importance of documentary films in creating social awareness among the people.
8. Analyse the impact of e governance system adopted by the local government in your area.
Model question paper:

Paper V  Graphic Production

Time: 3 hrs  Max.Marks 100

Answer any FIVE questions. All questions carry equal marks  (5x20=100)

1. Explain the process of letter press and give the details of its applications in the printing industry.
2. What is the importance of photographs in a magazine? Explain how it helps in the design and layout of a magazine page.
3. What are the different types of colour used in print production? Give out the concepts and meanings associated with colours.
4. Give the special features and advantages of offset printing method.
5. Explain how screen printing is done. Give its advantages and applications.
6. Write on the different types of papers used in different printing processes.
7. Describe the characteristics of some leading typographic styles used in newspaper and magazine production.
8. Give a new design for the front page of a local newspaper of your choice with all relevant graphic elements.

Model question paper

Paper VI  Photography

Time: 3 hrs  Max.Marks 100

Answer any FIVE questions. All questions carry equal marks  (5x20=100)

1. What are the essential tools required for a professional photographer? What are the different types of Cameras?
2. Discuss the features and effects of SLR camera.
3. Describe the characteristics and uses of Lenses and filters in photography
4. Explain Colour temperature in photographic perspective. What are the different types of artificial lights?
5. Give in detail the special features of the components and their functions of digital still cameras.
6. ‘Marquee to Zoom’ tool in Photoshop is of immense use in photo editing - Justify
7. Discuss in detail the various file formats available in digital images. What are the different types of Scanners?
8. Explain the process of creating a photography website. List some of the most popular
Model question paper

Paper VII Audio graphy

Time: 3 hrs Max.Marks 100

Answer any FIVE questions. All questions carry equal marks (5x20=100)

1. Explain the process of human hearing and aesthetics of sound.
2. Describe any five recording equipment devices used for outdoor recording.
3. Why is equalization or post production sweetening required in audio production?
4. Explain the process of converting analog sound wave to digital binary.
5. How critical is microphone placement during a recording use an imaginary situation to describe mike placement.
6. Mention any five storage devices used in audio production and explain its functioning.
7. Explain the sound production process followed in radio stations.
8. Explain the salient features of digital broadcast.

Model question paper

Paper VIII Commercial Broadcasting

Time: 3 hrs Max.Marks 100

Answer any FIVE questions. All questions carry equal marks (5x20=100)

1. Explain the importance of story board development for a TV Commercial.
2. What factors differentiate between radio and television commercial productions?
3. Explain the Pre production stage and give details of the pre production works in a television commercial production.
4. Explain the use of Audio visual special effects in commercials with current examples.
5. What factors are considered in the Editing of commercials?
6. Discuss the cost factor in producing a commercial.
7. Give a detailed account of the positive and negative aspects of web advertising.
8. Prepare a story board for a TV commercial on a consumer product of your choice.
Model question paper

Paper IX Elements of Film And Video Production

Time: 3 hrs Max. Marks 100

Answer any FIVE questions. All questions carry equal marks (5x20=100)

1. Explain the special features and functions of Digital Video Camera.
2. Discuss the different stages of pre-production work involved in producing a film.
3. What are the roles and responsibilities of the production personnel in feature film production?
4. Different lighting used in films creates different moods – Discuss.
5. Explain the principles of good composition. What are the various movements of camera?
7. Explain the organizational structure of a Television Channel.
8. Explain in detail the new technologies applied in digital broadcasting.

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