SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

TVR NAGAR, ARUPPUKOTTAI ROAD, MADURAI 625 022

DEPARTMENT OF VISUAL COMMUNICATION

CBCS SYLLABUS

M.Sc. Visual Communication

Applicable for all the semesters of 2017-19Batch

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Applicable for the semesters III & IV of 2018-20 Batch

Program Code: MV 2007

ANNEXURE – I

REGULATIONS OF THE COURSE

SYLLABUS TO BE FOLLOWED FOR STUDENTS THOSE WHO JOINED IN THE ACADEMIC YEAR 2018-2019 (BATCH:2018 - 2020)

1. Programme Outcomes

The two year full-time post graduate study program designed to provide a holistic design education that incorporates, aesthetics, technology, management and integrated use of various media. Students follow an intensive curriculum of Visual Media that include Media Management, Visual Communication, Print Media, Publication Designing, Broadcast Journalism, Filmmaking, 2D & 3D Animation, Web designing, Visual Effects, and Television Production.

2. Programme Specific Outcomes

The program sets the platform for the student's lucrative career opportunities in Media Industry as Producer, Film Maker, Photographer, Cinematographer, Editor, Sound Engineer, Graphic Artist, 2D and 3D Animation Artist, Composting Artist and Web Designer etc...

3. QUALIFICATION FOR ADMISSION:

Candidate should have passed in under graduate degree program in any major conducted by the recognized university

4. DURATION OF THE COURSE:

The Student shall undergo prescribed course of study for a period not less than two academic years (Four Semesters).

5. MEDIUM OF INSTRUCTION: English

6. COMPONENTS OF SUBJECTS

Part III : Major Papers – Core , Allied , Electives & Project

SEMESTER I

VISUAL COMMUNICATION

Batch   : **2018-20**   Semester   : **I**

Subject name : **Broadcast Journalism**   Subject code :

Part   : **III (Core Theory)**   Credits   : **4**

Internal   : **25 marks**   External Exam: **75 marks**

Contact Hrs   : 30 hours

Objective:

- To know about communication concepts
- To know about visual art and Culture
- To know about mass media and society

SEMESTER I

PRINT JOURNALISM

Batch   : **2018-20**   Semester   : **I**

Subject name : **Print Journalism**   Subject code :

Part   : **III (Core Theory)**   Credits   : **4**

Internal   : **25 marks**   External Exam: **75 marks**

Contact Hrs   : 30 hours

Objective:

To know about Journalism and ethics

To know about Newsgathering and news writing techniques

PROFESSIONAL PHOTOGRAPHY

Batch : **2018-20**   Semester : **I**

Subject name : **Professional Photography**   Subject code :

Part : **III Practical**   Credits : **4**

Internal : **25 marks**   External Exam: **75 marks**

Contact Hrs : 30 hours

Objective:
• The objective is to make the students understand the Aesthetics of Photography
• To learn fundamental of composition Techniques

SEMESTER I

STORY BOARDING

Batch : **2018-20**   Semester : **I**

Subject name : **Story Boarding**   Subject code :

Part : **III Practical**   Credits : **4**

Internal : **25 marks**   External Exam: **75 marks**

Contact Hrs : 30 hours

Objective:

- To know the fundamentals of Drawing
- To learn the anatomy of human and animals
- To learn the story board techniques for fiction films

PUBLICATION DESIGN

Batch   : **2018-20**   Semester   : **I**

Subject name : **Publication Design**   Subject code :

Part   : **III Practical**   Credits   : **4**

Internal   : **25 marks**   External Exam: **75 marks**

Contact Hrs   : 50 hours

Objectives:

- To learn the designing principles
- To learn Photoshop and Indesign software
- To learn the designing Aesthetics for print publication

SEMESTER I

FILM APPRECIATION

Batch   : **2018-20**   Semester   : **I**

Subject name : **Film Appreciation**   Subject code :

Part   : **III Practical**   Credits   : **4**

Internal   : **25 marks**   External Exam: **75 marks**

Contact Hrs   : 50 hours

Objective:

- To gain knowledge of world cinema
- To learn the grammar of film language

MEDIA MANAGEMENT

Batch   : **2018-20**   Semester   : **II**

Subject name : **Media Management**   Subject code :

Part   : **III Theory**   Credits   : **4**

Internal   : **25 marks**   External Exam: **75 marks**

Contact Hrs   : 30 hours

Objective:

- To learn the principles of Management
- To learn the operational structure of a media organization
- To learn the media marketing concepts

SEMESTER II

BROADCAST JOURNALISM

Batch   : **2018-20**   Semester   : **II**
Subject name : **Broad Cast Journalism**   Subject code :
Part   : **III Theory**   Credits   : **4**
Internal   : **25 marks**   External Exam: **75 marks**
Contact Hrs : 30 hours

Objective:

- *The objective is to make the students to understand the work culture of News Desk*
- *To learn elements of News*
- *To learn the role of journalist*

SEMESTER II

2D Animation

Batch	: **2018-20**	Semester	: **II**
Subject name	: **2D Animation**	Subject code	:
Part	: **III Practical**	Credits	: **4**
Internal	: **25 marks**	External Exam:	**75 marks**
Contact Hrs	: 50 hours		

Objective:

To familiarize the students with various approaches, methods and techniques of Animation Technology. To develop competencies and skills needed for becoming an effective 2D Animator. Mastering traditional & digital tools to produce stills and moving images. Exploring different approaches in computer animation. To enable students to manage Animation Projects from its Conceptual Stage to the final product creation. To train students in applying techniques of human motion and psychology in 2-D characters. To develop expertise in life-drawing and related techniques.

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WEB DESIGN

Batch	: **2018-20**	Semester	: **II**
Subject name	: Web Design	Subject code	:
Part	: **III Practical**	Credits	: **4**
Internal	: **25 marks**	External Exam:	**75 marks**
Contact Hrs	: 50 hours		

Objective:

Understand various visualization and imagery techniques. Explain fundamentals of Graphics and various aspects of drawings. Explain fundamentals of typography and understand the scope and application in contemporary society. Create artworks/Illustrations. Use Image Editing tools and retouch images. Understand functional aspects of print advertising. Design and publish a page layout for magazine and brochures

SEMESTER II

BASICS CINEMATOGRAPHY

Batch	: **2018-20**	Semester	: **II**
Subject name	: **Basics Cinematography**	Subject code	:
Part	: **III Practical**	Credits	: **4**
Internal	: **25 marks**	External Exam:	**75 marks**
Contact Hrs	: 40 hours		

Objective:

- To make the students understand the basics of Cinematography techniques
- To learn parts and functions of digital cameras
- To make them understand the composition techniques

SEMESTER II

BASICS EDITING AND SOUND

Batch	: **2018-20**	Semester	: **II**
Subject name	: **Basics editing and Sound**	Subject code	:
Part	: **III Practical**	Credits	: **4**
Internal	: **25 marks**	External Exam:	**75 marks**
Contact Hrs	: 40 hours		

Objective: *To learn Editing Aesthetics*

To understand the techniques involved in Non linear editing

To practice on Final Cut Pro software

SEMESTER II

Elective Papers

Student may choose any one of the following elective to execute the project.

News Production

Batch	: **2018-20**	Semester	: **II**
Subject name	: **News Production**	Subject code	:
Part	: **III Elective**	Credits	: **5**
Internal	: **Nil**	External Exam: **100marks**	
Contact Hrs	: 25 hours		

(or)

Web Designing project

Batch	: **2018-20**	Semester	: **II**
Subject name	: **Web Designing Project**	Subject code	:
Part	: **III Elective**	Credits	: **5**
Internal	: **Nil**	External Exam: **100marks**	
Contact Hrs	: 25 hours		

(or)

2D Short film Making

Batch	: **2018-20**	Semester	: **II**
Subject name	: **2D Short Film Making**	Subject code	:
Part	: **III Elective**	Credits	: **5**
Internal	: **Nil**	External Exam : **100marks**	
Contact Hrs	: 25 hours		

SEMESTER III

MEDIA RESEARCH

Batch   : **2018-20**   Semester   : **III**
Subject name : **Media Research**   Subject code :
Part   : **III Theory**   Credits   : **4**
Internal   : **25**   External Exam: **75marks**
Contact Hrs   : 25 hours

Objectives: Understanding basic media research and tools.

Conducting a media research and creating report for the research

SEMESTER III

DIRECTION

Batch   : **2018-20**   Semester   : **III**
Subject name : **Direction**   Subject code :
Part   : **III Theory**   Credits   : **4**
Internal   : **25**   External Exam: **75marks**
Contact Hrs   : 30 hours

Objective:

- To make the students understand script writing techniques
- To make the students understand the direction techniques

SEMESTER III

ADVANCED CINEMATOGRAPHY

Batch   : **2018-20**   Semester   : **III**
Subject name : **Advanced Cinematography**   Subject code :
Part   : **III Practical**   Credits   : **4**
Internal   : **25**   External Exam: **75marks**
Contact Hrs   : 40 hours

Objective:

•To make the students practicing in lighting techniques

•To make the students to shoot a short film

<p style="text-align: center;">**SEMESTER III**</p>

<p style="text-align: center;">**ADVANCED EDITING AND SOUND**</p>

Batch	: **2018-20**	Semester	: **III**
Subject name	: **Advanced Editing and Sound**	Subject code	:
Part	: **III Practical**	Credits	: **4**
Internal	: **25**	External Exam: **75marks**	
Contact Hrs	: 40 hours		

Objective:

- To learn Editing Techniques for a Dialogue Short Film
- To understand the techniques involved in Non linear editing
- Giving exposure in AVID Software

SEMESTER III

ELECTIVES

Film Making

Batch	: **2018-20**	Semester	: **III**
Subject name	: **Film Making**	Subject code	:
Part	: **III Elective**	Credits	: **4**
Internal	: **Nil**	External Exam:	**100marks**
Contact Hrs	: 25 hours		

Subject Type: Project

- Students may form a team and produce Short film
- Number of teams will be decided by the batch strength
- Duration of the film maximum of ten minutes
- Evaluation is based on content and visual presentation

(or)

Documentary Production

Batch	: **2018-20**	Semester	: **III**
Subject name	: **Documentary Prooduction**	Subject code	:
Part	: **III Elective**	Credits	: **4**
Internal	: **Nil**	External Exam:	**100marks**
Contact Hrs	: 25 hours		

Subject Type: Project

- Students may form a team or individual can produce Documentary film
- Number of teams will be decided by the batch strength
- The duration of the film maximum of ten minutes
- Evaluation is based on content and visual presentation

SEMESTER IV

TELEVISION PRODUCTION

Batch   : **2018-20**   Semester   : **IV**
Subject name : **Television Production**   Subject code :
Part   : **III Practical**   Credits   : **4**
Internal   : **25**   External Exam: **75marks**
Contact Hrs   : 50 hours

Objective:

- *To make the students practice in multiple camera production in Studio*
- *To giving exposure to producing various Television programs*

SEMESTER IV

COMPOSITING

Batch   : **2018-20**   Semester   : **IV**
Subject name : **Compositing**   Subject code :
Part   : **III Practical**   Credits   : **4**
Internal   : **25**   External Exam: **75marks**
Contact Hrs   : 40 hours

Objective:

To provide students with an understanding of the fundamental issues, technologies and techniques involved in postproduction work; To enable students to appreciate the complexities of integrating computer generated images and animations with real footage; To provide students with the necessary knowledge and skills to undertake core compositing work

3D ANIMATION

Batch	: **2018-20**	Semester	: **IV**
Subject name	: **3D Animation**	Subject code	:
Part	: **III Practical**	Credits	: **4**
Internal	: **25**	External Exam:	**75marks**
Contact Hrs	: 50 hours		

Objective:

To familiarize the students with various approaches, methods and techniques of Animation Technology. To develop competencies and skills needed for becoming an effective Animator. Mastering traditional & digital tools to produce stills and moving images. Exploring different approaches in computer animation. To enable students to manage Animation Projects from its Conceptual Stage to the final product creation. To train students in applying laws of human motion and psychology in 3-D characters.

Electives

INTERNSHIP

Batch   : **2018-20**   Semester   : **IV**

Subject name   : **Internship**   Subject code   :

Part   : **III Elective**   Credits   : **5**

Internal   : **25 marks**   (For Periodical Report)

External   : **75 marks**   (Project Report 60 marks + Viva 15 marks)

Training Period: One Month

Subject Type: Project

Objective:

- *To make the students observe and get real time exposure in Media Industry*

SEMESTER IV

Electives

CLIENT SERVICE

Batch   : **2018-20**   Semester   :**IV**

Subject name   : **Client Service**   Subject code :

Part   : **III Elective**   Credits   : **5**

Internal   : **25 marks**   (For Periodical Report)

 External   : **75 marks**   (Project Report 60 marks + Viva 15 marks)

Project Period: One Month

Subject Type: Project

Objective:

- *To give a chance to the students to get real time exposure in client project*