

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046
SCHOOL OF DISTANCE EDUCATION (SDE)

M.Sc. Visual Communication

(For the SDE students admitted from the academic year 2014-15 & Onwards)

SCHEME OF EXAMINATION
(SDE –Annual Pattern)

<u>Paper No.</u>	<u>Code</u>	<u>Name of the Subject</u>	<u>Marks</u>
<u>FIRST YEAR</u>			
1.1	MSC VC 01	Image and Imagination	100
1.2	MSC VC 02	Basics of Visual Communication	100
1.3	MSC VC 03	Computer Graphics Media Design	100
1.4	MSC VC 04	Development Communication	100
1.5	MSC VC 05	Information and Communication Technology	100
<u>SECOND YEAR</u>			
2.1	MSC VC 06	Writing for the Media	100
2.2	MSC VC 07	Commercial Broadcasting	100
2.3	MSC VC 08	Communication Research Methods	100
2.4	MSC VC 09	Fundamentals of Sound	100
2.5	MSC VC 10	Project Study	100
Total			----- 1000 -----

1.1. IMAGE AND IMAGINATION

UNIT I

Elements of Visual literacy; Image and Imagination; and Modern Image Makers. Elements of design; Principles of design: Unity, balance, rhythm, proportion, Movement; Language of design: white space, fonts, pictures, page layout and design.

UNIT II

Sensation and perception; Learning and thinking; Human Intelligence; Aptitude and personality Development; Motivation and creativity; Schools of psychology; Application of psychological concepts of visual communication.

UNIT III

Principles of perspective; Composition; Light and shade; Surface textures; Building visual vocabulary by exaggeration; Distortion, Stylization and Abstraction.

UNIT IV

The psychology of human perception; Form perception; Depth and distance perception; Binocular and monocular cues; Perceptual constancy; Illusion; Building visual vocabulary by exaggeration, distortion, stylization and abstraction; The visual and personal identity.

UNIT V

Thinking : Theories and models of thinking – Information Processing Theory, S- R theory, Cognitive theories, Simulation Models, Types of Thinking – Free Association, Imaginal Thought, Reasoning – Types, Problem Solving, Decision Making, Creative Thinking, Concept Formation, Language And Thought. Linear and lateral thinking – holistic visual thinking.

REFERENCES

- Nick Lacy, Images and Representation, Macmillan, London 1998.
- Stuart Price, Media Studies, Pitman, London 1993.
- John Berger, Ways of Seeing, BBC and Penguin, London 1972.
- Kulin Annette, Power of the Images, Rutledge and Kegan Paul, London 1985.

1.2. BASICS OF VISUAL 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.

UNIT –V

Communication and Culture: Global media – multi cultural content - impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.

REFERENCE

- Blake et al. “ A Taxonomy of concepts of in Communication”. Hasting House, NY, 1979.
- McQuail Dennis, “Communication Models”, Longman, London, 1981.
- John R. Bitner “Mass Communication – An introduction”. Prentice Hall, New Jersey, 1980.
- Seetharam K.S. “Communication and culture – A world view”. McGraw Hill, New Delhi, 1991.
- Shukla,SK. ‘ Mass media and Communication’. Cybertech Publishing, New Delhi. 2006.
- Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.
- Kleppner, Otto. “Fundamentals of Advertising”, Prentice Hall, 1980.
- Cutlip, Center and Broom. “Effective Public Relations”. Prentice Hall; NJ; 1982

1.3. COMPUTER GRAPHICS MEDIA DESIGN

UNIT I

Introduction to computers – History and generation of computers- Basics of computers -Hardware & Soft ware -Operating systems. Multimedia – evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry. DTP (Desk Top Publishing).

UNIT II

Graphic Communication – Definition, nature & scope. Elements of design, Principles of design, Design process, Role of computers in designing. Fundamentals of layout- text & visuals, typography and drawing programs, working with colors.

UNIT III

MS Office and its applications- MS Word – tools, word processing techniques, MS Excel – features & utility- PowerPoint- features & advantages. Quark Xpress – features, tools & applications. PageMaker- working with text, working with graphics & formatting. Differences in features of Quark Xpress and Page Maker.

UNIT IV

Corel Draw- features & tools, working with vector/raster images, special effects and other supporting components of CorelDraw.

UNIT V

Adobe Photoshop- features & tools, drawing, painting, cropping, editing, retouching, special effects, animation using image ready, optimization for web.

REFERENCES :

- MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000.
- MS Office – Bible, Edward Willet, IDG Books, 2000.
- PageMaker for Windows for Dummies, Deke Mc Celland, IDG Books, 1998.
- Corel Draw for Dummies, Deke Mc Celland, IDG Books, 1997.
- Photoshop for Dummies, IDG Books, New Delhi, 2000.
- Teach Yourself Photoshop, Jennifer Alspach & Linda Richards, IDG Books, New Delhi, 2000.
- Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998.
- Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.
- The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000.

1.4. DEVELOPMENT COMMUNICATION

UNIT I

Definition and meanings of Development – Role of Communication in Development – Concepts and Theories - Communication for Development in Third World countries – Developments in different sectors in India – Communication infrastructure and new media growth- Communication as a tool for social and economic change.

UNIT II

Communication Technologies and human development – Mass media and dissemination development news – Communication networks and movements for development – Communication for literacy and empowerment- Mass media and rural development – Community media and development - Challenges and issues.

UNIT III

Information and Communication Technology in Development – Technology transfer – strategic management in developing countries – New media for socio economic growth – access and control issues – Govt. and private agencies in development campaigns –

UNIT IV

Globalisation – international political economy – IT policies – implementation of IT projects – private participation – competition – Public information and services through IT – development projects in India – Diffusion of innovation and adoption through media – cases.

UNIT V

e-Government: Concept and functioning of e-governance – system and operational control and management of e-government – public and private participation- information and services to the rural poor – egovt. policies and programmes of e governance in India – problems of access and use and challenges for the future.

REFERENCES

- Ashwani Saith, M Vijayabaskar (2005). ICTs and Indian Economic Development, Sage, New Delhi.
- Richard Heeks (2006). Implementing and Managing government: An International Text. Sage. New Delhi.
- Avik Gosh (200[^]). Communication Technology and Human Development: Recent Experiences in the Indian Social Sector. Sage, New Delhi.
- Srinivas R Melkote & Leslie Steeves (2001). Communication for Development in the Third World : Theory and Practice for empowerment. Sage, New Delhi.
- Sumit Roy(2005). Globalisation, ICT and Developing Nations: Challenges in the Information Age. Sage, New Delhi.
- Arvind Singhal and Everett M Rogers(2001). India's Communication Revolution. Sage, New Delhi.
- Subash Bhatnagar and Robert Schware (2000). Information and Communication Technology in Development: Cases from India. Sage, New Delhi.
- Bella Mody (1991). Designing Messages for Development Communication: An audience participation based approach. Sage, New Delhi.
- Goel Cohen (2004). Technology Transfer: Strategic Management in Developing Countries. Sage, New Delhi.
- Kenneth Keniston & Deepak Kumar (2004). IT Experience in India. Sage, New Delhi.

1.5. INFORMATION AND COMMUNICATION TECHNOLOGY

UNIT I

Information & Communication- Theories & models, Characteristics of information, Communication Channels, Barriers to communication.

UNIT II

Information Transfer: Information Flow, Generation and Diffusion patterns; Information transfer cycle, Emerging Trends in information transfer.

UNIT III

Overview of Information Technology: Searching for resources- CD-ROM Databases and information retrieval - On-line information retrieval

UNIT IV

Database Management Systems, National & International information sources, services etc.

UNIT V

Introduction to e- marketing and e-governance

REFERENCES

- Information Technology – Everett M. Rogers
- ICT- Vision and Reality – William H. Dutton, Oxford University Press

2.1. WRITING FOR THE MEDIA

UNIT I

Nature and characteristics of a Newspaper- Readers' perception – Information medium – Deadline – content variety – general and specialized newspapers – Editorial policy and style – language – inverted pyramid – source attribution - writing features and articles

UNIT II

General and specialized magazines – contents – target readers – language – writing style – pictures and illustrations – features and special articles – a comparative analysis – Freelancing.

UNIT III

Nature and characteristics of Radio – Radio for information, education and entertainment – Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation -language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style – music- competition – technological factors in writing for electronic media

UNIT IV

News writing- news angle, multiangled stories, feature openers, development of story, news formula, sign posting, accuracy and field work.

UNIT V

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

- Robert Hilliard, Writing for Television and Radio, Hasting House, New York, 1982.
- Timothy Gerard, Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Focal Press, Oxford, 1997.
- Rosemary Horstmann, Writing for Radio, A and C Black, London, 1991.
- Gerald Kelsey, Writing for Television, A and C Black, London, 1990.
- J. Michael Stracynski, The Complete Book of Script writing: Television, Radio, Motion Pictures, The stage Play, Writers' Digest Books, 1982.
- David Keith Cohler, Broadcast Journalism: A Guide for the Presentation of Radio and Television News, Prentice-Hall, 1985.
- Jill Dick, Writing for Magazines, A and C Black, London, 1996.

2.2. 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.

UNIT II

Pre production- film formats, film stocks, planning of special elements- choosing the production team, crew, cast- sources of casting, importance of casting director. Pre production meeting- the agenda.

UNIT III

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

UNIT IV

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

UNIT V

Economics of commercial production- Budgeting, factors affecting budgeting, problems with in-house production- finding production companies for bidding- specialization of production companies, reviewing the production company cassettes- future of TV commercial production.

REFERENCES

- Kelsey, Gerald. Writing for Television. Unistar, 2004.
- Simon, Mark. Storyboards Motion in Action(2nd edn.). Oxford: Focal Press. 2000
- Zettl, Herbert. Television Production Handbook(7th edn.). Belmont: Wadsworth Publishing, 2000.
- Crittenden, Roger. Film and Video Editing (2nd edn.). London: Blue Print, 1995.
- Wright, Steve. Digital compositing for Film and Video. Oxford; Focal Press, 2005.
- Hooper White. How to produce effective TV commercials (3rd edn.). NTC Business Books. Chicago.
- The audio- visual handbook- a complete guide to the world of audio- visual techniques. Alan MCPHERSON & Howard Timms. Pelham books, London.
- Mathur,C. Advertising Management; Text and Cases. New Age International: New Delhi-2005.

2.3. COMMUNICATION RESEARCH METHODS

UNIT I

Development of mass media research around the world –evolution of new media and the audiences Need for media analysis - Concepts and theories in Media studies.

UNIT II

Research procedure: Steps in doing research – Media Research problems – Review of media studies – sources of secondary data - Research questions and Hypothesis – Types of hypothesis - Sampling Procedure - probability and non-probability sampling techniques – merits and demerits of each – determinants of Sample size – Sampling error.

UNIT III

Primary Data: Types of data – nominal, ordinal, interval and ratio – Data collection methods and tools: Questionnaire – Types of questions – construction of a questionnaire – administration; Interview schedule and techniques – Focus group – observation techniques; Measurement of variables: Scales – Attitude scales: Procedure and application of Thurstone, Likert, Semantic Differential scales – Methods of testing Validity and Reliability of measurements.

UNIT IV

Research Design: Experimental and Non-experimental research methods and procedures – qualitative and quantitative studies – Descriptive and Analytical research- Cross sectional and Longitudinal research designs - factorial design - Content Analysis procedure and methods - Case study approach.

UNIT V:

Data Analysis: Data classification, coding and tabulation – Graphic representation of data - Basic elements of statistics – Application of Parametric and non parametric statistics in hypothesis testing: chi-square, Student ‘t’ test, correlation techniques, Analysis of Variance; Thesis writing method – Use of SPSS – Thesis writing format and style - Ethics in conducting research.

REFERENCES :

- ‘Research methods in mass communication’ by Stempel and Westley, Prentice Hall, 1981.
- ‘Communication Theories: origins, methods and uses’ by Severin and Tankard, Hastings House Publishers, 1979.
- ‘Mass media research – an introduction’ by Roger Wimmer and Joseph Dominick. (3rd edn.) Wadsworth Pub... 1991.
- ‘Handbook of radio and TV Broadcasting’ Ed – by James Fletcher, Van Nostrand Reinhold Company, London 1981.
- ‘Studies in Mass communication and technology’ Ed, by Art Thomas, Ablex Publishing Company, 1984.
- ‘Qualitative methodologies for Mass communication research’ Ed by Klaus Bruhn Jensen and Nicholas W. Jankowski, Routledge, London, 1991.
- ‘Introduction to communication studies’ (2nd edn.) by John Fiske, Routledge. 1990.
- ‘Channels of Discourse’ edited by Robert Allen, Methuen & Co.. Ltd., London, 1987
- ‘International Media Research – a critical survey’ Ed, by John Corner et al... Routledge, London, 1997.
- ‘Case study research – design and methods’ by Robert Yin, Sage, 1984.
- ‘Media Analysis techniques by Arthur Berger, Sage, New Delhi. 1988.
- ‘Content Analysis – An introduction to its Methodology’ by Klaus Krippendorff, Sage, New Delhi. 1980.

2.4. FUNDAMENTALS OF SOUND

UNIT I

Perception of sound - hearing sensitivity - frequency range- sound- wave length; the speed of sound; measuring sound; psychoacoustics - dBA and dBC concepts ; musical sounds, noise - signal dynamic range - pitch - harmonics-equalization-reverberation time, Sabine formula.

UNIT II

Sound isolation and room acoustics- means of control- treatments- studio layout –room dimensions- Basic set-up of recording system-analog, digital,- cables and connectors, interference, microphone, musical stands, equipment inter-connection –input, out meters-the essence of recording engineering.

UNIT III

The production chain and responsibilities - recording session, production charts and log, laying tracks, mono, stereo, panning, surround, filters and pad - studio communication, environment, head phones: types and uses, ambience noise, dolby A,B,C,SR,bdx. LFE.

UNIT IV

Microphones types - direction pick up pattern, phantom power, noise, choosing the right mike, technique - Sound reproduction devices - zero level, monitors, specifications listening test- Compression ratios -various sound file extensions- time code, synchronization –positioning of microphones – speech-musical instrument s- standard rules,1/3 rule, care and handling - foley & sound effect creation.

UNIT V

Mixing console - Echo and reverberation - special effects units- equalizers & compressors, plug-ins - digital recording software - editing techniques. Input devices - Storage - Output devices - file transfer protocols- networking of studio -streaming - basics of broadcasting- AM, FM, mobile radio, internet radios, community radio, educational radio broadcasts, audio publishing .

REFERENCES:

- Philip Newell, Elsevier. Recording Studio Design. Oxford: Focal press. 2005.
- Strutt, John Williams, Baron. The Theory of Sound. Rayleigh. 1996.
- Fahy, Frank Foundations of Engineering Acoustics. Academic Press. 2001
- Acoustics and Psychoacoustics (2nd ed.). Oxford: Focal Press, 2001.
- Morfey, Christopher L. Dictionary of Acoustics.. Academic press.2001.
- Holman, Tomlinson. Surround Sound: Up and Running.. Oxford: Focal press.1999.
- AlecNisbet. The Use of Microphones. Oxford: Focal Press, 2004.
- Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focal Press, 1996.

2.5. PROJECT STUDY

Guidelines for Project Study for Post Graduation:

Chapterisation :

1. Introduction
 2. Review of Related Literature
 3. Research Methodology
 4. Analysis and interpretation
 5. Discussion and Conclusion
- Bibliography (APA Format)
