

**DEPARTMENT OF
VISUAL COMMUNICATION**

PG SYLLABUS

Effective from the Academic Year 2006



LOYOLA COLLEGE

Autonomous

College Conferred with Potential for Excellence by UGC

Accredited at A+ by NAAC

Chennai - 600 034

Sem	Code	Title of Paper	T/L	Hrs	Cr	Cate	Ass
I	VC 1800	Image and Imagination	T	6	4	MC	Both
I	VC 1804	Basics of Visual Comm	T	3	1	MC	Both
I	VC 1805	Visual Design Theory	T	4	2	MC	CA
I	VC 1806	International Media	T	4	2	MC	Both
I	VC 1807	Media Management	T	4	2	MC	Both
I	VC 1808	Television Production I	L	3T+3P	6	MC	Both
I	VC 1809	Computer Graphics I	L	3T+3P	6	MC	Both
II	VC 2801	Dev. Communication	T	5	3	MC	Both
II	VC 2802	Theories of Visual Analysis	T	6	4	MC	Both
II	VC 2806	Television Production II	L	3T+3P	6	MC	Both
II	VC 2807	Computer Graphics II	L	3T+3P	6	MC	Both
II	VC 2904	Information Comm. Tech.	T	5	3	Supp.	Both
II	VC 2955	Writing for Media	T	5	3	ES	CA
II	VC 2956	Campaign Strategies	T	5	3	ES	CA
III	VC 3804	Comm. Research Methods	T	3	2	MC	Both
III	VC 3805	Res. Methods Appn.	L	3	1	MC	CA
III	VC 3806	Television Production III	L	3T+3P	6	MC	Both
III	VC 3807	Computer Graphics II	L	3T+3P	6	MC	Both
III	VC 3875	Quantit. Media Rsch. Tools	T	4	3	ID	Both
III	VC 3900	Science and Art of Sound	L	4	3	Supp.	Both
III	VC 3924	Radio Programming	T	4	3	GE	CA
III	VC 3954	Integrated Marktg. Comm.	T	4	3	ES	Both
III	VC 3955	Contemp. Media Trends	T	4	3	ES	Both
IV	VC 4803	Media Effects and Ethics	T	5	4	MC	Both
IV	VC 4804	Internship	L	6	4	MC	CA
IV	VC 4805	Project	L	6	4	MC	CA
IV	VC 4806	Comprehensives	L	3	2	MC	CA
IV	VC 4807	Study Paper	L	3	1	MC	CA

VC 1800 IMAGE AND IMAGINATION

SEMESTER : I CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 6

Objective: to provide an understanding of how images are used imaginatively, to help them understand how images are created and to think imaginatively.

Unit 1 : Introduction to image and imagination, form and content, context, code, colour; images in sequence and sound.

Unit 2 : Types and stereotypes.

Unit 3 : Linear and lateral thinking – holistic visual thinking.

Unit 4 : Creativity and creative process.

Unit 5 : Techniques of imagination.

KEY TEXTS

1. John Berger, *Ways of Seeing*, BBC and Penguin, London 1972.
2. Kulin Annette, *Power of the Images*, Rutledge and Kegan Paul, London 1985.

REFERENCES

1. Nick Lacy, *Images and Representation*, Macmillan, London 1998.
2. Stuart Price, *Media Studies*, Pitman, London 1993.

VC 1804 BASICS OF VISUAL COMMUNICATION

SEMESTER : I CREDIT : 1
CATEGORY : MC NO. OF HOURS / WEEK : 3

Objective : to orient students to the basics of communication; to expose them to the types of communication especially pertaining to Visual Communication

Unit 1 : Communication: history, definitions, functions and types.

Unit 2 : Human communication process: elements, features and barriers.

Unit 3 : Nonverbal communication: importance, aspects, relationship between verbal and nonverbal aspects of communication.

Unit 4 : Mass communication: definitions, functions, features and types.

Unit 5 : Impact of communication technology on culture.

METHODOLOGY:

Theoretical inputs coupled with discussions and assignments.

EVALUATION:

Internal Assessment: Assignments 10% Test 40%

External Examination: Written exam 50%

REFERENCES:

1. Agee K Warren, et al [1979] *Introduction to Mass communication*. Oxford and IBH publishing Co., New Delhi.
2. Vandermark and Leth [1977] *Interpersonal Communication*, Cummings Publishing Co., California.
3. Kincaid, Lawrence and Wilbur Schramm [1974] *Fundamentals of Human Communication*, East West Communication Institute, Honolulu.
4. Harry. C [1957] *On Human Communication*, John Wiley & Sons, New York.

VC 1805 VISUAL DESIGN THEORY

SEMESTER : I CREDIT : 2
CATEGORY : MC NO. OF HOURS / WEEK : 4

Unit 1 : Awareness of environment, observation, experience, analysis, and man made environment, tools, shelter and communication.

Unit 2 : The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts.

Unit 3 : The principles of design – unity contrast, balance, rhythm, harmony and direction.

Unit 4 : The process of design – the needs, information, planning, exploration, creation, satisfaction.

Unit 5 : Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention.

KEY TEXTS

1. Philip Rawson, *Design*, Prentice Hall, London 1987
2. Paul Rand, *Forms and Chaos*, Yale University press 1993

REFERENCES

1. Russell N. Baird, *The Graphic Communication*, Holt, Rinehart and Winston, Canada 1987
2. Jerry Palmer & MacDodson, *Design and Aesthetics*, Rutledge, London 1995

VC 1806 INTERNATIONAL MEDIA

SEMESTER : I CREDIT : 2
CATEGORY : MC NO. OF HOURS / WEEK : 4

Objective: *to provide an overview of the media systems, functioning and trends at the global from a historical perspective so student understand the evolution of media in various societies*

Unit 1 : The Print medium: prehistory, origins and evolution; penny press, old journalism, new journalism, tabloidisation etc

Unit 2 : The Electronic media: international origins; an overview of radio and television and the e try of satellite TV, Cable, DTH and Local TV, Public broadcasting etc

Unit 3 : The Film medium: birth of cinema, evolution of cinema silent to sound era, techniques and trends in filmmaking across the over 100 year existence.

Unit 4 : The Traditional Media : introduction to the traditional means of communication and their influence on our cultural consumption patterns, oral and folk traditions media forms with reference to India and Thamizh Nadu.

Unit 5: The New Media : The emergence of newer media of communication in the global village, the Internet, Email and mobile telephony as media of cultural and socio-political communication, cross cultural communication with technology

METHODOLOGY:

Theoretical inputs through classroom lectures, visits to media organizations, seminars and interaction with practicing media persons.

KEY TEXTS:

1. George Gerbner et al , The Global media Debate: Its Rise, Fall and Renewal. Norwood, NJ; Ablex 1991
2. Richard Vincent et al , Towards Global equity in Communication : MacBride Update. CressKill, NJ, Hampton press, 1999
3. Stephens, Mitchell, a History of the News. New York, Viking Press, 1988
4. Fidler Roger, Mediamorphosis, Understanding New Media. Thousand Oaks, Pine Forge Press, 1997

VC 1807 MEDIA MANAGEMENT

SEMESTER : I CREDIT : 2
CATEGORY : MC NO. OF HOURS / WEEK : 4

Unit 1 : Principles of management - management theories, personal management, role and function of personal manager.

Unit 2 : Managing media organization - planning, coordination, motivation, control, decision-making and departmentalization.

Unit 3 : Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery.

Unit 4 : Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling.

Unit 5 : sales promotions, purpose, tools and techniques, program, publicity, messages and vehicles, sponsored events and campaigns.

KEY TEXTS

1. Peter K Pringle, Michael F. Starr & William E McCavitt, Electronic Media Management, Focal Press, London 1991.
2. John R Rossiter & Larry Percy, Advertising and Promotion Management, McGraw Hill, New York, 1987.

REFERENCES

1. Barry G. Sherman, Telecommunications and Management - the Broadcast and Cable Industries, McGraw Hill 1987.
2. Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

VC 1808 - TELEVISION PRODUCTION INDOOR

SPECIALIZATION (any one of the two)

SEMESTER : I CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 6

Unit 1 : Topic/theme based programme (1+3 discussion exercise)

Unit 2 : Current affairs type programme

Unit 3 : Magazine Programme (current film release)

Unit 4 : Drama Practical (simple drama exercise) and Quiz programme.

Unit 5 : Mime type programme and Studio Live (a live studio exercise)

KEY TEXTS

1. Zettle Herbert, Television Production Handbook, Wodsworth Publishing Co., California, 1984.
2. Gerald Millerson, Television Production, Focal Press, UK, 1998.

REFERENCES

1. Andy Stamp, The television Programme, Sheffield Media Association, Sheffield, 1987.
2. David Self, Television Drama: An Introduction, Macmillan, Busingstroke, 1984
3. Kathy Chaters, The Television Researcher's Guide, BBC Television Training, London, 1992.
4. William Charles, Screenwriting for Narrative Film and Television, Hastings House, 1980

VC 1809 COMPUTER GRAPHICS MEDIA DESIGN

SEMESTER : I CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 6

Unit 1: Visual thinking and Designing- techniques, concept development, composing, using objects, texture, colour AND SPACE.

Unit 2: Typographic concepts for print, interactive and web media.

Unit 3: Fundamentals of media elements, Internet and concepts of digital image editing.

Unit 4: Graphics creation- brand and corporate identity manual, poster, brochure, label artwork presentation.

Unit 5: Interactive, navigation techniques and authoring skills.

SOFTWARES

Adobe Photoshop, Adobe premiere, Adobe Illustrator, Coral draw, PowerPoint, Aftereffects, Digital Fusion, Macromedia Director, Sound forge/Sound edit.

VC 2801 - DEVELOPMENT COMMUNICATION

SEMESTER : II CREDIT : 3
CATEGORY : MC NO. OF HOURS / WEEK : 5

Unit 1: Key concepts in Development, complexities of development efforts, alternate paths to development.

Unit 2: Towards an understanding of holistic social development, empowerment of the people.

Unit 3: Evolution of the Theory and practice of Development Communication- International and Indian models.

Unit 4: Critical perspectives on Communication and Development: Dominant paradigm of development, modernization approach, and information and communication technologies for rural development.

Unit 5: Communication for Social change- role of a communicator in the process of social change. Folk forms, Third theatre and other alternative media for social change.

KEY TEXTS

1. Srinivas R. Melkot & H. Leslie Steeve, Communication for Development in the Third World- Theory and Practice for Empowerment, Sage Publication, New Delhi, 2001.
2. Maglaland Demetrio (Ed), From the Village to the Medium – An Experience in Development Communication, Communication for Asia, Philippines, 1976.
3. Desmond A. D'Abreo, Voice of the People – Communication for Social Change, Culture and Communication, Madras, 1990.

REFERENCES

- 1 Augusto Boal, Theatre of the Oppressed, Pluto Press, 1979.
- 2.Durga Das Mukhopadhyay, Folk Arts and Social Communication, Publication Division, New Delhi, 1994.

VC 2802 - THEORIES OF VISUAL ANALYSIS

SEMESTER : II CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 6

Unit 1 : The sign and the meaning making processes. The semiotic and structuristic approach to visuals.

Unit 2: Psychoanalysis and visuality: Subjectivity and the unconscious. Voyeuristic gaze to the Laconian gaze.

Unit 3: Feminist approach to visual media.

Unit 4: Postmodern and Postcolonial approach to visuals.

Unit 5: Marxist approach to visual texts.

REFERENCES

1. Jon Prosser, Image Based Research, Falmer Press, London, 1998.
2. Klaus Krippendorff, Content Analysis, Sage, Newsbury Park, 1980
3. Susanna Hornig Priest, Doing Media Research, Sage, Newsbury Park, 1996.

VC 3875 - QUANTITATIVE MEDIA ANALYSIS TOOLS INTERDISCIPLINARY

SEMESTER : II CREDIT : 3
CATEGORY : MC NO. OF HOURS / WEEK : 4

Objective : *to expose students to the techniques and tools of analysis for media studies based on the quantitative approaches to media research*

Unit 1: Introduction to quantitative approaches to media research with emphasis on studies undertaken for motivational research, public opinion etc

Unit 2 : Quantitative research- terms techniques of quantitative methods - hypothesis - protocols in quantitative research - testing the hypothesis.

Unit 3: Measurement strategies, research design, sampling design and techniques

Unit 4: Descriptive statistics, multivariate analysis , SPSS applications

Unit 5: Presentation of data and interpretations and conclusions in specific formats

KEY TEXTS:

1. James A. Anderson, Communication Research, Falmer Press, London, 1998.
2. Roger D Wimmer & Joseph R. Dominick, Mass Media Research- An Introduction, Wadsworth, New York, 1991.

REFERENCE TEXTS

1. Klaus Krippendorff, Content Analysis, Sage, Newsbury Park, 1980
2. Susanna Hornig Priest, Doing Media Research, Sage, Newsbury Park, 1996.

VC 3806 TELEVISION PRODUCTION EDITING

SPECIALIZATION

SEMESTER : II CREDIT : 6
CATEGORY : MC NO. OF HOURS / WEEK : 6

Unit 1: Historical Perspective - evolution of editing.

Unit 2: Editing procedure - assembling shots, symbolic editing and editing errors.

Unit 3: The language of editing - shooting and editing.

Unit 4: Sound in editing, categories of sound, post-synchronization, effects, voice-over or narration, music and dubbing.

Unit 5: Technology and editing - non-linear, digital storage, random access through computer technology.

KEY TEXTS

1. Roger Crittenden, Film and Video Editing, Blueprint, London, 1995.
2. Boyce, Editing Film and Videotape, BBC Television Training, Borehamwood, 1989.
3. Roy Thompson, Grammar of the Edit, Focal Press, London, 1998.

REFERENCE

1. Brownie SE. Video Editing: A Production Premier, Focal Press, Boston, 1997.
2. James R. Caruso & Maris E Arthur, Video Editing and Post Production, Prentice Hall, Hemel Homestead, 2992.
1. Patrick Morris, Non-linear Editing Media Manual, Focal press, UK, 1999

VC 3807 COMPUTER GRAPHICS WEB DESIGN

SEMESTER : II CREDIT : 6
CATEGORY : MC NO. OF HOURS / WEEK : 6

Unit 1: Planning and designing web page - HT ML programming, Text, Table, Image and audio.

Unit 2: Web Animation - graphics, interactive elements & sound, macro media and Flash.

Unit 3: Creating web site and ad pages, edit cross-platform and cross-browse pages - Macro media Dream weaver.

Unit 4: Interactive web pages, Java script, developing dynamic, cross-platform, web-based applications.

SOFTWARES

1. Adobe Photoshop.
2. HT ML
3. Macro media Flash
4. Macro media Dream weaver
5. Java script
6. Netscape Composer

VC 3900 - SCIENCE AND ART OF SOUND SUPPORTIVE

SEMESTER : II CREDIT : 3
CATEGORY : MC NO. OF HOURS / WEEK : 4

Objective: to train students to recognize the importance of sound and utilize sound effectively to communicate across the media spectrum with particular reference to Radio, TV and New Media programming and production

Unit 1: Definition and nature of sound; sound and its relevance use and importance in communication

Unit 2: Aesthetics of sound, reader interaction with media sound , response and reaction involvement and engagement theories of sound perception and retention recall value

Unit 3: Sources of sound, microphones and their types and uses, assessment of quality of sound etc

Unit 4: Sound engineering techniques, dead air, sound and silence, integration of sound and visual, sound messaging

Unit 5: Sound in the era of ,multimedia – application in the media platforms, and formats – sound bytes and AV clips on Internet, SMS and MMS etc

KEY TEXTS:

1. Alten Stanley , Ausio in Media. New Jersey, Belmont, 1981.
2. Nisbett Alec, The Technology of sound Audio. London, Focal Press, 1979.

REFERENCE TEXTS:

1. Tremaine Howard, Audio encyclopedia, 2nd Ed. Indianapolis, SAMS, 1979
2. Woram John, Recording Studio Handbook. NY, Sagamore, 1976.
3. Clifford Martin, Microphones. Bluridge Summit, Tab Books, 1997.

VC 3954 INTEGRATED MARKETING COMMUNICATION SUBJECT ELECTIVE

SEMESTER : II CREDIT : 3
CATEGORY : MC NO. OF HOURS / WEEK : 4

Objective: to familiarise students with concepts and practices of Marketing, Advertising, Public Relations & strategies for an integrated approach to marketing communication management.

Unit I: Definition of marketing – marketing mix – market strategies – segmentation, differentiation – niche – pre-sales-post marketing tools and techniques.

Unit II: Role of Research in marketing – Advertising as part of marketing mix – definition, types and levels of marketing; communication and advertising theories – process of advertising – ad agency – structure and role – advertising budgeting – DAGMAR etc.

Unit III: Public relations and its place in the marketing mix – definition of PR – process – media relations – internal and external publics – press events/conferences etc. theories and practice of PR – PR strategy and budgets – Image management.

Unit IV: Campaign strategies – content, creativity, communication goals – Ad campaign tie-ups with Pr Campaign – similarities and differences and blending the two approaches to make one promotional campaign strategy.

Unit V: IMC – concept, theory and practice – management of media, events and promotional strategy – Marketing Communications mix – effective Corporate Communications

Methodology: Theoretical inputs reinforced with practical exercises and live campaigns from Advertising, Public relations and integrated marketing perspectives.

KEY TEXTS:

1. Arens William. F. & Bonée, Courtland. L. *Contemporary Advertising*. Irwin, 1994
2. Belch & Belch. *Introduction to Advertising and Promotion: An Integrated Marketing Communications Approach. 2/e*, Irwin, 1995

REFERENCE TEXTS:

1. David Ogilvy — Confessions of an ad man
2. Sam Black — Practicing Public Relations
3. Peter. F Drucker – Principles of Management

VC 3955 CONTEMPORARY MEDIA TRENDS

SEMESTER : II CREDIT : 3
CATEGORY : MC NO. OF HOURS / WEEK : 4

Unit 1: Power of the media, quality of the media content, media objectivity, ethical codes and propaganda and media.

Unit 2: Advertising censorship, violence & sex in media and marginalized people & media.

Unit 3: Politics and media, freedom of the press, media and government relationship, media and public trust, peoples right and access to media.

Unit 4: Religion and media.

Unit 5: Media and national/international crisis and global communication dominance.

KEY TEXTS

1. Everett E. Dennis & John C. Merrill, Media Debates, Longman, London, 1990
2. J.S.Yadava & Pradeep Mathur, Ed., Issues in Mass Communication Vol. I & II, HMC, New Delhi, 1998.

REFERENCES

1. Bernard Rubin Ed., When Information Counts, Lexington Books, Toronto, 1985.

VC 3925 RADIO PROGRAMMING

GENERAL ELECTIVE

SEMESTER : II CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 3

Objective: to provide an understanding of radio programming and radio programme formats and equip students to apply these in actual programmes

Unit 1: History of Radio: ALL INDIA RADIO – its growth & reach / Broadcast management – Public & Private Radio Stations / Laws & regulations / Community Radio / Audience research

Unit 2: Radio Programming Skills: Writing for Radio – News gathering and reporting skills / Other genre /

Unit 3: Radio Presentation Skills: Effective speaking skills – announcements – news reading / Interview skills / Voice culture

Unit 4: Radio Production Techniques: Nature of sound / Sound recording techniques – indoor & outdoor / Post-production techniques – voice, music and special effect /

Unit 5: Broadcasting Techniques: Equipments / Studio operations / OB operations

Workshops on Voice Culture, Recording techniques etc and Radio Station visits are part of the course module. Evaluation will be based on theoretical knowledge as well as production of radio content and broadcasting at LOYOLA FM

KEY TEXTS:

1. H.R.Luthura, Indian Broadcasting Review, Ministry of I & B
2. Srivatsava, Broadcasting, Vigyan Publication, New Delhi

REFERENCE TEXTS:

3. Mencher. M., Basic News Writing, Sharma Books
4. (author?) This is All India Radio

VC 4803 MEDIA EFFECTS AND ETHICS

SEMESTER : IV CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 5

Unit 1: The effects and influence of visual media, long term and short-term effects.

Unit 2: Various theories of media effects.

Unit 3: Laws that control Visual media and its contents.

Unit 4: Visual media and social responsibility and need for media ethics.

Unit 5: Code of conduct for various visual media.

KEY TEXTS

1. Durga Doss Basu, Press Laws, Central Law Book Agency, Delhi, 2000.
2. Baskar Rao N., G.N.S. Ragavan, Social Effects of Mass Media in India, Gyan Publishing House, New Delhi, 1996.
3. Ray Eldon, Hiebert Carol, Impact of Mass Media, Longman, New York, 1988.

REFERENCES

1. Kiran R.N., Philosophies of Communication and Media Ethics, B.R. Publishing Corporation, New Delhi, 2000

VC 4804 INTERNSHIP

SEMESTER : IV CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 6

Objectives : *To help student get exposed to actual situations and functioning of the media industry and experience reality.*

Methodology :

The student will be attached to the media industry for a period of three months on an internship basis. The intern will be exposed to a particular area of specialization. The department in coordination with the industry will closely monitor the progress of the intern. A Report and a Viva-voce will complete the process of evaluation.

VC 4805 PROJECT

SEMESTER : IV CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 6

Objective : *To demonstrate the student's competence in a chosen area of specialization with a view of gaining a placement in the Media Industry.*

Methodology :

Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the topic will be based on the area of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio.

VC 4806 COMPREHENSIVE

SEMESTER : IV CREDIT : 2
CATEGORY : MC NO. OF HOURS / WEEK : 3

Objective : *To review student's performance in the course with particular reference to the area of specialization and suitability for the industry.*

Methodology :

Panel interview- to assess the student's ability to use Visual Communication effectively in the media world and to guide the student in the preparation of portfolio and the pursuance of career choice.

VC 4807 STUDY PAPER

SEMESTER : IV CREDIT : 1
CATEGORY : MC NO. OF HOURS / WEEK : 3

Objective : *The students will be expected to apply the inputs in terms of concepts and media research methods to undertake a serious study on media and communication related topics and themes. A mini dissertation has to be submitted*