**B.Sc. VISUAL COMMUNICATION**

**I YEAR – I SEMESTER**

**COURSE CODE – 7BVCA1**

**ALLIED COURSE - I – ADVERTISING BASICS AND CREATIVITY**

**Unit – I**

Definition of Organs and growth – Introduction to visualization – Focusing & composition – Nature and scope of Advertising – Roles of Advertisements in social, communication, marketing & Economic – functions of Advertisements.

**Unit – II**

Conceptualization of ideation, translation of ideas of campaigns, visualization designing of layout, copy-writing, types of headlines, Slogans, logo & trade marks.

**Unit – III**

Writing for advertising, understanding product and brand casting, basic research, commercials advertisements, PSA, corporate film, storyboard.

**Unit – IV**

Copy platform – creative writing – copy formats – Idea generation – source of idea based on target audience , geographic area and purpose.

**Unit – V**

Latest trends in advertising (India & abroad) agency and its types, structure of small, medium and big agencies, functions, services. Legal aspects & ethical issues.

**Books for Reference:**

1. Sandage, Frybrugen and rot zoll (1996)
2. Advertising theory & practice .AAITBS publisher
3. Mohan : advertising management, concepts V cases, Late MC Raw – Hill
4. Jewlen, E(1998) creativity strategy in Advarttry.
5. Thomson Leansing
6. Stockkien advertising - kalyani publishers.
7. Pramod K. Nayar, (2009). Packaging Life Cultures Of The Everyday
8. Chunawalla & Sethia. Foundations of Advertising Theory & Practice
9. William Wells, Advertising Principles & Practice
10. Dell Dennism, The Advertising Handbook
11. Helen Powell(2008).Advertising Handbook

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**I YEAR - II SEMESTER**

**COURSE CODE- 7BVCA2**

**ALLIED COURSE - II –- PRINCIPLES OF DESIGN**

**Unit – I**

Exploration of visual thinking – association with shapes, common reception of shape communication, visual structure, applications of geometrical forms and creation of three-dimensional abstract designs.

**Unit – II**

Elements of Design – exploration of nature and application of visual methods and techniques for concepts – line, form, mass, surface, texture, pattern, image, shadows, positive and negative space.

**Unit – III**

Principles of design – Balance: formal and informal, Contrast: size, shape & scale, harmony, Rhythm: movement in design, leading viewers eye; Proportions: scale and rations.

**Unit – IV**

Principles of design – Emphasis: visual center of design, rule of thirds; space and

layout principles, grids, the golden mean and the Unity of layout elements.

**Unit – V**

Application of psychological concepts of design: sensation, perception, motivation, creativity.

**Books for Reference:**

1. Wendell C.Crow, communication graphics, prentice-hall, Englewood cliffs, N.J.1986.
2. Peter Bridgewater, An introduction to graphic design, Chartwell books, N.J.1987.
3. Russell N.Baird, The graphic communication, Holt, Rinehart and Winston, Canada 1987.
4. Jerry Palmer & Mac Dodson, Design and Aesthetics, Routledge, London 1995
5. Liz Mcquiston and Barry kitts, graphic design source book, chartwell books, N.J.1987.
6. N.N.Sarkar, (2008). Art and Print Production, Oxford , New Delhi.
7. Yu Zhana, Semantic Based Visual Information Retrieval
8. Pramod K. Nayar, (2009). Packaging Life Cultures Of The Everyday

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**I YEAR - III SEMESTER**

**COURSE CODE - 7BVCA3**

**ALLIED COURSE - III - BASIC PHOTOGRAPHY**

**Unit – I**

Three important stages of development in the history of photography – Properties of Light – Structure of camera – function of camera – Eye & Camera comparision.

**Unit – II**

Basic Camera types – Direct vision camera – Twin lens Camera – Single lens reflexes cameras. Film Camera – Digital camera. Shutter construction – shutter with or near lens – Focal plan shutter – F.P. shutter image distortions – shutter speed – Exposure value – Solution of speed – Control and visual significance of blur.

**Unit – III**

Lighting – Natural light, Artificial light(Key light,fill light,back light) – Reflectors & Filters.

**Unit – IV**

Lenses – Wide lens, Normal lens, Tele lens, Zoom lens and Prime lens - Depth of focus – Depth of field - Focus length.

**Unit – V**

Camera and Light acsaseroies - **File formats** TIFF – PNG – JPEG – GIF – RAW files – DPI – Image Devices – Storage Devices.

**Books for Reference:**

1. Martin Hodder, A Colour Guide to Photography
2. Neblette, Photography in Materials and Processes
3. The Focal Encyclopedia of Photography – Focal Press
4. Derrick Story, Digital Photography
5. Sharna. O.P.,Practical Photography

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**II YEAR - III SEMESTER**

**COURSE CODE - 7BVCA4**

**ALLIED COURSE - IV – ELEMENTS OF SOUND**

**Unit – I**

Elementary principles of Magnetic recording. Elementary principles of CD – Digital recording. Elementary principles of Digital Audio workstation(DAW).

**Unit – II**

Reverberation – Echo – Reverberation time – Acoustics for a cinema auditorium – Introduction to mixing console – Input section – output section – monitor section – The basic Techniques of Pre-scoring and mixing – monitoring system for Mono, Stereo & 5.1 surround.

**Unit – III**

Live Recording during shooting of motion picture film – Synchronization Techniques between visuals & sound – windshield – fish pole – Battery Back-up- procedure for dubbing dialogue with lay out illustration

**Unit – IV**

Introduction to Live recording devices – Its features – Basics of live recording – mic position on set during shoot – Basics of correcting live sound and external noise.

**Unit – V**

– production – preparation procedure and basics of Re-Recording for motion picture film production – procedural block diagram, illustrating, the making of final analog optical track – Procedural block diagram, illustrating, the making of the final DTS optical track – Procedural block diagram, illustrating the making of the final dolby optical tract.

**Books for Reference:**

1. Practical Recording Technique – By Bruce & Jenny barlett
2. Modern Recording Technique – By David Miles Huber – Robert Rustein
3. The Recording studio Hand Book – By John M.Waran
4. Audio Encylopedia – By Howard M.Tramine
5. Principle of Digital Audio – Ken C.Pohlmann
6. Eliff Truesdel,Mastering–Digital Audio Production(The professional music workflow with Mac Us (with CD)
7. Holman , Sound for Digital Video
8. Michael Talbot-Smith, Sound Engineering Explained
9. Roberts-breslin, Jan,(2012). Making Media: Foundations of Sound & Image Production

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