Sample of SLM (Only Content pages)

Masters in Visual Communication

17MC3001, Course Title: RESEARCH METHODOLOGY
Author - Dr. Mallika Vijaya Kumar

Contents
Unit I -
a)Introduction .Pure and applied research. Social Science Research Definition of Communication Research.
b)What are Communication Research Methods c) Media Research Methods. d) Research and Theory.

Unit II -
a)Qualitative Research. In depth Interviews .Field observations.Focus groups.Content analysis.
b)Quantitative methods. Survey. Questionnaire.Research Questions.Hypotheses.
Unit III -

a)Types of Research .Descriptive Research. b) Ethnographic Research.Virtual and Digital Ethnography- c)Action Research. d) Historical-Evaluative e) Experiment- Quasi experiment f) Case Study- Qualitative-Quantitative

Unit **IV -**

a)Sampling , basic difference between qualitative and quantitative sampling. b)Types of sampling techniques, Random and non-random sampling,Purposive sampling. Snowball Sampling.Convenience Sampling.

Unit V a) Qualitative Analysis **,**Content Analysis, Theoretic Analysis- b) Quantitative Analysis. Basic SPSS-Chi-Square – Likert Scales--the t-test-Analysis of variance-Correlation. c) Computer Mediated Communication.

17MC3004, Course Title: ICT FOR DEVELOPMENT
Author - Dr. Mallika Vijayakumar

Contents

Unit I

a)Communication Technology Overview b) ICT and development, Digital Divide c) Hamelink's development Perspectives. d) Networking and development e)Alternative Media for Development.
f) Sustainable Development Goals and implementation.

Unit II

a)ICT for Education.Interactive Radio Instruction.Televised Learning.UGC Countrywide Class .b)Audio and Visual Aids c) Collaborative and Networked Learning. Communities of Learning . Virtual Classrooms Informal and formal learning d) Online vs. Face to Face Learning e) Mobile Learning- Case Studies f) Ning and Elggi.

Unit III -

a) E- Governance.Model of Digital Governance: Mobilization and Lobbying Model, Interactive-service Model/Government-to-Citizen-to-Government Model (G2C2G)b)E Governance in Tamil Nadu, Karnataka, Andhra Pradesh.c) Case studies in India, China, Brazil, Srilanka

Unit IV -

a)ICT for Healthcare delivery (e-Health) - Role of ICT in Disease surveillance, Prevention, Diagnosis, Treatment/Therapy, Rehabilitation. b)Emerging TeleMedicine Applications.Mobile Phone. Email.Online chat (Skype).c) Social Networking Sites.d)Video Conferencing Technology .e) ICT for health-related goods and services – Electronic Patient Record, Picture Archiving and Communication Systems (PACS), e Prescriptions, Health Cards, Health Portals, Hospital Information Systems (HIS). Mobile Health (m Health) .ICT for Medical education and Health research.

Unit V a) Review of 12 Case studies on ICT for development

17MC3006 Course Title: VIRTUAL REALITY
Author - Dr. Prasanth Koothoor
Contents

Unit I – a)Introduction to Virtual Reality,b) Historical Development,- Navigation and interfaces.- Augmented Reality,c) –input –Output devices,- immersive /non immersive VR, d)-VR terminology

Unit II – a)HMD, Modeling in VR- Boom, b)Cave- Sensual Technology-Trackers,c) Shared VR environment,d) VR tool Kits,- VR applications in Education, Engineering, Design Training, Medical, Military , Gaming and Entertainment.

Unit III – a)Virtual environment, virtual presence, VR system, human perception, motor and cognitive - systems, basic applications –b) Dynamics of Virtual Environment -DOF, translational and rotational transformations, pose and displacement,c) dynamic models of VR- equations of motion, inertia, momentum, collision detection, computation of body - movements.d) Tracking and Modalities - Pose sensor- mechanical, ultrasonic, optical, video metric, radio frequency and electromagnetic, motion tracking, physical input devices,e) Modalities- visual, Audio, Haptic.

Unit IV – a) Interaction with Virtual Environment –b)Manipulations with virtual environments, c)navigations in virtual environments, d)interaction with other users, e)interactive computer game, f)Interactive educational methods.

Unit V – a)VR and Unity3d Starting Unity project, b)setting up project files for VR integration, c)creating UI elements for VR interaction, d)gaze based control, move around, jump, using 360 degrees, physics and environment-FPS

17MC3024 Course Title: MEDIA PSYCHOLOGY
Author - Ms. B. Saranya

Contents
Unit I - INTRODUCTION
(a) Media psychology in context – (b) What Is Media Psychology, and Why Do We Need It? – © Research Methods In Media Psychology – (d) Analysis of Media Texts
.
Unit II - EFFECTS OF MEDIA
(a) Discourse Analysis – (b) Psychological effects and influences of media – (c) The Effects of Media Violence

Unit III - MEDIA PSYCHOLOGY
(a)Media and Prosocial Behavior – (b) The Role of Psychology in Media – (c) Developmental issues in Media Psychology.

Unit IV - MEDIA AUDIENCE
(a) The Psychology of The Media Audience – (b) Genres – (c) The Viewer as Psychologist: Identification and Parasocial Interaction.

Unit V - PROSPECTS
(a) The future of Media Psychology – (b) Psychology in the Media Production.

16VC3002 Course Title: CONTEMPORARY ADVERTISING METHODS
Author - Dr. Prasanth Koothoor

Contents
Description:
Unit-1
a) Advertising and its role in Societal Transition– b)Advertising as a part of Communication.
Unit-2

a)Advertising – b)a semiotic analysis- c)Advertising and New Media –d) Blog ads, Social Media Advertising-B2B and B2C

Unit-3

a)Advertising-b)Mobile Advertising –c) Media Framing. d)Dramaturgical Theory.

Unit-4

a) Symbolic Interactionism.b) Agenda Setting.Media Conglomerates- c)Self Regulatory Bodies.d) Brand . Pre and Post Test .e)Brand Recall.

Unit-5

a)The DAGMAR Approach –b) Models of Consumer Behaviour –c) Factors Influencing Consumer Behavior:d) Personal, Social ,Cultural, Economic

17MC3026, Course Title: NEW AGE PRINTING
Author - Ms. B. Saranya

Contents

Unit I - MODERN PRINTING

(a) Modern age printing - (b) Using colors - (c) Layout preparation - (d) Electronic Composition and DTP, (e) Image Generation.

Unit II - PRINTING

(a) Printing Image Generation - (b) Printing Material Science - (c) Basic Drives and Controls – (d) Offset Technology - (e) Computer Graphics and Image Processing.

Unit III - PRINTING TYPES

(a) Printing setting - (b) Print finishing - (c) Conversion - (d) Types of Paper and Ink quality - (e) Tone and Color analysis - (f) Screen printing - (g) Gravure printing.

Unit IV - PUBLISHING

(a) Newspaper and Periodical publishing - (b) Advanced packaging technology - (c) 3D Banners and Flex – (d) On Demand Printing - (e) Web Offset Technology.

Unit V - PRINTING OPERATIONS/PRODUCTIONS

(a) Designing and Planning for Media production - (b) Printing techniques for Film Industry – (c) Advanced printing technology for creative advertisements – (d) The role of Graphic Designer - (e) Offset and Digital printing operator - (f) Proofreader – (g) Photographer - (h) Review of popular printing formats.

17MC3009 Course Title: VIRTUAL REALITY LAB

Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

17MC3025 Course Title: LAB JOURNAL

Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/ Director and notify it at the beginning of each semester

17MC3018 Course Title: DOCUMENTARY PRODUCTION
Author - Dr. Prasanth Koothoor

Contents
Unit I a**)** Documentary writing - subset of Non-fiction film and video b)subjectivity in story telling-story basics – formats –documentary subject identification.c) Review of basic documentary videos.

Unit II a**)** Dramatic story-telling,Documentary story, Evolution of Story ideas – Developing the story – b)shots for documentary - Approaches in documenting c) Review of documentary videos.

Unit III – a) Archival Film making b)Docu-Drama – 3act structure – applying film structure c)Outlining the cast – Treatment of roles .d)Review of docu-drama videos.

Unit IV a) Docu-fiction b) Mockumentary c) Experimental Videos – Popular documentary formats .d) Review of docu-fiction and experimental videos.

Unit V a) Documentary research basics b)Types of researches – Casting – Hosts and Narrators – c)Documentary proposal writing d) case studies.

17MC3023 Course Title: INTERNATIONAL COMMUNICATION
Author - Dr. Mallika Vijayakumar

Contents
Unit I a**)**International communication: nature, importance, scope and dimensionsb) factors affecting the flow of information.

Unit II a**)**Communication policies and world communications order and structure.b)Recent Changes and development in the Global Information and Communication order.

Unit III a)Issues in International Communicationb) communication imbalances in news, radio, TV, film, ICT, c)advertising and PR and technology –

Unit IV a**)** Transborder data flow b) Cross-cultural communication: implications, problems and perspectives.

Unit V a**)** Mass media and information imbalances, inequalities and other problems b) NIICO and UNESCO mass media declaration.

17MC3019 Course Title: VISUAL MERCHANDISING
Author - Dr. Mallika Vijayakumar

Contents
Unit I –
a)Concept of Visual Merchandising b) Objectives of Visual Merchandising, c)Growth of Visual Merchandising, Visual Merchandising in India.

Unit II –
a)Scope of visual merchandising in India,b) Visual Merchandising as a Support for Positioning Strategy, c)Prospects of Visual Merchandising,

Unit III a) Challenges in Visual Merchandising: The common challenges, ways to overcome the visual merchandising challenges it.

Unit IV a) The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, b) The Assortment of Products, Assortment strategy, c)Merchandise Mix of Show Off.

Unit V – a) Role of a merchandiser, b)Other Atmospherics in Merchandisingc)Colour scheme, Lighting-Store Layout.

17MC3013 Course Title: DIRECTION
Author - Ms. B. Saranya

Contents
Unit I - INTRODUCTION

(a) Direction – (b) action techniques – (c) elements of direction. – (d) Principles of direction. Planning and performance-

Unit II - SKILLS AND TECHNIQUES

(a) Roles and responsibilities of direction- (b) skills and techniques related to performance and direction rehearsal

Unit III - DIRECTION STYLES
(a) Location scouting- (b) evaluation of different styles of direction. (c) Ethics and moral responsibility in direction- (d) Artistic identity and drama

Unit IV - CRAFTING
(a) Screencraft – (b) The story and its development – (c) Aesthetics and Authorship

Unit V - MAKING
(a) What Do Directors Direct? – (b) How to Direct the Eyes? – (c) How to Convey and Suggest Meaning

17MC3014 Course Title: DIRECTION LAB

Experiments
The faculty will frame acting and directing exercises based on different genres and the lab will be completely activity based.

17MC3021 Course Title: DOCUMENTARY FILM LAB

Experiments
The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

17 MC3022 Visual Merchandising Lab
Experiments
The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

17MC3005 Course Title: REPORT WRITING AND PUBLICATION
Author - Dr. Prasanth Koothoor

Contents
Unit I – a)Introduction to Report Writing – b)Different kinds of writing. c) Report Writing. d)Technical Writing, e) Scientific and Descriptive Writing

Unit II – a)Organisation – b)Formal & Informal Reports in an Organisation. c)Organisational Communication. d)Emails, Memos, Circulars, Official letters, Letters of complaints.

Unit III – a)**Marketing /Business Report** – b)Writing a proposal, c)Survey Design,d) market strategies and research Executive Summary - Annual Report.

Unit IV – a)**Creative Report** – b)Report on Client. c)Advertorial. d)Classifieds. e) Creative and Marketing Strategy. f)Client Brief. Background details of Competitor.

Unit V – a)**Research Writing –** b)Abstracts – c)Review - Research Proposal – d)Synopsis – e)Research Review – f)Findings and Conclusion.

17MC3016 Course Title: MEDIA ANALYSIS
Author - Dr. Prasanth Koothoor

Contents
Unit I – a)Introduction to media Organizations, b)Audience, c)Products and people-Techniques of media interpretation- d) Critical and Analytical Thinking, e) Cultural studies, f) Monitoring and Evaluation methods

Unit II –a) Media content analysis based on various social issues. b)Print media Narrative content analysis, c)Discourse analysis-d)Semiotic analysis-e) Marxist analysis-f)psycho-analytical criticism-g)Sociological analysis- h)Media literacy

Unit III – a)Broadcast Programs structure,b) Program content analysis,c) Audience analysis – d)Film analysis – e) Music analysis – f)Design analysis

Unit IV – a)New Media structure and content analysis, b)Comparative analysis – c)Product, people and Production houses.

Unit V – a)Specific issues selected for content analysis application.b) Case studies Media Marketing Analysis – c)New media marketing analysis.

17MC3015 Course Title: SOCIAL MEDIA
Author - Dr. Mallika Vijaya Kumar

Contents
Unit I
a)History and Evolution of Social Media b)Understanding the fundamental working principles of Social Media c)User profiles – User Applications d)Social Media for growth and progressive society.

Unit II
a)Nature, Characteristics, Applications of Social Media – Social Media Terminologies - Websites – Blogs – Microblogs – User Generated Social Media Content (YouTube) b)Social Networking Sites for professional

Linkages (Facebook, LinkedIn), Over the Top Messaging Systems (WhatsApp), Voice over c)Internet Protocol (Skype, FaceTime), USSD, Mobile Calls/SMS,d) Emails, Mobile Apps

Unit III –
a)Culture and Social Media b)Economics and Ownership Privacy – Law and Ethics – c) Central Issues in Social Mediad) Identity and reputation - Visuality e) Case studies and review of published articles.

Unit IV a) Measuring, Monitoring and Analysing Social Media trends and Impact b)- Application Domains - Case studies and review of published articles.

Unit V a) Social Media, Crowd Sourcing and The News,b) Social Media Organizations - Social Media c)Activism- Case studies and review of published articles.

17MC3020 Course Title: DEVELOPMENT COMMUNICATION
Author - Ms. B. Saranya

Contents
Unit I - INTRODUCTION
(a) Nature of development- (b) Defining development goals- (c) Key concepts- (d) Dependency- (e) decentralization- (f) Industrialization.

Unit II - MODERNIZATION
(a) Modernization- (b) third world needs- (c) complexity and alternate paths. Development communication- (d) Roles and philosophy- (e) difference between communication and development communication

Unit III - THEORISTS
(a) Models of Daniel Lerner, (b) Everett Rogers and (c) Wilbur Schramm

Unit IV - FORMS
(a) Communication for social change- (b) Folk forms-theatre and empowerment through silver screen- (c) Social Advertising-

Unit V - APPLICATIONS
(a) Agencies involved- (b) DAVP and NGOs – (c) Campaign Strategies and applications

17MC3010 Course Title: ADVANCED ANIMATION
Author - Ms. B. Saranya

Contents
Unit I - OVERVIEW
(a) Animation - (b) Pre-production- (c) Aesthetics of Film-Making- (d) Character Animation- (e) 3D Character Development

Unit II - PROCESS
(a) Rigging & Character Set-up- (b) Texturing and Look Development- (c) Digital Painting- (d) Matte Painting- (e) BG Modeling and Surfacing

Unit III - TECHNIQUES
(a) Texturing & Look Development- (b) Lighting & Rendering - © Particle Dynamics.- (d) Sculpting

Unit IV - CONCEPTS

(a) Game - (b) Theory- © Game Development Pipeline- (d) Game Concept Art- (e) Environment Modeling – (f) Stylised Character Modeling

Unit V - MODELING

(a) Next-Gen Character Modeling- (b) Next-Gen Vehicle Modeling- (c) Rigging & Animation for games- (d) Introduction to Game Engine- (e) Asset Integration in Game Engine

17VE3001 VALUE EDUCATION
Author Mrs. Pauline

.
UNIT I –
a)Life Mission: Global issues, current social, political, economic and environmental issues of India, sensitivity towards human problems and needs, exposure visit, study about inventions and innovations, problems as opportunities. b)Importance and identifying individual's life mission
UNIT II –
a)Life Mission and Personal Challenges: Comfort trap, credential trap, compromise trap,b) prioritizing, negative mindset, lack of focus, procrastination, physical challenges, independence and responsibility.
UNIT III –
a)Life Mission and Societal Challenges: World of fantasies, balancing work and family, maintaining emotional stability,b)Stewardship, adapting to a new culture and lifestyle, handling competition, abiding the law of the land
UNIT IV a)Life Mission and Values: Integrity in personal, social and family life, accountability, transparency, conviction,b) healthy relationships, love, sex and marriage
UNIT V – a)Leader with Social Concern: Servant leadership, loyalty towards nation, s disparity, physically and intellectually challenged.b) India's national missions, social engineering.
Reference Books: 1. Kelsang Gyatso, How to Solve Our Human Problems: The Four Noble Truths, Tharpa Publications 2005. 2. Ifeanyi Enoch Onuoha , Overcoming the challenges of life, Authorhouse, 2011.
3. John c Maxwell, Five Levels of Leadership, the Proven Steps to Maximize Your Potential, Center Street, 2011
4. Thiruvalluvar, Thirukkural, Aditi Publications, 2010. 5. Mahatma Gandhi, The story of my experiments with truth, Mahatma Gandhi, penguin classics, 2010. 6. Steven R covey, 8th Habit of effective people (From Effectiveness to Greatness), Free Press, Newyork , 2005.
7. APJ. AbdulKalam, Innovative Solutions towards Sustainable Development, Penguin India 2011.

17MC3024 MEDIA PSYCHOLOGY
Credits 3:0:0

Course Objectives
 To provide the students with the essential knowledge to know and understand the psychology of media viewing habits of the individual and its repercussions.
 To make students realize the importance of research and the various rubrics plausible in the area.
 To study the nature of media users and audience

17MC3017 Course Title: SOCIAL MEDIA LAB

Experiments
The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

17MC3011 Course Title: ADVANCED ANIMATION LAB

Experiments
The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

17MC3012 Course Title: SOUND EFFECTS AND FOLEY LAB

Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.