



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

BOARD OF STUDIES

Minutes of Board of Studies Meeting held on June 2022

Venue: Online

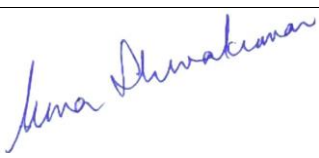
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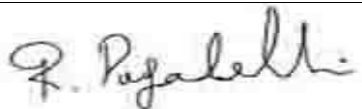
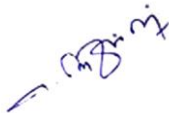
The BOS meeting has been convened on, **6th June 2022**, to frame the new curriculum and syllabus for the School of Science and Humanities, department of Visual Communication to be implemented from the Academic year 2022.

AGENDA

- Revision of Syllabus for 2022 B.Sc & M.Sc curriculum.
- Discussion for approval of syllabus.

The following members were present for the BoS meeting.

Sl. No.	Name of the Member with designation and official Address	Members
Head of the Department		
1	Dr. N. Nazini M.sc., M.Phil. Ph.D Head, Department of Visual Communication	
Subject Experts		
1	Dr. Uma Vangal (Visiting Professor, Kenyon College, Ohio University and also Adjunct Faculty, Asian College of Journalism, Chennai)	

2	Dr. V. Vijaya kumar (Media Consultant & Academician – Asst.Professor, Xavier University)	
3	Dr. S. Arul Selvam (Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University)	
Internal Members		
1	Mr. R. Pugalendhi M.Sc., D.F.Tech., (Ph.D) Assistant Professor, Department of Visual Communication	
2	Dr. A.R. Vimal Raj M.Sc. Ph.D Assistant Professor, Department of Visual Communication	
3	Dr. N. Raja M.Sc., M.Phil., Ph.D., PGDPR Assistant Professor, Department of Visual Communication	
4	Mr. E. Senthil Kumaran, MCJ., M.Phil., (Ph.D) Assistant Professor, Department of Visual Communication	

Minutes of the Meeting – Dated on 6th June 2022

- Our Head of the Department commenced the Board of studies meeting by welcoming the dignitaries Dr. Uma Vangal (Visiting Professor, Kenyon College, Ohio University and also Adjunct Faculty, Asian College of Journalism, Chennai, Dr.V.Vijaya kumar (Media Consultant & Academician – Asst.Professor, Xavier University) and Dr.S.Arul Selvam.(Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University).
- Discussed about the Innovative Blended Teaching methodology adopted to handle the emerging technology concept courses and dynamic teaching learning environment.
- The suggestions received from the External members earlier were also discussed before the board for modifications.

- The content of the individual syllabus was discussed in detail. In regard to the UG subjects Dr. Uma Vangal suggested adding course credit from NPTEL/MOOC for BSc Visual Communication students.
- She further recommended arranging more industrial visits for the practical courses to get practical exposures from film or television productions industries.
- She also insisted on having a Digital Journalism Course as the future revolves around the digitalization.
- Dr. V. Vijaya Kumar recommended a few subject switch semesters because of the linear understanding of the curriculum.
- He insisted on signing MOUs with industry to collaborate with industry and academia.
- Dr. S. Arul Selvam insisted on adding new courses like Anchoring production and Documentary film making because students should have practical exposure of handling a show and filming it.
- All their suggestions and comments have been noted and corresponding alterations have been done in the syllabi.

B.Sc Syllabus

The B.Sc syllabus approved by the BOS members and academic council during BOS meeting (held for the period June 2022) will be implemented for the B.Sc Visual Communication programme, for the batch 2023

New Courses Introduced are: SVCA1201- Communication Theories; SVCA1203 - Body Language and Communication

Lab: SVCA2305 - Documentary Filmmaking; SVCA2404 - Digital Journalism

Electives: SVCA2306 - Anchoring and News Presentation; SVCA2406 - Sound Design; SVCA3507 - Digital Media Production

M.Sc Syllabus

The M.Sc syllabus approved by the BOS members and academic council during BOS meeting (held for the period June 2022) will be implemented for the M.Sc Visual Communication programme, for the batch 2023

Dr. Uma Vaangal, Dr. Vijayakumar, and Dr. Arul Selvan have suggested changes to the M.Sc. Viscom syllabus for the various semesters. Here are their suggestions for each semester:

Semester 1:

SVCB5101 Understanding Visual Communication:

Introduce more practical exercises to apply theoretical knowledge.

SVCB5102 Communication Research:

Semester 2:

SVCB5202 Media Research Methodology:

Enhance practical training in research methodologies.

SVCA1201	COMMUNICATION THEORIES	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To make students to explore media theories
- To study the impact of media in society
- To provide a theoretical understanding on Media system and theories

UNIT 1: INTRODUCTION TO MASS COMMUNICATION

9 Hrs.

Mass communication: Definition; Characteristics; Impact. Models of Media Communication - Two step & Multi Step flow - Gate keeping - Newcomb, George Gerbner, McNelly's model of news flow, Agenda Setting.

UNIT 2: MEDIA EFFECT THEORIES

9 Hrs.

News Framing; Media Priming; Social-Cognitive Theory; Cultivation theory; Media Dependency Theory; Uses and gratification studies; Stereotyping; Entertainment as Media Effects.

UNIT 3: MEDIA SYSTEMS AND THEORIES

9 Hrs.

Media Systems: Types; Individual Difference Theory; Normative theories; Functional Theory; Feminist Theory; Propaganda Model; Public Sphere; Spiral of Silence.

UNIT 4: MEDIA AUDIENCE

9 Hrs.

Audience Concept; Active and Passive Audience, Audience as Market, Audience as Public, Gendered Audience, Media Literacy.

UNIT 5: NEW MEDIA AND MASS COMMUNICATION

9 Hrs.

Social Media Revolution; Network Society; New Media impact on Traditional Media; Media Convergence; Information Overload;

Max. 45 Hours

COURSE OUTCOME:

- CO1:** To Understand the basic media theories
CO2: Demonstrate the hidden agenda of press theories in current news media
CO3: Remember the nature of selectivity in choosing and retaining of media content
CO4: Apply the audience theories in recognizing media influence
CO5: To focus on social consciousness in using media
CO6: To Concentrate on New Media Impact

TEXT / REFERENCE BOOKS

1. Joseph Dominick, the Dynamic of Mass Communication, Theory and Process. 2nd edition Palgrave Macmillan.2003.
2. Keval J Kumar , Mass communication in India.4th Edition, Jaico Publishing house, 2000.
3. McGraw, Hill Education, 2012.
4. Marshal Mc Luhan, Understand Media, 2014. McGraw - Hill Education

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

PART A: 10 Questions of 2 marks each uniformly distributed – No choice

PART B: 2 Questions from each unit of internal choice, each carrying 10 marks

Exam Duration: 3 Hrs.

20 Marks

80 Marks

New Course

SVCA1203	BODY LANGUAGE AND COMMUNICATION	L	T	P	Credits	Total Marks
		0	0	0		100

COURSE OBJECTIVE

- Learn How to engineer a confident body language.
- The ability to interpret other people body language.
- To use body language online and improve online presence

UNIT 1: INTRODUCTION TO BODY LANGUAGE

9 Hrs.

Defining Body Language, Scope and relevance. Proxemics, Four different Zones of Intimacy. Proxemics: High context and low context cultures, Behavioural Connotations.

UNIT 2: HAPTICS, KINESICS AND FACIAL EXPRESSION

9 Hrs.

Oculistics – the language of eyes, Haptics – The language of Touch, kinesics and facial expressions. Macro and micro facial expressions

UNIT 3: UNDERSTANDING BODY MOVEMENTS

9 Hrs.

Cultural differences in Smiles, Major role of mouth in communication, Head tilts and inclines, Body language and Hand movements. Understanding finger movements, Movements of feet and legs.

UNIT 4: PARALANGUAGE AND CHRONEMICS

9 Hrs.

Paralanguage – Periphery of language, chronemics, Chromatics, Cultural Interpretation, olfactics, physical appearances and artifacts.

UNIT 5: DIGITAL BODY LANGUAGE

9 Hrs.

Gustorics and silence, Computer mediated communication, Social Presence Theory, Apprehensions about digital language for learning and development. Panoptic Studio, Online foot prints.

Max. 45 Hours

COURSE OUTCOME:

- CO1:** To understand body language for effective communication
- CO2:** Able to use positive body language for better communication
- CO3:** To increase confidence level
- CO4:** To recognize signs of deceit, stalling and lies in your interlocutors
- CO5:** To understand importance of social presence and digital foot prints.
- CO6:** To read and decipher body language, non-verbal messages and deceit signals

TEXT / REFERENCE BOOKS

1. Pease, Allan. Body Language: How to Read Others Thoughts by Their Gestures (1997)
2. Pease, Allan and Pease, Barbara. The Definitive Book of Body Language (2004)
3. Calero, Nierenberg. How to Read a Person Like a Book: Observing Body Language to Know What People Are Thinking (2012)
4. Navarro, Joe and Karlins, Marvin. What Every BODY is Saying: An Ex-FBI Agent's Guide to Speed-Reading People (2008)

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

PART B: 2 Questions from each unit of internal choice, each carrying 16 marks

80 Marks

New Course

SVCA2305	DOCUMENTARY FILM MAKING	L	T	P	Credits	Total Marks
		0	2	6	4	100

Unit I Documentary History

9 Hrs

The history of documentary film making, Growth of documentary filmmaking, Concept making ideas, Types of shots.

Unit II Documentary as a Genre

9 Hrs

Documentary, Characteristics of a documentary, documentaries the image and ideology. documentary production in its social and historical context.

Unit III Documentary types & Modes

9 Hrs

Documentary types, Modes of representation used in documentary: expository, observational, interactive and reflexive modes of representation. Documentary production strategy, Analyzing the documentary.

Unit IV Documentary Concept

9 Hrs

Concept of documentary realism, Realism in documentary film, types of realism, neorealism, Surrealism and the unconscious, documentary Research, Collecting data.

Unit V Documentary Narration

9 Hrs

The reality in documentary film, Numerous social issues, Presentation style to viewers, Rhetoric, and Narrative technique, Voice over, transcript editing, preparing filmlogs, script editing, rough cutting, fine cutting.

Max.

45 Hours

PROJECT OUTLINE:

1. Analysis of a Documentary film
2. Research work of Documentary
3. Documentary Script
4. Short Documentary Film

Course Objective:

- Students will gain an understanding of the skills necessary to produce interesting and creative documentary films.
- Students will become skilled in executing all aspects of documentary production.
- Students will experience how to critically analyze contemporary documentary
- Students will produce a quality and creative documentary film.

TEXT BOOKS:

1. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
2. Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.
3. Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press

REFERENCE BOOKS:

1. Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press. (1993).
2. Rabiger, Michael, Directing the Documentary (4 th Edition). United kingdom: Focal Press, (2004).

SVCA2306	ANCHORING AND NEWS PRESENTATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

Course Objectives:

- Define various on-air skills for broadcast media
- Associate the various programme formats and job roles in radio and TV
- Articulate the art of anchoring, news reading and reporting
- Attribute the students with camera, microphone and other recording devices
- Editorialise the art of anchoring/news reading/reporting

Unit 1: Anchoring Skills for Radio and TV

9

Hrs

Comfort with camera, microphone and other equipment, Skills of on air presence: Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Solid knowledge base, Understanding of ethical issues, Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation , command over language,

Unit 2: Art of Interviewing, Reporting and Anchoring

9

Hrs

Learning Interviewing skills, Discussing prominent anchors: Case studies from Radio and TV, Anchors role in debates and panel discussions inside Studio and outside, On location anchoring/ Reporting facilitator, Relevance of research and keeping updated with current affairs, Knowing personalities and their background Understanding ground realities and issues.- how to handle interviews.

Unit 3: News reading & Voice Over (VO)

9

Hrs

News reading and presentation, Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of fake news and cross checking.

Unit 4: Anchoring and News Presenting styles

9

Hrs

Anchoring skills for various types of shows in radio and television, diction (dos and don'ts), Sensitivity while handling event, religious venues and conflict. Anchor styling (Costume, make up etc).Body Movements- Emotions & facial gestures - Dialogue delivery and character study - Performance skills analysis Voice and body language - Colourful words painting in radio - Understanding the concept of the medium.

Unit -5 - Presentation Skill

9

Hrs

Understanding Live Programme -TV Show hosting - Talk show host and moderating an event for TV channels.-corporate events and studying the current VJ's and their style - different kind of live shows

Max: 45 Hours

Project: Based on Assignments: Each Assignments – 1 -2 mins

1. Anchoring a Recorded Radio Programme and art of sound bite.
2. News Presenter and art of Interview with celebrities or Single camera live show

Student Learning Outcomes:

- Quote the nuances of broadcast media
- Interpret the characteristics of various programmes on Radio and TV and required on-air skills for the same
- Execute the industry patterns for broadcast media
- Illustrate anchoring, news reading, interviewing and other skills
- Understand the unique styles of prominent Radio and TV personalities
- Experiment a comfort level with camera, microphones and recording devices

Text & References:

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.
4. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.
5. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.
6. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal

 New Course

SAIC4003	UNIVERSAL HUMAN VALUES	L	T	P	Credits	Total Marks
		2	1	0	3	100

COURSE OBJECTIVES

- To develop a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence
- To understand (or developing clarity) the harmony in the human being, family, society and nature/existence
- To strengthen self-reflection
- To develop commitment and courage to act

MODULE 1 COURSE INTRODUCTION - NEED, BASIC GUIDELINES, CONTENT AND PROCESS FOR VALUE EDUCATION

1. Purpose and motivation for the course, recapitulation from Universal Human Values-I
2. Self-Exploration—what is it? - Its content and process; 'Natural Acceptance' and Experiential Validation- as the process for self- exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfil the above human aspirations: understanding and living in harmony at various levels. Practice sessions to discuss natural acceptance in human being as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than as arbitrariness in choice based on liking-disliking.

MODULE 2 UNDERSTANDING HARMONY IN THE HUMAN BEING - HARMONY IN MYSELF!

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - happiness and physical facility
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure Sanyam and Health. Practice sessions to discuss the role others have played in making material goods available to me. Identifying from one's own life. Differentiate between prosperity and accumulation. Discuss program for ensuring health vs dealing with disease.

MODULE 3 UNDERSTANDING HARMONY IN THE FAMILY AND SOCIETY- HARMONY IN HUMAN-HUMAN RELATIONSHIP

13. Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship
14. Understanding the meaning of Trust; Difference between intention and competence
15. Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship
16. Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals
17. Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family. Practice sessions to reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios. Elicit examples from students' lives.

MODULE 4 UNDERSTANDING HARMONY IN THE NATURE AND EXISTENCE - WHOLE EXISTENCE AS COEXISTENCE

18. Understanding the harmony in the Nature

19. Interconnectedness and mutual fulfilment among the four orders of nature- recyclability and self regulation in nature

20. Understanding Existence as Co-existence of mutually interacting units in all-pervasive space

21. Holistic perception of harmony at all levels of existence.

Practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.

MODULE 5 IMPLICATIONS OF THE ABOVE HOLISTIC UNDERSTANDING OF HARMONY ON PROFESSIONAL ETHICS

22. Natural acceptance of human values

23. Definitiveness of Ethical Human Conduct

24. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order

25. Competence in professional ethics: a. Ability to utilize the professional competence for augmenting universal human order b. Ability to identify the scope and characteristics of people friendly and eco-friendly production systems, c. Ability to identify and develop appropriate technologies and management patterns for above production systems.

26. Case studies of typical holistic technologies, management models and production systems

27. Strategy for transition from the present state to Universal Human Order: a. At the level of individual: as socially and ecologically responsible engineers, technologists and managers b. At the level of society: as mutually enriching institutions and organizations

28. Sum up.

Practice Exercises and Case Studies will be taken up in Practice (tutorial) Sessions eg. To discuss the conduct as an engineer or scientist etc.

Total: 28 Lectures And 14 Practice Sessions

COURSE OUTCOMES

On completion of the course, the student are expected

CO1: To become more aware of themselves, and their surroundings (family, society, nature)

CO2: They would become more responsible in life, and in handling problems with sustainable solutions, while keeping human relationships and human nature in mind

CO3: To have better critical ability

CO4: To become sensitive to their commitment towards what they have understood (human values, human relationship and human society)

CO5: To apply what they have learnt to their own self in different day-to-day settings in real life, at least a beginning would be made in this direction

TEXT /REFERENCE BOOKS

1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010
2. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
3. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
4. The Story of Stuff (Book).
5. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
6. Small is Beautiful - E. F Schumacher.
7. Slow is Beautiful - Cecile Andrews
8. Economy of Permanence - J C Kumarappa
9. Bharat Mein Angreji Raj – Pandit Sunderlal
10. Rediscovering India - by Dharampal

11. Hind Swaraj or Indian Home Rule - by Mohandas K. Gandhi
12. India Wins Freedom - Maulana Abdul Kalam Azad
13. Vivekananda - Romain Rolland (English)
14. Gandhi - Romain Rolland (English)

ASSESSMENT:

Assessment by faculty mentor: 10

marks Self-assessment:: 10 marks

Assessment by peers: 10 marks

Socially relevant project/Group Activities/Assignments: 20

marks Semester End Examination: 50 marks



New Course

SVCB5101	UNDERSTANDING VISUAL COMMUNICATION	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

OBJECTIVES

- Gain knowledge of the principles, elements, and techniques of visual communication.
- Explore the historical context and evolution of visual communication.
- Develop an understanding of how visual communication influences perception and interpretation.

UNIT 1 COMMUNICATION

9 Hrs.

Definition- Nature and Scope – Intentions- Communication need- Importance of Human and Visual Communication as Expression- Skill and process- Understanding communication- Visual journalism: infographics, data visualization, and visual storytelling.

UNIT 2 ELEMENTS OF VISUAL COMMUNICATION

9 Hrs.

Overview of visual communication and its importance in various fields - Historical context and evolution of visual communication - Elements of visual communication: line, shape, color, texture, space, and form - Principles of visual communication: balance, contrast, emphasis, movement, pattern, and unity.

UNIT 3 VISUAL COMMUNICATION TOOLS AND TECHNIQUES

9 Hrs.

Visual culture- Visualizing- Visual power- Visual pleasure- Fundamentals of Design- Definition- Approaches- Elements Line, Shape, Space, Color, Texture, Form- Principles of Design – Symmetry, Rhythm, Contrast, Balance, Mass/ Scale, Typography: fonts, hierarchy, readability, and legibility - Layout and composition: grids, alignment, and visual flow.

UNIT 4 PERCEPTIONS

9 Hrs.

Principles of Visual and other Sensory Perceptions- Color psychology and theory, Definition- Optical/Visual illusion-Visual aesthetics and artistic expression - Graphic design principles and practices - Illustration and visual narrative - Fine arts - Critique and analysis of visual works - Making of Script- Model of Script Writing- Development of Script Writing- Spot Script Writing.

UNIT 5 DESIGN PROCESS

9 Hrs.

Basics- Elements- Design Process – Research-Source of concept- Process of developing ideas – Verbal-Visual- Combination and Thematic- Visual thinking- Associative techniques- Materials- Tools precision instruments- Design execution and Presentation.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Understanding of the different types of communication, including intrapersonal, interpersonal, mass communication.
- CO2** - Understanding of the elements and principles of design.
- CO3** - Able to analyze and apply principles of visual and other sensory perceptions to create impactful visual communication.
- CO4** - Acquired practical skills in graphics design, including research.
- CO5** - Able to integrate their communication and design skills, demonstrating critical thinking and creativity in combining verbal and visual elements.
- CO6** - Understanding different materials used in graphic design.

TEXT / REFERENCE BOOKS

1. Waveland Press. Alberts, J. K., Martin, J. N., & Nakayama, T. K. (2018). Communication in Society. Pearson.
2. DeVito, J. A. (2017). Human Communication: The Basic Course. Pearson.
3. Lull, J. (2019). Evolutionary Communication: An Introduction. Routledge.
4. Edwards, A., Edwards, C., Wahl, S. T., & Myers, S. A. (2015). The Communication Age: Connecting and Engaging. SAGE Publications.
5. Shahira Fahmy (2014) Visual Communication Theory and Research: A Mass Communication Perspective-PDF drive.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 6 Questions of 5 marks each - No choice

30 Marks

PART B: 2 Questions from each unit with internal choice, each carrying 14 marks

70 Marks

 New Course

SVCB5102	COMMUNICATION RESEARCH	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVE

- To encourage students to learn and understand the importance of research.
- To focus on students to create their own thesis.
- To develop interpreting data through Statistical techniques.

UNIT 1 MEDIA RESEARCH 9 Hrs.

Development Of Mass Media Research Around The World – Phases Of Media Research- Communication Research In India – Evolution Of New Media And The Audience.

UNIT 2 RESEARCH PROCEDURE 9 Hrs.

Research Procedure: Steps In Doing Research – Media Research Problems- Review Of Media Studies- Sources Of Secondary Data – Hypothesis- Types Of Hypothesis- Sampling Procedure- Probability And Non- Probability Sampling Techniques- Sampling Error.

UNIT 3 PRIMARY DATA 9 Hrs.

Primary data: Types Of Data – Nominal, Ordinal, Interval, and Ratio – Data Collection methods and Tools: Types Of Questions – Construction Of a Questionnaire, Interview Schedule and Techniques – Focus Group – Observation Techniques, Scales- Attitude Scales Procedure And Application Of Thurstone, Likert, Semantic.

UNIT 4 RESEARCH DESIGN 9 Hrs.

Experimental and Non- Experimental Research Methods- Qualitative And Quantitative Studies- Descriptive And Analytical Research- Action-Applied -Fundamental Research- Cross Sectional And Longitudinal Research Design- Factorial Design, Content Analysis- Case Study Approach.

UNIT 5 DATA ANALYSIS 9 Hrs.

Data Report Writing: Meaning and Concept of Report writing, Structure of Writing, outline of Report writing, AI Report Writing, Characteristics of a good Report writing, Importance of Report writing, Precautionary Measures for Writing Report.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Understand different types of research techniques.
- CO2** - Analyze quantitative and qualitative data and provide validated results.
- CO3** - Conduct a research study with valid data.
- CO4** - Learn statistical testing with SPSS software.
- CO5** - Gain an understanding of different types of sampling.
- CO6** - Enhance data interpretation and presentation skills to effectively communicate research findings.

TEXT / REFERENCE BOOKS

1. Tempell and Westley , Research methods in mass communication', prentice hall, 1981.
2. Communication theories: origin, methods and uses' by severin and tankard, hastings house,

- publishers, 1979.
3. Roger Wimmer & Joseph Dominick, Mass media research – an introduction (3rd edn,) wadsworth publications, 1991.
 4. Arthur Asa Berger, Media and Communication Research and Methods, 3rd Edition, Sage Publication, 2013.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 6 questions of 5 marks each uniformly distributed - without choice.

30 Marks

PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.

70 Marks

 New Course

SVCB5202	MEDIA RESEARCH METHODOLOGY	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVE

- To foster a comprehensive comprehension of the intricacies and historical context of media research.
- To impart knowledge regarding the methodological concepts associated with media and communication research.
- To introduce and enhance understanding of the tools, techniques, and methodologies employed in media research.

UNIN 1 INTRODUCTION OF NEW MEDIA

9Hrs.

New Media - Concept and Characteristics - Development of New Media-Different forms of New Media Proliferation of Web Based Services - Document Analysis in New Media.

UNIT 2 NEW MEDIA AND SOCIETY

9 Hrs.

Theoretical Perspective of New Media - Diffusion of New Media - Virtual and Social Networking Communities- Tool and Design for Internet - Mediated Research Sampling In Internet - Mediated Research.

UNIT 3 RESEARCH AREAS IN NEW MEDIA

9 Hrs.

Electronic media: Television ,Radio, Print media, Web Logs, Blogs, Social Networking Sites (SNS)- New Media and Entertainment, Online Trading and e-commerce , Corporate communication Advertising, Online Advertising and e-PR, Network Analysis. Visual Narrative methods.

UNIT 4 TOOLS AND TECHNIQUES

9 Hrs.

Process of New Media Research - Online Panels, Web Survey - Advanced Analysis - Online Interviews and Focus Group Discussion Forums- Observations and Chat - Web Content Analysis, Content Analysis, Semiotics, Ethnography, Discourse analysis, Visual Text methods, Photo elicitation or Participatory mapping, Case study, Triangulation method.

UNIT 5 ETHICAL ISSUES IN NEW MEDIA RESEARCH

9 Hrs.

Brief Introduction of Cyber Laws - Cyber Ethics – Convergence – Hacking- Legal Issues- Future of Web Survey - Reliability and Validity of Content in New Media Research - Technological Issues in New Media Research - Business and Societal Issues. Data analysis: Data Classification, Coding And Tabulation- Graphic Representation Of Data- Thesis Writing Method – Use Of SPSS- The Writing Format And Style – Ethics In Conducting Research, NVIVO Software and techniques.

COURSE OUTCOME

On completion of the course, student will be able to

CO1 - students will acquire and showcase valuable research skills.

CO2 - Students will gain an in-depth understanding of various research approaches, methods, tools, and reporting techniques.

CO3 - Students will develop a comprehensive understanding of how research is applied within the dynamic landscape of media industries.

CO4 - Students will also learn to leverage the significance of computers and digital media in conducting research effectively.

CO5 - students will possess the competence to conduct research specifically in the media sector.

CO6 - Attained expertise in writing research papers.

TEXT / REFERENCE BOOKS

1. Gunter, B. (2000). Media Research Methods Measuring Audiences Reactions and Impact. SAGE Publications. o Gupta, S.L. and Gupta, H. (2011).
2. Research Methodology – Text and Cases with SPSS Applications, International Book House Pvt. Ltd., New Delhi, Gupta, S.L. and Gupta, H. (2011)
3. SPSS 17.0 for Researcher, International Book House Pvt. Ltd., New Delhi o Harindranath, R. (2009).
4. Audience Citizens The media, Public knowledge and interpretive practice. Sage publications o Kaid, L. L. (2008).
5. Wimmer, R.D. and Dominick, J.R. (2014). Mass Media Research An Introduction. Cengage Learning.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 6 questions of 5 marks each uniformly distributed - without choice

30 Marks

PART B: 2 Questions from each unit of internal choice, each carrying 10 marks

70 Marks

 New Course



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

BOARD OF STUDIES

Minutes of Board of Studies Meeting held on December 2022

Venue: Online

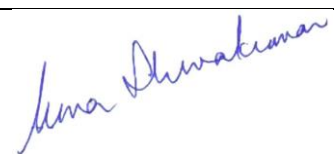
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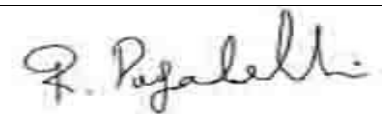
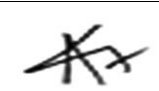
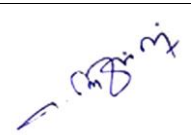
The BOS meeting has been convened on, **14, December 2022**, to frame the new curriculum and syllabus for the School of Science and Humanities, department of Visual Communication to be implemented from the Academic year 2023.

AGENDA

- Revision of Syllabus for 2022 B.Sc & M.Sc curriculum.
- Discussion for approval of syllabus.

The following members were present for the BoS meeting.

Sl. No.	Name of the Member with designation and official Address	Members
Head of the Department		
1	Dr. N. Nazini M.sc., M.Phil. Ph.D Head, Department of Visual Communication	
Subject Experts		
1	Dr. Uma Vangal (Visiting Professor, Kenyon College, Ohio University and also Adjunct Faculty, Asian College of Journalism, Chennai)	

2	Dr. V. Vijaya kumar (Media Consultant & Academician – Asst.Professor, Xavier University)	
3	Dr. S. Arul Selvam (Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University)	
Internal Members		
1	Mr. R. Pugalendhi M.Sc., D.F.Tech., (Ph.D) Assistant Professor, Department of Visual Communication	
2	Dr. A.R. Vimal Raj M.Sc. Ph.D Assistant Professor, Department of Visual Communication	
3	Dr. N. Raja M.Sc., M.Phil., Ph.D., PGDPR Assistant Professor, Department of Visual Communication	
4	Mr. E. Senthil Kumaran, MCJ., M.Phil., (Ph.D) Assistant Professor, Department of Visual Communication	

Minutes of the Meeting – Dated on 14th December 2022

- Our Head of the Department commenced the Board of studies meeting by welcoming the dignitaries Dr. Uma Vangal (Visiting Professor, Kenyon College, Ohio University and also Adjunct Faculty, Asian College of Journalism, Chennai, Dr.V.Vijaya kumar (Media Consultant & Academician – Asst.Professor, Xavier University) and Dr.S.Arul Selvam.(Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University).
- The meeting discussed the adoption of innovative blended teaching methodologies to address emerging technology concepts and create a dynamic teaching-learning environment. This approach likely combines traditional teaching methods with digital resources and interactive learning techniques.
- Detailed discussions took place regarding the content of individual course syllabi, presumably for both undergraduate and possibly postgraduate programs.
- Dr. Uma Vangal suggested the removal of socio-psychology from the curriculum and instead highlighted the importance of prioritizing media psychology classes. This shift

would enhance students' comprehension of the psychological aspects of media, thus providing a deeper insight into the impact of media on the human psyche.

- Dr. V. Vijaya Kumar stressed the significance of integrating content writing across various media formats, underlining the value of instructing students on the art of crafting content. This approach would offer students valuable skills that can be applied across a broad spectrum of media, benefiting them in multiple ways.
- The suggestions previously received from external members were discussed, and it seems that the board considered these suggestions for possible modifications or enhancements to the curriculum.
- Dr. S. Arul Selvam put forward a proposal to introduce new courses, including one on media entrepreneurship, which would serve to guide and shape students by equipping them with a comprehensive set of skills necessary for becoming successful entrepreneurs in the media industry.
- The meeting concluded with the acknowledgement that all suggestions and comments from the dignitaries were duly noted and that necessary adjustments to the syllabi were made to align with the recommendations.
- In essence, the meeting focused on elevating the curriculum and teaching methodologies to equip students for the evolving media and communication landscape, blending theoretical knowledge with practical exposure.

B.Sc Syllabus

The B.Sc syllabus approved by the BOS members and academic council during BOS meeting (held for the period January 2023) will be implemented for the B.Sc Visual Communication programme, for the batch 2023 as

New Courses Introduced are: SVCB1102 - Media Psychology; SVCB1302 - Visual Narrative Methods

Lab: SVCB2401 - Digital Storytelling; SVCB2501 - Digital Content Writing;

Electives: SVCB2603 - Media Entrepreneurship Techniques; SVCB3003 - UX and UI

M.Sc Syllabus

The M.Sc syllabus approved by the BOS members and academic council during BOS meeting (held for the period April 2022) will be implemented for the M.Sc Visual Communication programme, for the batch 2023

Dr. Uma Vaangal, Dr. Vijayakumar, and Dr. Arul Selvan have suggested changes to the M.Sc. Viscom syllabus for the various semesters. Here are their suggestions for each semester:

Semester 3:

SVCB5302 Media & Communication Technology:

Update the curriculum to reflect the latest advancements in media technology.

Ensure that research projects align with the students' career goals and interests.

Semester -3

SVCB7008 -3D Graphics & Visual Effects

SVCB1302	VISUAL NARRATIVE METHODS	L	T	P	E L	Credit s	Total Marks	
							CA E	ESE
		3	1	0	0	3	50	50

COURSE OBJECTIVES

- To understand the language and grammar of visual storytelling.
- To create visuals which are emotionally and conceptually engaging.
- To apply visual techniques and approaches to narrate a visual story.

UNIT 1

INTRODUCTION TO VISUAL MEDIA

9 Hrs.

Visual Language, Types of Narratives, Narrative Theory and its elements, Form in Narrative, Psychology of Visual Perception

UNIT 2

VISUAL

NARRATIVE

9 Hrs.

Understanding Traditional Narrative Media, Overview of framing, Basic Perspective, Basic Staging, Characters with Perspective, Terminologies in framing

UNIT 3

UNDERSTANDING THE CONCEPT

9 Hrs.

Subjective and Objective Shot, Screen Direction, Shot Progression, Film Logic, Framing Devices, Cinematic Depth, Strong Composition, Visual Clarity, Tones, Dramatic Composition, Iconic Shapes, Use of Angles, Character Performance, Character Development & Design

UNIT 4

VISUAL

TECHNIQUES

9 Hrs.

Narrative representations, Conceptual representations, Clarity of Story through Characters, Camera Moves, Basic Animatic Assembly, Compositing in After Effects, Pitch Final Story, Staging and Blocking of Visuals

UNIT 5

VISUAL

STORYTELLING

9 Hrs.

Visual Storytelling in Social Media, Modality, Designing models of reality, Strategy to Implementation in Business Storytelling, Real time marketing in this visual world. **Max. 45 Hrs.**

COURSE OUTCOMES

On completion of the course, the students will be able to

CO1 - To understand the concepts in visual narrative, grammar and language used in storytelling.

CO2 - To apply visual grammar to convey a narrative in visual form

CO3 - To explain the visualization techniques, grammar and language used to create narrative meaning.

CO4 - To critically analyze and decide appropriate techniques in the context of a narrative to create engaging socially relevant stories.

CO5 - Plan and generate ideas to communicate effective original visual narratives.

CO6 - Students will be potential to deliver the content without losing its essence or the true meaning

TEXT / REFERENCE BOOKS

1. The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand,

- Ekaterina Walter and Jessica Gioglio, McGraw-Hill Education, 1st edition, 2014, 240 pp
2. Prepare to Board! Creating Story and Characters for Animated Features and Shorts, Nancy Beiman, 2nd Edition, 2012, 360 pp
 3. Dream Worlds: Production Design for Animation, Hans Baker, Routledge; 1st edition, 2007, 220 pp
 4. Reading Images - The Grammar of Visual Design, Gunther Kress. 2006, Routledge, 2nd Edition, 312 pp
 5. Make Believe in Film and Fiction: Visual vs. Verbal Storytelling, Karl Krober, Palgrave Macmillan; 1st ed. 2006 edition, 228 pp
 6. Story and Discourse: Narrative Structure in Fiction and Film, Seymour Chatman, Cornell University Press; Revised ed. Edition, 1980, 288 pp



New Course

SVCB2401	DIGITAL STORYTELLING	L	T	P	E L	Credit s	Total Marks	
							CA	ES
		0	2	2	0	2	E	E
							50	50

COURSE OBJECTIVES

- To deconstruct iconic storytelling and its user experience design genius, from cave paintings to photography and code.
- To incorporate humanity and universal emotional triggers in memorable stories that stay with us.
- To create stories that are both social engagement and public action.

UNIT 1

STORY OF POLITICS & POWER

A

9 Hrs.

Stories that shaped wars, migrations and civilizations; Machiavelli, Foucault, Rhetoric, Hyperbolic Space; Influence, engagement, attention, cognitive, behavioral and neural functions; sensemaking functions.

UNIT 2 TECHNOLOGIES FOR STORYTELLING

9 Hrs.

Digital and Analog storytelling; Using performances, projections, multimedia, lighting, wearable tech, programming for the story experience. Photovoice Projects

UNIT 3

BIOGRAPHICAL & SUBALTERN STORYTELLING

9 Hrs.

Fictional Biography, Inventive Autobiographies; TED formats, Tweet poetry, Podcasts, Political campaigns; Matrix franchise. Subaltern Heroes. Subaltern perspectives in dominant narratives; Bell's Typology; Storytelling for Social Justice & Change; Race, Gender, Caste, Religion, Power.

UNIT 4

BETWEEN THE LINES

9 Hrs.

Heroes, Anti -heroes, Monomyth; Folkmyth; Narrative Structures, Dramatic Arcs, Archetypes, Mythology, Fables & Fairytales (Contemporary). Staging, Plot Regression, Cognitive Tension; Deconstruction; Narrative Inquiry, Metaphors, Sensory Triggers, user experience.

UNIT 5

PROGRAMMING AS STORYTELLING

9 Hrs.

Politico-economic-psychological power of programming; Scientific Storytelling for Research, STEM & Humanities. Data Science for Persuasion; Data Storytelling & Infographics; Metaverse, Science Marketing; Research, citation, plagiarism, style guides. Leads, Inverted Pyramid, Petal, Pause, Hourglass, AIDA, Hooks, Headlines, Captions, Photographs, Key words, RSS Feed and other building blocks of Stories.

PROJECT OUTCOMES

1. Hard News Video with Voiceover using Infographics to be uploaded in youtube
2. Photostory with Captions
3. Podcast
4. Video Storytelling with visuals

COURSE OUTCOMES

CO1 - To appreciate storytelling as a powerful tool in the media, culture and society making matrices.

CO2 - Students can research background materials, audience analytics, market data for writing for visual products and other platforms, applying relevant theoretical concepts.

CO3 - Students can develop the potential to choose and apply appropriate storytelling styles suited to different communication products, platforms and publics.

CO4 - Think reflexively, critically and create innovative communication products using content creation and curation skills.

CO5 - Create a complete writing project using a multimodal approach, applying audience analytics to market insights and client requirements.

CO6 - To craft and curate stories that are a combination of skill, grammar, infallible logic, psychology, visualizations and emotional engagement.

TEXT / REFERENCE BOOKS

1. Boyd, B. (2009). On the origins of stories: Evolution, cognition and fiction. Cambridge, MA: Harvard University Press.
2. Joseph Guillino and Connie Shears, The Neuroscience of Screen Writing, Bloomsbury, 2020.
3. David-Barrett, T, & Dunbar, R. I. (2017). Fertility, kinship and the evolution of mass ideologies. *Journal of Theoretical Biology*, 417, 20–27. 10.1016/j.jtbi.2017.01.015.
4. Bowles, S., & Gintis, H. (2011). A cooperative species: Human reciprocity and its evolution. Princeton, NJ: Princeton University Press.

 New Course

SVCB2501	DIGITAL CONTENT WRITING	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		0	2	2	0	2	50	50

COURSE OBJECTIVES

- To get introduced to the concepts of digital journalism
- To enable students to understand the nuances of writing news for digital media and thus to cope with the modern journalistic skills.
- To develop the skill of writing for media

UNIT 1

UNDERSTANDING DIGITAL JOURNALISM

9 hrs

Definition and Meaning of Journalism - Nature and Scope of Journalism- Elements of Journalism-Different Types of Journalism-Defining digital media - Influence of digital platforms

UNIT 2

ESSENTIALS OF WRITING WEB NEWS

9 hrs

Definition of News - Functions of News - News values - Types of News -5 w's and H - Inverted pyramid structure of the news story - Anatomy of the news story –lead and kinds of lead – Attribution

Assignment: Writing any hard news story

UNIT 3

FEATURE STORIES

ONLINE
9hrs

Personality Profiles – Interviews - In-depth Stories – Backgrounders, Follow up Stories – Reviews - Tribute Specialized Writing - Issue-based Features - Travel, Food and Fun – Lifestyle-Blog Writing

Assignment: Writing any feature stories, Interviews and Reviews

UNIT 4

MOBILE JOURNALISM

9 hrs

Mobile Journalism - Introduction and overview-Origins of the Mojo-Different Forums-Workflow-Skills Required- Tools & Apps for Mojo-conceiving a news story in 30 seconds - Challenges to Mojo work.

Assignment: Capture, Process and Publish a news/ programme through mobile using applications.

UNIT 5

ESSAY 9 hrs

PHOTO

Types of News Photography -Captions – Descriptions – Photo Feature, Photo Essay – Keywords- Role of Photojournalist in Newsroom- Code of Ethics

Assignment: Capture any theme-based photo or photos and write caption

Max.45 Hours

PROJECT

Creating web version of lab journals including all the articles-hard news, feature news, interviews, reviews, Photo Feature and News stories for mobile

COURSE OUTCOMES

On completion of the course, student will be able to

CO1 - Understand the basic concepts and scope of digital journalism.

CO2 - Identify the principles and techniques of writing news.

CO3 - Explore the various aspects of feature stories

CO4 - Interpret the concept of news photography.

CO5 - Ability to make news stories by using smartphones

CO6 - Produce the different types of articles for online platform

TEXT / REFERENCE BOOKS

1. Kounal Gupta, The Only Content Writing Handbook You'll Ever Need, Henry Harvin Education, 2020
2. Abhay Chawla, New Media and Online Journalism, First Edition, Pearson Education, 2021
3. Usha Raman, Writing for the Media, Oxford, 2009
4. Vincent F. Filak, Dynamics of Media Writing; Adapt and Connect, Sage Publications Inc; Third Edition, 2021
5. Brian Carroll, Writing and Editing for Digital Media, Routledge; 4th Edition, 2019
6. Jennifer Good and Paul Lowe, Understanding Photojournalism, Routledge, 2019

SVCB2602	MEDIA ENTREPRENEURSHIP TECHNIQUES	L	T	P	EL	Credits	Total Marks	
							CAE	ESE
		2	0	2	0	3	50	50

COURSE OBJECTIVES

- To understand the Strategic way of starting and developing a business
- To build critical thinking skills and manage risk.
- To develop research skills and understand business fundamentals

UNIT 1

STARTUP GARAGE

THE

9 Hrs.

“Reciprocity Ring” Experiment; Silicon Valley; Connecting the Dots; Domain, Industry and Finance Expert Networking Lab; Marketing Mix, User Experience Design for Customer Needs, Unmet Demands, Perseverance, Pivots, Beta, Leadership Traits, Prototyping, OKRs, angel & venture capital. Self Exploratory Project

UNIT 2

ENTREPRENEURIAL CATALYSTS

9 Hrs.

Ideation, business etiquette, compelling presentations, public speaking with confidence, high frequency and pace of decision-making with imperfect information, team building, conflict resolution, creative problem solving, improved presentations, time management, networking, lean launchpads through case studies. Fortune 500 to Social 500

UNIT 3

ENTREPRENEURIAL CODE

9 Hrs.

Multi-disciplinary thinking, and critical thinking skills; the art and science of decision-making, strategic networking, for execution, motivation/inspiration, risk taking, regret, fear, game theory, social entrepreneurship. Strategy, finance, marketing, legal and operations insights. CSuite perspectives; licensing. Case Study & Market Research

UNIT 4

ENTREPRENEURIAL HACKER

THE

9 Hrs.

Silicon Valley and Silicon Alley; other innovation hubs. Iconic entrepreneurs and executive leaders, millionaires and billionaires, philanthropists. Business models in the Viscom space. Indian social start-ups and ventures. Leading venture capital and private equity firms' role in shaping digital tech spaces; lean launchpads. Business Plan Competitions

UNIT 5

BOX FOR LIFE

BLACK

9 Hrs.

A creative entrepreneur's kit of resources and tools: Checklists, templates, business models, case studies, productivity and time management hacks, collaboration tools, online software apps for design, wire-framing, presentations, executive summaries, book-lists, Estimation and Financial Planning; how to read financial statements and contracts, DAM, IPOs, trademarks, Intellectual Property, and references for additional resources. Simulations for Investor Summit

Max 45 Hrs.

PROJECT OUTLINE

Assignment1:

Individual assignment to explore innovation and technology from case study. Students apply understanding and experience to develop a written report

Assignment2:

This is an individual assignment. Students are required to gather information either through online business reviews (observe and appraise local small businesses; differentiate the performing and the non-performing ones), quantitative data survey, or personal interview with the owners or online customers. Each student is also required to prepare a written report accordingly.

PROJECT: NEW VENTURE CREATION**COURSE OUTCOMES**

On completion of the course, the students will be able to

CO1 - To create an independent career as a highly skilled consultant or as a media producer.

CO2 - To construct a sustainable and scalable business with potential from break even to profit.

CO3 - To disrupt the media industry with products and services.

CO4 - To run and tweak the business fundamentals from costing, registration to taxes and cutting losses.

CO5 - To pitch, and convince investors and find funding for their start ups.

CO6 - Students will be potential and efficient to handle risk management.

TEXT / REFERENCE BOOKS

1. Media Innovation and Entrepreneurship Michelle Ferrier and Elizabeth Mays (Eds)
Rebus Press 2020 1 st Edition
2. The Essays of Warren Buffett Warren Buffet The Cunningham Group & Carolina
Academic Press; 4th
edition 1 th Edition
3. The Uncertain Future of Media Unicorns Melanie Faizer 2017 14th Edition
4. Value Proposition Design - How to Create Products and Services Customers Want,
Amazon Series.
Ostrwalder, Pigneur, Bernada and Smith: Amazon Series 2020 2 nd Edition
5. Talking to Humans - Success starts with understanding your customers Giff Constable
Amazon Series
Sept 2014 1 st Edition
6. The Innovator's Dilemma Clayton Christensen Amazon Series 2015.

SVCB3003	UI & UX DESIGN	L	T	P	E	Credits	Total Marks	
					L		CA	ESE
		0	2	6	0	4	50	50

COURSE OBJECTIVES

The course is aimed at

- To understand the needs and wants of the UX/UI and learn the user by various research processes and collect user behavior data.
- To solve the design problems with the desired solutions.
- To create a wireframe for both mobile and web applications and prototypes.

UNIT 1

INTRODUCTION OF UX/UI DESIGN

9 Hrs.

UX vs UI difference - Overview, Why, Significance and Elements of UX/UI (the five planes).
 - Fundamental of User Experience - Everyday Mysteries - The Product Development Life Cycle - Specialists, generalists and T-Shaped designers - Good User Experience Is Good Business - Laws of UX

Assignment: Choose any existing app, write its features, your intentions

UNIT 2

STRATEGY PLAN

A

9 Hrs.

Universal, Inclusive, Equity Focused, Business and User Centered design and its importance
 - Designing for accessibility - Design thinking: A UX design framework - Divergent and Convergent Thinking - Design sprints: its five phases and benefits.

Assignment: Come up with the list of disadvantages in your point of view and creatively think how to sort the problem and do competitive analysis.

UNIT 3

APPLIED DESIGN FUNDAMENTALS

9 Hrs.

Storyboarding/Mood board - User Journey Map - User Pain Points - Curb Cut Effect - User flow - Various Research Methods/plans - Empathy tool - User Persona - Fundamentals of usability testing & heuristic analysis – Fundamentals of field testing - Preparing test flow, questionnaire, scenarios with tasks list, recruiting participants.

Assignment: Identify User needs, Segmentation of Users, Prepare questions and record responder's responses, Segregate High, moderate and low users and Create User Persona

UNIT 4

EMPHASIS IN UX DESIGN

9 Hrs.

Hierarchy, Scale and Proportion in UX - Unity and Variety in UX - Typo, Colors, Iconography and Layouts - Gestalt principles - Evaluation Methods - Case Studies - Preparing task list – Writing User Story, IA & Use Cases

Assignment: Select a method and Create a route map. Also, Create Low and High fidelity Wireframes.

New Course

UNIT 5

USER

TESTING 9 Hrs.

Problem and Hypothesis Statement, Scope of Competition - Avoid Deceptive Patterns - Low Fidelity and High Fidelity Wireframes - Prototyping - Feedback and Its Importance - Design Critique

Assignment: Create Wireframes, prototype it and do user testing.

Max. 45 Hrs.

PROJECT OUTCOMES

Students should create a wireframe for both mobile and web applications and prototype it.

Course Outcomes

On completion of the course, the students will be able to:

- CO1** - The basis knowledge of the needs and wants of UX/UI will empower the student
- CO2** - The Learner can build UI for user Applications
- CO3** - The student will be able to evaluate UX design of any product or application
- CO4** - The student will be empowered to demonstrate UX Skills in product development
- CO5** - The learner can implement sketching principles
- CO6** - The students will be able to create a wireframe and prototype it.

TEXT / REFERENCE BOOKS

1. Jon Yablonski, Laws of UX using Psychology to Design Better Product & Services O'Reilly 2021
2. Jesse James Garrett, "THE ELEMENTS of USER EXPERIENCE", PHI, 2011.
3. Joel Marsh, UX for Beginners, O'Reilly, 2022
4. Christian Kraft. User Experience Innovation: User Centered Design that Works, Apress, 2012.
5. Tom Tullis and Bill Albert. Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics, Morgan Kaufmann Publishers, 2008.

SVCB7008	3D GRAPHICS & VISUAL EFFECTS	L	T	P	EL	Credits	Total Marks
		0	2	6	0	4	100

COURSE OBJECTIVE

- To study the basics understanding of 3D animation, special effects and animation model's.
- To study how to create model for animation through computer system design tools and software.

UNIT 1 TEXTURE

9 Hrs.

Introduction to Unwrapping - Cylindrical - Spherical - Planar - Camera Based - Automatic - UV Tiling - Introduction to Materials - Shaders - Multiple texture creation - Diffuse - Specular - Normal - AO - Baking Maps - Texture Export.

UNIT 2 LIGHTING & RENDERING

9 Hrs.

Introduction to Lighting - Lighting Types - Three Point Lighting (Keylight, Fill Light & Rim Light) - Image Based Lighting - Camera - Camera Tools - Render Settings - Render Passes - Cycle Render - EeveeRender.

UNIT 3 RIGGING & ANIMATION

9 Hrs.

Introduction to Rigging - Rigging Bone Anatomy - Rigging Tools - Rigging Pose Controls - Blend Shape - Animation Principles - Introduction to Animation in Blender - Timeline - Graph editor - Track Editor.

UNIT 4 VFX

9 Hrs.

Introduction to Effects - Particle System - Particle Instance - Soft body - Collision - Fluid - Dynamic Paint - Fluid - Ocean - Cloth - Hair - Fur.

UNIT 5 VFX PORTFOLIO CREATION

9 Hrs.

Finalizing the VFX sequences and integrating them into the portfolio project - Polishing the overall look and feel of the portfolio project through color grading and sound design - Creating a professional and visually appealing portfolio presentation - Reviewing and optimizing the portfolio for online platforms or physical media dis

Max. 45 Hrs.

PROJECT OUTLINE

100

Marks

- Character design.
- Realistic / Fantasy.
- Modeling.
- Texturing.
- Rigging.
- Animation.
- Matte Painting.
- Set Design (Modeling / Texturing).

Students should submit the project along with Output File & Source file in CD / DVD.

COURSE OUTCOME

Understanding about basics of 3D animation and Special Effects

CO1 - Understanding of 3D modelling and interface.

CO2 - Understanding about 3D animation software and interface. **CO3** - Ability to create basic 3D animation through computer system. **CO4** - Ability to interpret 3D model and 3D animation.

CO5 - Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad.

TEXT / REFERENCE BOOKS

1. Micheal O'Rourke. Principles of 3D Computer Animation: Modeling, Rendering and Animation with 3D Computer Graphics. Norton, 1998.
2. Rogers David, Animation: Master- A Complete Guide(Graphics Series), Charles River Media, Rockland, USA, 2006.
3. Tom Bancroft, Creating Characters with Personality: For Film, TV, Animation, Video Games and Graphics Novels, Watson-Guipill Publications, New York, 2006
4. Bill Fleming. 3D Modeling and Surfacing. Academic Press, 1999.
5. Michael O'Rourke, Principles of Three-dimensional Computer Animation: Modeling, Rendering, and Animating with 3D Computer Graphics, Norton, 2003.