



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

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DEPARTMENT OF VISUAL COMMUNICATION

10th August 2020

STUDENT CIRCULAR (2018 Batch)

REF:SIST/UG-VISCOM/ELECTIVE/ODD/2020-21

This is to inform that, the students to give their choice of one elective course for the V semester of the academic year 2020-2021 based on your area of interest. The courses are listed below:

- | | | |
|---|----------------|--------------------------------|
| 1 | SVC4063 | Television Production Lab |
| 2 | SVC4064 | Commercial Photography |
| 3 | SVC4065 | 3 D Modeling & Special Effects |
| 4 | SVC4066 | Video Editing |
| 5 | SVC4067 | Film making |
| 6 | SVC4068 | Audiography |

Confirm the elective practical courses on or before 11th August 2020. Further changes of courses will not be entertained.

Ms. Nazini N
Head of the Department
Department of Visual Communication



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SVC4063	TELEVISION PRODUCTION LAB	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To encourage students to learn the techniques in filming and also asked to shoot a documentary / short film.

UNIT 1 COMPOSITION & FRAMING

9 Hrs.

Basic of shot composition - Framing effective shots - Purpose of good composition – 180 degree rule - Shooting basic movements pan & tilt.

Project : Basic Camera angles and Composition / duplicating scene from original scene.

UNIT 2 CAMERA & LIGHTING

9 Hrs.

Identifying camera and its parts/ White balance/ Microphone usage Lights - Type of lights - 3 point lighting - Color temperature - Light intensity -Lighting controls – Lamps – Filters – Snoots – Net – Cutter - Band doors - Lighting indoor and outdoor – Introduction to chroma key production followed by chroma key shoot

Project : Chromo key project

UNIT 3 PRODUCTION PROCESS

9 Hrs.

Different stage of programme production - idea stage - research, scripting, planning - preparation of story board, production board - all paper works - cue sheets, programme execution - set and costume selection, floor plan preparation - rehearsal, recording - Introduction to Ad film production.

Project : Ad film /Promotional Video/music video

UNIT 4 MULTI-CAMERA PRODUCTIONS

9 Hrs.

Essential of TV studio - Studio production - Principle of ENG, EFP – Multi camera set up – Scripting – How to Interview.

Project : Cookery Show / Interviews / Breakfast Show

UNIT 5 TV PRODUCTION MANAGEMENT

9 Hrs.

Role of TV producer/director - TV production crew, technical and production - Duties and responsibilities

Projects : Documentary/Short film

COURSE OUTCOME

- CO1:** Comprehend the meaning of advert and the role of advertising agencies
- CO2:** To interpret audience analysis and buyer behaviour, audience research, advertising strategy and plans.
- CO3:** Applying creative ideas for a product or service ads with various advertising techniques.
- CO4:** Evaluating advertising objectives, strategy and planning
- CO5:** Creating an effective advertisement to persuade audience to buy the product or changing audience behaviour.
- CO6:** To Create own Documentary & Short Films

TEXT / REFERENCE BOOKS

- Kris Malkiewicz Film Lighting, Prentice hall Press, 1986
- Joseph V Mascelli , The Five C's of Cinematography, Silman James press, 1998
- Yues Thoraval ,The Cinemas of India (1896-2000), Macmillan, India, 2000
- Hooper White , How to Produce Effective TV Commercials, NTC Business Books, 1994
- Vasuki Belavadi, Video Production, Oxford university press, 2008



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SVC4064	COMMERCIAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To encourage students to capture different types of photos like fashion, industry, still life, architecture etc. and to acquire the art of lighting, composing in indoor & outdoor.

UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY

9 Hrs.

Introduction - Why Commercial photography? - What is Commercial photography? - How to start Commercial photography - Commercial photography studio - Different types of Commercial photography - How to Get specialization.

Assignment: Expose 100 images on different types of photography.

UNIT 2 NEW TRENDS & TECHNIQUES

9 Hrs.

New trends and techniques in Digital imaging - Understanding the equipments - Latest lights - lighting - and Cameras - Different brands of camera - Different types of capturing softwares - Different types of image editing softwares.

Assignment: Expose 100 images on Still life with and without artificial lights.

UNIT 3 INTRODUCTION TO STILL LIFE PHOTOGRAPHY

9 Hrs.

Introduction to Still life Photography - Product photography - Lighting for products - cutout shot - product in small setup - product with big set up - product in location - product in use.

Assignment: Expose 100 images on Photography

UNIT 4 INTRODUCTION TO PEOPLE PHOTOGRAPHY

9 Hrs.

Introduction to people photography - Simple Portrait lighting - Portrait at location - Converting Portrait in to Fashion photography - Makeup - Styling - and posing for fashion - Fashion at Studio - fashion at location - Models - Model coordinators.

Assignment: Expose 100 images on portrait and Fashion photography.

UNIT 5 ARCHITECTURAL PHOTOGRAPHY

9 Hrs.

Introduction - Architectural photography - Industrial photography - Landscape - Nature photography - Fine Art photography - Live Demo at the execution of an commercial photography event – post production art of selling and promoting - billing

Assignment: Expose 100 images on other categories.

PROJECT OUTLINE

- Table top – Product alone, Product in setting, product in location,
- Fashion, Industrial still life,
- Portrait, wildlife, Nature, Architecture Photography.

COURSE OUTCOME:

CO1: Understand different types of commercial photography

CO2: Compare different types of capturing software's and image editing software's

CO3: To experiment still life photography and lighting set up



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C04: Distinguish people photography, portrait lighting and fashion photography

C05: Composing architectural, industrial and Nature photography

C06: To experiment different advertising process and commercial photography

TEXT / REFERENCE BOOKS

1. Rick Souders ,The Art & Attitude of Commercial Photography ,Watson-Guptill, 2002.
2. Robert Hirsch ,Light and Lens: Photography in the Digital Age , Elsevier ,2008.
3. Ivan Hissey, Jerry Glenwright, Roger Pring ,Digital Photography Made Easy , Ilex Press, 2006
- 4 Chris Weston, Nature Photography: Insider Secrets from the World's Top Digital Photography, Focal Press, 2008



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SVC4065	3D MODELING & SPECIAL EFFECTS	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To make students work with 3D tools so that they are competent enough to make 3 D models.

UNIT 1 ABOUT 3 DIMENSIONS

9 Hrs.

Introduction of CGI – Core Concepts of 3dimension – Animation Concepts & Methods – Coordinate Systems – 3D Production Workflow - 3 D Tools

UNIT 2 3D TOOL (AUTO DESK MAYA 2014)

9 Hrs.

An overview of Autodesk Maya Interface – Basic Autodesk Maya Term & Concepts – 3d Modeling Concepts & Techniques - Viewing and navigating 3D Space - Categories of objects – Transforming and Manipulation objects.

UNIT 3 MODELING & TEXTURING

9 Hrs.

View Port Mode - Creating Basic Modeling - Materials & UV Mapping - List of Materials & Arraying the objects.

UNIT 4 ANIMATION & LIGHTING

9 Hrs.

Hierarchy in Animation - Using track Editor, Curve Editor - Particle System - Space Warps –3d Lighting Concepts – Common Light Parameters - Camera Setup & animating

UNIT 5 GAME DESIGN & SPECIAL EFFECTS

9 Hrs.

Basic Particle Effects - Introduction to 3d Gaming Design - Rendering Setup - Output Format in Autodesk Maya2014

PROJECT OUTLINE

Students should submit along with Story Board Approval, Output File & Source file in CD / DVD.

- Story Board for Story min (1Min)
- Gaming Design
- Logo Ad
- Modeling
- Product Ad.

COURSE OUTCOME:

CO1: Understanding about basics of 3D animation and Special Effects

CO2: Understanding of 3D modelling and interface

CO3: Understanding about 3D animation software and interface

CO4: Ability to create basic 3D animation through computer system.

CO5: Ability to interpret 3D model and 3D animation

CO6: Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

TEXT / REFERENCE BOOKS

1 Paul Naas, Autodesk Maya Publisher, John Wiley & Sons,2014

2. Dariush Derakhshani, Introducing Autodesk Maya 2014: Autodesk Official Press, 31 May 2013



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WEBSITES

1. <http://www.lynda.com/>, <http://www.thegnomonworkshop.com/>.
2. www.3dlinks.com ,
3. www.total3d.com



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SVC4066	VIDEO EDITING	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- To make students technically sound in the field of editing so that they are capable to edit footages.

UNIT 1 INTRODUCTION TO EDITING

9 Hrs.

Definition of editing – history – Functions of Editing – Editing principles – the role of Editor – Types of Editing – continuity – relational editing – parallel editing – Rhythmic editing – methods of editing – Online & Offline

Assignment : Short Film Review – Technical Details

UNIT 2 ANALOG TO DIGITAL CONVERSION

9 Hrs.

Working system of Video – Analog and digital conversion – Aspect ratio – Fire wire IEEE 1394 – S Video – Scanning – Interlaced & Progressive – Broadcast standards – component & Composite video – tape formats – codec – MPEG – Video file formats

Assignment : Different Types of Video Render (AVI, QT, VOB & Graphics File)

UNIT 3 METHODS OF EDITING

9 Hrs.

Film editing using NLE – Online & Offline clips – Time code – Capturing – Batch capture – resolution – logging – organizing bin – importing – time line – components – video and audio tracks – editing tools – Cut List

Assignment : Multilayer Video Production (Picture in Picture)

UNIT 4 ROUGH CUT TO FINAL CUT

9 Hrs.

Making rough cut – Drag & Drop – conventional editing – Insert & over record mode – sequence – Bin – Methods of Montage – adding tracks – working in trim mode – working with audio – Titles – working with titles

Assignment : Chroma Key video project

UNIT 5 SPECIAL EFFECTS & PRINT TO TAPE

9 Hrs.

Applying effects – Motion effects – Transition – Video filters – picture in picture – DVE effects – Blue screen – Chroma key – color correction – Lighting Effects – key frames – Audio editing – levels – quality – EDL export and import – Export to different formats

Assignment : Promo Video

Software : Final Cut Pro & Avid

PROJECT OUTLINE

- PSA & Commercial Advertisement – Model Exam
- Documentary & Short film – End Semester

COURSE OUTCOME:

- CO1: To remember video editing basics
 CO2: Understand process of video editing
 CO3: Explore various tools for video editing by practicing
 CO4: Apply video editing techniques to visuals



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C05: Construct the story by combination of visual elements

C06: To implement video editing principles in the projects

TEXT / REFERENCE BOOKS

1. Edward Dmytryk, On Film Editing, Focal Press, First Print, 2007
2. Gerald Millerson, Video Production Handbook, Focal Press, 3rd Edition, 2006
3. Jaime Fowler, Editing – Digital Film, Integrating Final Cut Pro, Avid and Media 100, Focal Press, 2001
4. KarelReisz and Gavin Millar, The Technique of Film Editing, Focal Press, 2nd Edition, 2010



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SVC4067	FILM MAKING	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- Students are encouraged to make short film, montage, continuity shots by learning lighting, editing and elements of film grammar.

UNIT 1 FILM STRUCTURE

9 Hrs.

Primitive filmic structures & propp's story functions, ending, beginning & turning point, types of scenes, pendulum of suspense, love stories: what keeps lovers apart? Rubber band theory of comedy, emotional truth, music & color, the story knot and the formula of fantasy, emotional engagement of a story

UNIT 2 FILM LANGUAGE

9 Hrs.

Film language as a system of visual communication- types of filmmaker, forms of film expression. Defining the basic tools- fiction & non-fiction film, elements of film grammar

UNIT 3 CAMERA TECHNIQUES

9 Hrs.

Camera angle, the triangle principle, twenty basic rules for camera movement, camera movement, close up, composition, continuity, using master shots to cover motions on the screen & editing the camera.

UNIT 4 LIGHTING TECHNIQUES

9 Hrs.

Lighting Equipment-Image manipulation, Strategy of lighting - Hard versus soft- light low key light-High key light, lighting a scene – controlling hard & soft light, lighting faces, lighting on location

UNIT 5 FILM EDITING

9 Hrs.

Cutting, Types of editing, visual punctuation, scene matching, parallel film editing, editing patterns for static dialogue, solving difficult editing situations.

PROJECT OUTLINE

- Script Writing
- continuity
- Montage
- Mise- en- scene
- Short Film making Duration -10mins

Students have to submit the above mention projects in form of Thesis and DVD.

COURSE OUTCOME:

- CO1:** To understand the production process in film making
CO2: To identify the commercial elements in film making process
CO3: To apply the techniques involved in camera handling, lighting and editing
CO4: To shoot master shots, mise-en scene and montage
CO5: To understand the importance of continuity in film making
CO6: To direct a short film with all commercial elements.

TEXT / REFERENCE BOOKS

- Daniel Arijon, Grammar of the film language, Silman-james press, 1979.
- Joshep V. Masiclli, The five C's of Cinematography, Silman-James Press, 1998.



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SVC4068	AUDIOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

COURSE OBJECTIVE

- Students are encouraged to mixing, dubbing, and also to arrange tracks. They are allowed to work on audio softwares so that they are technically sound.

UNIT 1 MICROPHONE TECHNIQUES 9 Hrs.

Microphone handling & Techniques- Cables and Connectors usage- Live Sound Recording with Cordless Microphone & Corded Microphone - Digital Sound Recording Practice

UNIT 2 AUDIO MIXER OVERVIEW 9 Hrs.

Basic Analog Audio Console overview and Operation

UNIT 3 MUSICAL RECORDING 9 Hrs.

Pre –Scouring- Pallavi I- Stanza II – Stanza III-Rhythms Arrangement- Voice Mixing for song

UNIT 4 LIVE SOUND RECORDING 9 Hrs.

Live Sound Recording- Playback/Song Shooting (Video Song Practice with sync)

UNIT 5 POST-PRODUCTION 9 Hrs.

Voice Dubbing- Voice Sync (Pre-Mix)- Effects Recording- BGM Adding-Recording -Final Mixing Mono – Stereo Mix

PROJECT OUTLINE

- Audio Mixing for Radio Production-Cinema Ad -Radio Ad – Commercial Product Ad.
- Audiography for Television Production – Single Camera Recording - Multi Camera Recording
- Dubbing for 2 Minutes shortfilm.
- Song Mixing practice

COURSE OUTCOME:

CO1: To make the students acquire basic Microphone Handling Techniques

CO2: To Analyse basic of Types of Sound Recording

CO3: To understand fundamental concepts of basics of digital audio Workstation.

CO4: To get familiarize with the Advanced Sound Recording Techniques.

CO5: To gain knowledge on the importance of Produce radio programme.

CO6: To learn various about the Surround Sound Mixing Auro 3d.

TEXT / REFERENCE BOOKS

- Robert McLeish , Radio production, 5th Edition, Elsevier, 2005
- John M .woram , The recording studio hand book, Sagamore Pub. Co., 1976
- Mike collins , Choosing and using audio and music software , Focal Press, 2004



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ELECTIVE LIST -BATCH [2018 - 2021]

	Reg. No.	Student Name	Elective list
SVC4063 - TELEVISION PRODUCTION LAB			
1	38270001	ABINAYA. K	Television Production
2	38270042	MADURAIVEERAN .P	Television Production
3	38270044	MARIYA JEBASTIN RAJ .J	Television Production
4	38270046	PADMAPRIYA	Television Production
5	38270059	ROHIT KUMAR .K	Television Production
6	38270062	SARAN .S	Television Production
7	38270064	SETHURAMAN	Television Production
8	38270073	VISHNU .V	Television Production
9	38270074	VISHNU PRIYAN .S.P	Television Production
10	38270076	VIGNESH. D	Television Production
SVC4067 - FILM MAKING			
1	38270002	ABISHEK RAJ. M	Film Making
2	38270004	AJAY. S	Film Making
3	38270009	AKILAN. V	Film Making
4	38270012	ARUNA CHALAESWARAN. S	Film Making
5	38270014	ASHOK KUMAR. J. B	Film Making
6	38270016	BALAMURUGAN. S	Film Making
7	38270019	DEEPAK. K	Film Making
8	38270021	DHANUSH. C	Film Making
9	38270022	DINESH. R	Film Making
10	38270023	DINESH KUMARAN. S	Film Making
11	38270024	DINESH KUMAR. C	Film Making
12	38270025	GOKUL. S	Film Making
13	38270032	JAYA VIGNESH. V	Film Making
14	38270033	KALANIDHI. G	Film Making
15	38270034	KARATHIK. D	Film Making



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16	38270035	KISHORE KUMAR. J	Film Making
17	38270036	KUMARAN. K. L	Film Making
18	38270040	LOHICHARAN D	Film Making
19	38270049	PRAVEEN .R	Film Making
20	38270052	POYAL MURALI SUSHIL RAJU	Film Making
21	38270053	RAJARAM .S	Film Making
22	38270054	RAJ KUMAR .P	Film Making
23	38270061	SANJAY	Film Making
24	38270063	SATHIVIKA NARAYANAN	Film Making
25	38270067	SURENDRAN .B	Film Making
26	38270070	UDHAYA BHARATHI .S	Film Making
27	38270072	VIJAYAKUMAR .E	Film Making
SVC4066 - VIDEO EDITING			
1	38270005	AJAY KUMAR. M. S	Video Editing
2	38270013	ARUN PRABAKARAN. M	Video Editing
3	38270020	DHANAJAYAN. S	Video Editing
4	38270029	HARIESHVARTHAN. M	Video Editing
5	38270030	JAISON S	Video Editing
6	38270031	JANANI. V	Video Editing
7	38270039	LOGESH.B	Video Editing
8	38270041	MADHESH RATHNAM. V	Video Editing
9	38270055	RAMJI .N	Video Editing
10	38270056	RASHIKA. R	Video Editing
11	38270068	SURENDRAN .E	Video Editing
12	38270077	DEEPALAKSHMI	Video Editing
SVC4064 - COMMERCIAL PHOTOGRAPHY			
1	38270006	AKASH. S	Commercial Photography
2	38270008	AKILAN. R	Commercial Photography
3	38270010	AMBIKA MOHAN	Commercial Photography



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4	38270017	BHUVANESHWARAN. E	Commercial Photography
5	38270018	CHANDAR RAJ. T. D	Commercial Photography
6	38270027	GOKULNATH. M	Commercial Photography
7	38270028	GURUCHERAN. K	Commercial Photography
8	38270045	NIFIN CHELLAIYAH .D	Commercial Photography
9	38270048	PRATHAN .J	Commercial Photography
10	38270066	SHYAM .J	Commercial Photography
11	38270075	YASHWANTH .S	Commercial Photography
SVC4065 – 3D MODELING & SPECIAL EFFECTS			
1	38270007	AKASH RAHUL. M	Multimedia
2	38270047	PRANAV .S	Multimedia
3	38270058	RESHMA KRISHNAN	Multimedia
4	38270060	SANGEETHAA .M	Multimedia
5	38270069	THANGAMANI	Multimedia
6	38270071	VIGNESH .M	Multimedia
SVC4068 - AUDIOGRAPHY			
1	38270011	APARAJHITHAN. R	Audiography
2	38270026	GOKUL RAJ. S	Audiography
3	38270037	LAKSHITH SARAN	Audiography
4	38270038	LAKSHNA. G	Audiography
5	38270041	MADHESH RATHNAM .V	Audiography
6	38270043	MADHU BALA .R	Audiography
7	38270051	PRIYANAKA .C.S	Audiography
8	38270057	REETHASWARI .R	Audiography
9	38270065	SHAMINI	Audiography
TC Students			
1	38270003	ADHITYA. N	TC
2	38270050	PRITIK .A	TC
Long Absent Student			
1	38270015	AZARUDEEN. M	Long Absent



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DEPARTMENT OF VISUAL COMMUNICATION

STUDENT CIRCULAR (2020 Batch)

REF:SIST/PG-VISCOM/ELECTIVE/ODD/2020-21

20/11/2020

This is to inform that, the students to give their choice of mandatory to select one area of specialization as an elective course for 3 semesters based on their area of interest. The courses are listed below:

SNO	SUBJECT CODE	SUBJECT
1	SVCA7101	Television Production I
2	SVCA7102	Multimedia & Web Design
3	SVCA7303	Digital Photography
4	SVCA7201	Television Production II
5	SVCA7202	Digital Compositing
6	SVCA7103	Professional Photography
7	SVCA7301	Television Production III
8	SVCA7302	3D Graphics & Animation
9	SVCA7203	Advertising Photography

Confirm the elective practical courses on or before 21st November 2020. Further changes of courses cannot be entertained.

Ms. Nazini N
Head of the Department
Department of Visual Communication



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SVCA7101	TELEVISION PRODUCTION – I	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To study about television writing techniques
- To understand the importance of pre – production

UNIT 1 WRITING FOR BROADCAST

9 Hrs.

Conversational writing – telling the story – writing for mass audience – no second chance – confusing clauses – inverted sentences – plain English – familiar words – easy listening – make it interesting – contraction – rhythm

UNIT 2 NEWSWRITING

9 Hrs.

The news angle – Multi Angled stories – hard news formula – intro – Placing key words – feature openers – developing story – sign posting – line – last words – accuracy

UNIT 3 WRITING FOR DOCUMENTARY

9 Hrs.

Screen craft, – screen grammar – screen craft analysis – basic production – initial research – draft proposal – research leading up to the shoot – mission & Permissions – developing a crew – Preproduction meeting – preproduction check list

UNIT 4 TV SCRIPT WRITING

9 Hrs.

Writing script – cue – complement the pictures – writing to sound – keep detail to minimum – script layout – balancing words with pictures – using the library – field work

UNIT 5 WRITING FOR FILM

9 Hrs.

What to write – how to write – what you know so far – Zen and the high art of getting the thing done – script development – what is the story about – find your plot & character – true stories and events – how are script developed – film story – film character – story treatment – art of confrontation – step outline – dialogue devices – the master scene script.

Max. Hours. 45

PROJECT OUTLINE:

100 Marks

Paper Works: Script Development

- Chroma Key indoor
- News / current Affairs Programmes
- Outdoor News gathering
- Event - Curtain raiser
- Multi camera set up
- Short film
- AD film
- Documentary

Students should submit the concept of the above TOPICS in script format.

COURSE OUTCOME:

- CO1. To Understand Television writing techniques
- CO2. To write effectively for television audience
- CO3. To write for news bulletins and news story
- CO4. To comprehend the techniques involved in documentary narration and execution
- CO5. Identify different formats of scripts and treatment.
- CO6. To do research, write script for Television programme, News content, Documentary and film



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TEXT / REFERENCE BOOKS

1. Andrew Boyd , Broadcast journalism : Techniques of Radio & TV News, 5th edition , Elsevier focal press , USA 2007
2. Michael Rabiger ,Directing the documentary , fourth edition , Elsevier , focal press,USA, 2007
3. Viki king, How to write a movie in 21 days ,1st edition, Quill, harper Collins Publishers, 2001
4. David .K. Irving& Peter W. Rea, Producing & directing , the short film & video ,3rd edition, Focal press ,2006
5. Dwight V. Swain & Joye R. Swain ,Film scriptwriting,2nd edition, focal press,1998.



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SVCA7102	MULTIMEDIA AND WEB DESIGN	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To study the basics of Multimedia and web design.
- To understand 2D and animation elements and to use design tool and software to create creative animation concepts

UNIT 1 INTRODUCTION

9 Hrs.

Multimedia - Soundcard, scanner, digital camera, multimedia files formats for text, audio, picture, video. WWW, Browser, URL, IP address, TCP/IP basics. Principles of design and composition - Web pages, Hyperlinks, Web server, Planning a website-How to plan a website-importance of good web content, Structuring & site navigation, browser compatibility issues, domains and hosting. Web tools - FrontPage, Photoshop, Macromedia flash, Dream weaver (Brief study),

UNIT 2 HTML/FRONTPAGE

9 Hrs.

Introduction - WEB publishing, HTML tag concept, URL, hyperlinks tags, Image basics, Presentation and layout, Text alignment, Tables, Table within table.

UNIT 3 DESIGNING USING HTML/FRONT PAGE

9 Hrs.

Lists - Ordered lists, Unordered lists, Types of order list and unordered list, Nested Lists. Frames - Frame set, Frame targeting, Horizontal splitting, Vertical splitting, HTML form - Input fields, Submit /reset button, Methods post/get. Style sheet - Setting background, Setting text color, Font, Border, Margin, Padding, List, List-item marker.

UNIT 4 DREAMWEAVER

9 Hrs.

Getting Started- Introducing Dreamweaver, Learning the interface, defining a local site, creating a website. Adding content to a site - Adding content, Controlling document, Introducing cascading style sheets, Creating styles, Exporting CSS rule definitions, Creating class styles, Attaching external style sheets.

UNIT 5 WORKING WITH DREAMWEAVER

9 Hrs.

Working with Graphics-Using graphics on web pages, Placing graphics on the page, Modifying image properties, Editing images, Doing roundtrip editing with fireworks, Customizing the Insert bar, Adding Flash content, Adding Flash video. Navigating your site -Understanding site navigation, Linking to files in your site, Linking to sites.

Max. Hours. 45

PROJECT OUTLINE:

100 Marks

- Create database, using forms in HTML/XML
- Creation of Websites
- Create links and designing of webpage using dream weaver

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

COURSE OUTCOME

CO-1 Understanding about basics of HTML

CO-2 Understanding about Web Designing software and interface

CO-3 Ability to create various designs with the help of a computer system.

CO-4 Ability to create basic Forms and web page through computer system.

CO-5 Ability to interpret web animation and Links

CO-6 Ability to create Designing of webpage

TEXT / REFERENCE BOOKS

- Thomas A.Powell, The Complete Reference HTML Second Edition, 3rd edition, USA, 2001
- Joseph .W. Lowery, DreamWeaver Bible, John Wiley & Sons, 2006.
- Thomas Powell, The Complete Reference HTML Second Edition, McGraw-hill, 2010



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WEBSITES

1. www.w3schools.com
2. www.htmlcodetutorial.com
3. www.echoecho.com



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SVCA7303	DIGITAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

OBJECTIVE:

- To study different types of digital camera and their uses
- To know Ethics of Digital photography

UNIT I Photo Journalism

9 Hrs.

History of photojournalism - Basic Concepts of Photography and photojournalism - Principles and Ethics of photojournalism - Role of photojournalists in a newsroom - Elements of photo news story telling - Spot News Photography - opportunities for young photojournalists

UNIT II Digital Photography

9 Hrs.

Digital camera – Digital camera types - Overview of current digital cameras - Understanding how digital cameras works – Digital Capture - Digital Image – Image Sensors – Pixel Aspect Ratio – Shutter speed and Aperture – Exposure—Dynamic Colour Range – Colour Models – Image Compression – File Formats and Size

UNIT III Digital Technologies

9 Hrs.

Digital Image Enhancement - Image size – Resolution – Selection of tools and techniques –mounting techniques – Digital Manipulation: Applying selective effects to images and filters – Different photo Capturing Method – Image Scanner - Flash Card type - Hard Disc type - zip and Internet

UNIT IV Functions of Digital Cameras

9 Hrs.

Digital camera functions - Mechanics of digital photography: apertures, shutter speeds, focus, and focal lengths - Different types of lenses - Lighting – composition - Digital archive and management of digital photographs – Adjustment of brightness, Contrast, Tonal and Colour Values

UNIT V Features of Digital Photography

9 Hrs.

Discovering Features of digital photography – Sports - General news - Street Photography - Off-beat Photography - Documentary Photography - Nature – portrait - Art and culture – Environment – industry – Aerial – Candid – Fashion – Food

Max. 45 Hours
Total Marks: 100

Course Outcome

- CO1. Remember of various types of digital cameras
- CO2. Understand the concept of using the different types of filters
- CO3. Understand Aperture, exposure and Exposure
- CO4. Apply advanced digital techniques
- CO5. Create space in cloud for storage
- CO6. Analysis functions of digital photography

TEXT / REFERENCES BOOKS:

- Helen Caple, 2013, Photojournalism, MPS Limited, Chennai, India
- Mark Galer, 2006, digital photography in available light, Focal Press
- Joseph Ciaglia, 2004, Digital Photography, Que, USA
- Scott Kelby, 2013, The Digital Photography, Peachpit Press



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SVCA7201	TELEVISION PRODUCTION II	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To educate students to create commercially viable indoor programs
- To understand the basic techniques involved in Indoor production

UNIT 1 TOPIC / THEMES

Topic/theme based programme

9 Hrs.

UNIT 2 CURRENT AFFAIRS

Current affairs type programme

9 Hrs.

UNIT 3 MAGAZINE PROGRAMMES

Magazine Programme (current film release)

9 Hrs.

UNIT 4 DRAMA

Drama Practical (simple drama exercise) and Quiz programme.

9 Hr.

UNIT 5 LIVE SHOWS

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

9 Hrs.

Max. 45 Hours

PROJECT OUTLINE

100 Marks

INDOOR PROJECTS

- Chromo Key
- News & Current Affairs
- Events - Curtain Raiser
- Multi camera Production

Students should submit along with Story Board Approval, Output File & Source file in CD / DVD.

COURSE OUTCOME:

- CO1. To Understand Indoor production techniques
- CO2. To create chroma key projects
- CO3. To apply the techniques involved in news and current affairs production
- CO4. To comprehend the techniques involved in magazine programs
- CO5. To understand the multi camera set up and its importance in indoor production
- CO6. To execute the procedures involved in live camera set up

TEXT / REFERENCE BOOKS

1. Zettle Herbert, Television Production Handbook, Wordsworth Publishing Co., California, 1984.
2. Gerald Millerson, Television Production, Focal Press, UK, 1998.
3. Andy Stamp, The television Programme, Sheffield Media Association, Sheffield, 1987.
4. David Self, Television Drama: An Introduction, Macmillan, Basing stroke, 1984
5. Kathy Chaters, The Television Researcher's Guide, BBC Television Training, London, 1992.
6. William Charles, Screenwriting for Narrative Film and Television, Hastings House, 1980



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SVCA7202	DIGITAL COMPOSITING	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To study the basics of Compositing.
- To study the basics of colour correction and special effects

UNIT 1 BASICS OF COLORS, FORMATS, TRANSITIONS

9 Hrs.

Resolution, color separation, packing it, file formats, video and film, image quality, component separation, sampling, compression, film scanners, channels, mattes, filters, geometric transformations or transforms, digital fusion interface, compositing with alpha channel, luma keying, chroma keying, experimenting with filters, animating a setting, animating and masking a dissolve, flip transform, pan transform and credit scroll and main titles.

UNIT 2 SCREEN CORRECTION AND ROTOSCOPING

9 Hrs.

4:2:2 YUV sampling correction, screen correction, aura and screen correction, effect and screen correction, shake and screen correction, cleaning up film, digital compositing plug-ins, z big, rig removal with an effect mask, rotoscoping and time shifting a clean plate.

UNIT 3 VISUAL EFFECTS

9 Hrs.

Visual Effects, Description, Types, Particles , Analysis, Size, Sand Effects, Smoke Effects, Fire Effects , Cloud Effects , Snow Effects , Fluid Effects, Colouring ,designing Clouds Background , Designing Fog Effects , Explosion Effects, Fire Effects with flames, Space Effects and designs- Designing Thick Smoke

UNIT 4 DESIGNING EFFECTS

9 Hrs.

Designing Paint Effects, Colouring paints, Designing Trees and green effects , Designing Weather and seasons ,Effects on seasons, Designing Glass image, Designing Different glass reflection, Designing Glow Effects , Liquid Effects and Reflection design

UNIT 5 COMPOSITING

9Hrs.

Animation: 2D transformation, 3D transformation; Match Move, Motion Tracking; Keyframe Animation, Warps, Morphs; Articulated Rotos, Interpolation; Scene Salvage; Wire Removal, Rig Removal, Hair Removal, Light Leaks Stereo compositing; CGI Compositing: Depth Compositing, Premultiply and unpremultiply, Multipass CGI Compositing, HDR Images, 3D compositing; Blending: Blending operations(image blending operations), Adobe Photoshop blending modes; Slot gags.

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

- compositing techniques for single images
- compositing techniques for image sequences
- keying , color correction
- match-moving , rotoscoping

Student should submit the project which is given to them along with output file & source file in CD /DVD

Course Outcome

- CO1. Understanding about basics of Compositing
- CO2. Understanding of composition and interface
- CO3. Understanding about compositing software and interface
- CO4. Ability to create basic composition through computer system.
- CO5. Ability to interpret digital compositing
- CO6. Ability to create composition, colour correction



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TEXT / REFERENCE BOOKS

1. Doug Kelly, "Digital Compositing in Depth" Coriolis Publication, (2003)
2. Steve Wright, "Digital Compositing for Film and Video" Focal Press, (2001)
3. Angie Taylor, "Creative After Effects 5.0" Focal Press, (2002)



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SVCA7103	PROFESSIONAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To motivate students to learn about the various functions of a camera and to incorporate them in various types of photography

UNIT 1 INTRODUCTION TO FUNCTIONS OF PHOTOGRAPHY

9 Hrs.

The equipment's – camera, lenses, light meters, filters, flashes, and accessories. Digital Photography – Digital Camera Functions and techniques, computer aided application and creativity

UNIT 2 EXPOSURE TECHNIQUES

9 Hrs.

Understanding exposure and lighting techniques – indoors and outdoors.

UNIT 3 PHOTOJOURNALISM

9 Hrs.

Press photography & photojournalism - Shooting editorial, -news, photo feature and photo essays for press and media

UNIT 4 STILL LIFE PHOTOGRAPHY

9 Hrs.

Still Life / Table top– a detailed study - Artistic lighting for still life and product photography. Shooting transparent, highly reflective and high contrast products for promotional and advertising purposes.

UNIT 5 MACRO PHOTOGRAPHY

9 Hrs.

Macro Photography – outdoor and indoor subjects - extension tubes - flash extension cables, Ring flashes. - Night photography - Remote capture – Light painting – long exposures - Car trails.

Max. Hours. 45

COURSE OUTCOMES:

- CO1.To develop skills to handle professional Camera's and Lighting Equipment's
- CO2.Ability to expose and light properly for indoors and outdoors
- CO3. Ability to shoot and handle photo journalistic assignment
- CO4. To develop the technical skills to shoot macro photography
- CO5. To create Artistic setup and Backdrops for still life photography
- CO6. To explore in-depth photography techniques and handling.

PROJECT OUTLINE:

100 Marks

Photographs - 70 Marks Viva - 30 Marks

TOPICS

1. Photojournalism
2. Still Life / Table top
3. Product photography
4. Macro Photography
5. Night photography
6. Landscape Photography
7. HDR images.

Note: Technical Details Should be there for all the Photographs.



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TEXT / REFERENCE BOOKS

1. Paul Harcourt davis, close up and macro photography, Davidand Charles , devon, Uk 1998.
2. Mitchell Bearley , john hedgeese's new introductory photography course , reed consumer books Ltd, London, 1998.
3. Michael Langford, Basic photography, Focal press, London, 1986.
4. Michael Langford, Advanced photography, focal press , London 1986.



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SVCA7301	TELEVISION PRODUCTION -III	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To provide hands-on training to shoot news, advertisements, short films and documentaries.
- To study the limitations and advantages in outdoor production

UNIT 1 DOCUMENTARY FILMING

9 Hrs.

Documentary Filming and Directing Telefilm.

UNIT 2 POPULAR MUSIC

9 Hrs.

Popular Music practical (Music and art type program).

UNIT 3 MAGAZINE PROGRAMME

9 Hrs.

Magazine type programme on travel / holidays.

UNIT 4 SINGLE CAMERA

9 Hrs.

Single Camera continuity (on site).

UNIT 5 CAPTION EXERCISE

9 Hrs.

Caption Exercise on fashion and city round – up practical.

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

OUTDOOR

- News gathering
- Multi camera setup
- AD Film
- Short Film
- Documentary

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

COURSE OUTCOME:

- CO1. To Understand outdoor production techniques
- CO2. To do research for documentary film
- CO3. To apply the techniques involved in musical program
- CO4. To comprehend the techniques involved in magazine programs like travel and holidays
- CO5. To understand the single camera set up and its importance in outdoor production
- CO6. To execute the procedures involved in electronic field production

TEXT / REFERENCE BOOKS

- P. Jarvis, Shooting on Location, BBC Television Training, Borchamwood, 1986.
- Linda Seger, The Art of Adaptation: Turning Fact and Fiction into Film, Holt, 1992.
- Michael Rabiger, Directing the Documentary, Focal Press. Boston 1997.
- P. Lewis, Aright Royal Do: The Making of an Outside Broadcast, BBC Television Training, Borehamwood, 1991.
- P. Champness, Camera Mounting for Film and Video on Location, BBC Television Training, Borehamwood 1987.



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SVCA7303	3D GRAPHICS & ANIMATION	L	T	P	Credits	Total Marks
		0	2	6	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 softwares.

UNIT 1 PRE-PRODUCTION

9 Hrs.

Pre-production – Storyboarding - Aesthetics of Film-Making

UNIT 2 CHARACTER ANIMATION

9 Hrs.

Character Animation - 3D Character Development - Rigging & Character Set-up

UNIT 3 DIGITAL PAINTING

9 Hrs.

Digital Painting- Matte Painting- BG Modeling and Surfacing - Character Set-up & Skinning

UNIT 4 LIGHTING & RENDERING

9 Hrs

Texturing & Look Development- Lighting & Rendering - Particle Dynamics - Stop-Motion

UNIT 5 DIGITAL DESIGN

9 Hrs.

Digital Design - Video Editing - Sound Editing - 3D Design & Modeling - Digital Sculpting - Fluid, Hair & Cloth FX - Character Animation - Visual Effects – Composition

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

OUTDOOR

- 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

CO-1 Understanding about basics of 3D animation and Special Effects

CO-2 Understanding of 3D modelling and interface

CO-3 Understanding about 3D animation software and interface

CO-4 Ability to create basic 3D animation through computer system.

CO-5 Ability to interpret 3D model and 3D animation

CO-6 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-Guption 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.



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SVCA7203	ADVERTISING PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- To expose students to the field of advertising photography in which they are trained to shoot images for different forms of advertising.

UNIT 1 COPY & ILLUSTRATIONS

9 Hrs.

Advertising – Visualizing – copy and illustrations – use of drawing and photographs

UNIT 2 CONCEPT DEVELOPMENT

9 Hrs.

Conceptual photography – Developing ideas and producing conceptualizing photographs. Understanding photography as a Fin Art.

UNIT 3 LOCATION

9 Hrs.

Location photography - Panorama – HDR – perspective correction

UNIT 4 EVENT PHOTOGRAPHY

9 Hrs.

Contemporary Wedding/Event photography – the new trend in shooting weddings in a photojournalistic style

UNIT 5 FASHION PHOTOGRAPHY

9 Hrs.

Fashion photography – studio and location, editorial, advertising, beauty and portrait.

Max. 45 Hours

PROJECT OUTLINE:

100 Marks

Photographs -	70 Marks
Viva -	30 Marks

COURSE OUTCOMES:

- CO1. To understand and develop good Advertising and Visualizer work process
- CO2. Ability to create new concepts and ideas for Advertising through photography
- CO3. Ability to shoot in different location and atmospheric situation
- CO4. To develop good skills to handle Wedding, Corporate & Event Photography
- CO5. To develop managing skills to handle the equipment's in outdoor shoots
- CO6. Ability to shoot Studio and location based fashion photography

TOPICS

- Conceptual Photography
- Product photography
- Fashion Photography
- Food photography
- Panoramic - Landscape Photography
- Architecture - HDR images
- Digital manipulated images
- Event photography

Note: Technical Details Should be there for all the Photographs.

TEXT / REFERENCE BOOKS

- Dave sounders, Professional Advertising Photography, Merchurst Press, london 1988
- Roger Hicks, Practical Photography, Cassell, London 1996
- Julian calder and john Garrett, The 35mm Photographer's Handbook, Pan books, London 1999
- Julie Adair King, Digital Photography for Dummies, COMDEX, New delhi 1998



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DEPARTMENT OF VISUAL COMMUNICATION

ELECTIVE LIST

MSc Viscom / II Year / Batch 2019 – 2021

S.No	Register No	Name	Elective Subject
1.	39580001	GOKUL	DIGITAL PHOTOGRAPHY
2.	39580002	NAZEEM ASHIK	DIGITAL PHOTOGRAPHY
3.	39580003	PRIYADHARSANI	Television Production III
4.	39580004	RESHMI	Television Production III
5.	39580005	SOUNDHAR RAJAN	DIGITAL PHOTOGRAPHY
6.	39580006	SRIRAM	Television Production III
7.	39580007	SUDHARSAN	Television Production III
8.	39580008	VINOTHKUMAR	DIGITAL PHOTOGRAPHY



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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

ELECTIVE LIST

MSc Viscom / I Year / Batch 2020 – 2022

S. No.	Reg. Number	Student Name	Elective Subject
1	40580001	AADHITHYA	TELEVISION PRODUCTION
2	40580002	ABIYA MOSES	DIGITAL PHOTOGRAPHY
3	40580003	JOSE BENIAL RAJ	DIGITAL PHOTOGRAPHY
4	40580004	MADHUMITHA	TELEVISION PRODUCTION
5	40580005	SANJAY KIRAN	DIGITAL PHOTOGRAPHY
6	40580006	SARIGA	DIGITAL PHOTOGRAPHY
7	40580007	SUGANIYA SIVARASA	TELEVISION PRODUCTION
8	40580008	VIJAYASREE	DIGITAL PHOTOGRAPHY