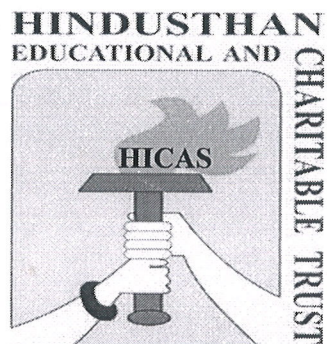


**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK
(LOCF)**

in the

**UNDERGRADUATE PROGRAMME
BACHELOR OF VISUAL COMMUNICATION**

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2021 - 2022 AND ONWARDS**



**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
(Affiliated to Bharathiar University and Accredited by NAAC)
COIMBATORE-641028
TAMILNADU, INDIA.**

Phone: 0422-4440555

Website: www.hindusthan.net/hicas/

PREAMBLE

The students of this program have been trained with un-compromising standards of excellence. To face the technological challenges the department, provides the aspirants with wide spectrum of latest well equipped digital studios at par with the industry. The Studios are designed to achieve parallel growth in theatrical and practical skills keeping in mind the current enlargements. These facilities help our students to avoid capsule-based learning and in turn encourages in depth analysis of courses.

VISION

To offer an experience in acquiring comprehensive knowledge to the learners to create avenues with global standards and to enhance technical and aesthetical challenges. To provide the essentials of moral values in their being to suit as worthy personals and professionals.

MISSION

The Mission is to transform the attitude of practicing creative thinking and technological application through philosophical approach. Structuring an effective curriculum at par with the industrial requirements integrating modern developments of the media. To elicit the students to face the Industry and to apprehend and echo the social values in their creation.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Under Graduates of Visual Communication programme will

PEO 1: Prepare the students and tune them with newer societal aspirations in order to meet out the standards of excellence.

PEO 2: Offer a space for proficiency in skill development of various medium.

PEO 3: Engage in acquiring the profession and to acclimate rapid change in work environment

PEO 4: Altering the students to cater the needs of the entry level communication job markets.

PEO 5: Provide a platform to practice and reflect the professional ethics among the society.

PROGRAMME OUTCOME (PO)

PO1: Comprised with adequate knowledge in various branches of the discipline.

PO2: Molded with an aptitude of analytical thinking, logical thinking and creativity.

PO3: Well prepared with profound knowledge based on societal concerns and responsibilities.

PO4: Transformed and enriched with contemporary media inputs

PO5: Equipped to meet out the requirements of the media industry

PO6: Functions commendably as a media expert.

PO7: Exploratory competency to enhance the ethical values of visual communication.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1: Will have adequate skills sets to work in media.

PSO2: Will gain industrial experience through workshops and internship programs

PSO3: Will be able to produce documentation and projects based on their career interest.

PSO4: Will have ample comprehension to set up their own firm based on specialization

PSO5: Will become an expert in creative production

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS),

COIMBATORE-641028

SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN

(For the Students admitted from the Academic year 2021-2022 and Onwards)

UG PROGRAMME

Programme: BSC

Branch: VISUAL COMMUNICATION

Part	Course Code	Course Type	Course Title	Credit points	Lecture Hours/ Week		Exam Duration (hours)	MAX. MARKS		
					Theory	Practical		I.E.	E.E	Total
Semester - I										
I	21LAT01/ 21LAH01/ 21LAM01/ 21LAF01	MIL	Tamil-I/ Hindi-I/ Malayalam – I/ French-I	4	6	-	3	30	70	100
II	21ENG01	AECC	English – I	4	6	-	3	30	70	100
III	21VCU01	DSC	CORE/ DSC-I Introduction to Visual Communication	3	4	-	3	30	70	100
III	21VCU02	DSC	CORE/ DSC-II History of Art and Design	3	4	-	3	30	70	100
	21VCU03	DSC	CORE/ DSC-III Fundamentals of Digital Photography (Theory and Practical)	4	2	2	2 3	15 15	35 35	100
III	21VCU04	GE	Allied-I / GE-I Practical-I: Visual Arts - I (Vis)	3	-	5	6	30	70	100
IV	21VCUE01	AEE	Open Elective - I	2	3	-	3	100	-	100
IV	21GSU01	AECC	Skill Based Subject Environmental Studies	1	2	-	2	50	-	50
IV	21VCUV01	SEC	VAC-I/Life Skills-I @ / SEC Communicative English	1*	2	-	-	50	-	50**
IV	-	SEC	SDR- Student Development Report	Assessment will be in the Fifth Semester						
V	-	AECC	Extension Activities NSS/NCC/SPORTS/YR C/SIS/SA	Assessment will be in the Fourth Semester						
Total				24	36			380	420	750
Semester - II										
I	21LAT02/ 21LAH02/ 21LAM02/ 21LAF02	MIL	Tamil-II/ Hindi-II/ Malayalam-II/ French-II	4	5	-	3	30	70	100
II	21ENG02	AECC	English – II	4	5	-	3	30	70	100
III	21VCU05	DSC	CORE / DSC-IV Visual Design and Culture	4	4	-	3	30	70	100
III	21VCU06	DSC	CORE / DSC-V Introduction to Graphics and Animation Software	4	4	-	3	30	70	100
III	21VCU07	DSC	CORE / DSC-VI	2	-	4	6	40	60	100

			Practical-II: Photography I							
III	21VCU08	DSC	CORE / DSC-VII Mini Project: Living with people	3	3	-	6	100	-	100
III	21VCU09	GE	Allied-II / GE-II Practical-III: Visual Arts - II (Vis)	2	-	4	6	40	60	100
III	21VCU10 A 21VCU10 B	DSE	Electives/ DSE-I Practical-IV: Electives/ DSE-I Practical-IV:	2	-	3	6	40	60	100
IV	21VCUV02	SEC	VAC – II/Life Skills-II @ / SEC Language	1*	2	-	2	50	-	50**
IV	21VCUJ01	SEC	Aptitude / Placement Training	Grade *	2	-	3	50	-	50**
Total				25	36			440	460	800
Semester - III										
III	21VCU11	DSC	CORE / DSC-VIII Theories of Communication	4	4	-	3	30	70	100
III	21VCU12	DSC	CORE / DSC-IX Introduction to Social Psychology	4	4	-	3	30	70	100
III	21VCU13	DSC	CORE/ DSC-X Writing for Screen (Theory and Practical)	5	3	2	3 3	15 15	35 35	100
III	21VCU14	DSC	CORE / DSC-XI Dynamics of Sound	3	3	-	3	30	70	100
III	21VCU15	DSC	CORE / DSC-XII Practical-V: Graphics and Interaction Design	3	-	5	6	40	60	100
III	21VCU16	GE	Allied – III / GE - III Practical-VI: Advanced Photography	2	-	4	6	40	60	100
III	21VCU17 A 21VCU17 B	DSE	Electives / DSE-II Practical VII- Electives / DSE-II Practical VII	2	-	3	6	40	60	100
IV	21VCUE02	AEE	Open Elective-II	2	3	-	3	10 0	-	100
IV	21GSU02	AECC	Human Rights	1	2	-	2	50	-	50
IV	21VCUJ02	SEC	Aptitude / Placement Training	Grade *	2	-	2	50 *	-	50* *
IV	21VCUJ03	SEC	Online Course	-	1	-	-	-	-	C/N C*
Total				26	36			390	460	850
Semester - IV										
III	21VCU18	DSC	CORE / DSC-XIII Media Ethics	5	5	-	3	30	70	100
III	21VCU19	DSC	CORE/ DSC-XIV	5	5	-	3	30	70	100

			Principles of Advertising							
III	21VCU20	DSC	CORE / DSC-XV Practical-VIII: Sound Design(Vis)	2	-	4	6	40	60	100
III	21VCU21	DSC	CORE/ DSC-XVI Practical- IX: 2D Animation Production	3	-	6	6	40	60	100
III	21VCU22	GE	Allied-III / GE-III Practical-X: Story Board Techniques	2	-	4	6	40	60	100
III	21VCU23 A 21VCU23 B	DSE	Electives / DSE-III Practical-X	3	-	5	6	40	60	100
IV	21VCU24	SEC	Internship / Institutional Training / Mini-Project (Summer Course-2)	1	-	-	-	10 0	-	100
IV	21VCUV03	ACC	VAC-III	1*	2	-	2	50	-	50* *
IV	21VCUJ04	SEC	Aptitude / Placement Training	Grade *	2	-	2	50	-	50* *
IV	21VCUJ05	SEC	Online Course	-	1	-	-	-	-	C/N C#
IV	21GSU03	AECC	Internet Security	1	2	-	2	50	-	50
V	21GSU04	AECC	Extension Activities NSS/NCC/SPORTS/YRC/SIS/SA#	2	-	-	-	-	-	C/N C#
Total				24	36			470	380	750
Semester - V										
III	21VCU25	DSC	CORE/ DSC-XVII Direction	6	6	-	3	30	70	100
III	21VCU26	DSC	CORE/ DSC-XVIII Film Structure, Editing and Aesthetics	6	6	-	3	30	70	100
III	21VCU27	DSC	CORE/ DSC-XIX Practical XII: 3D Animation Techniques	3	-	6	6	40	60	100
III	21VCU28	DSC	CORE/ DSC-XX Practical-XIII: Television Program Production	3	-	5	6	40	60	100
III	21VCU29 A 21VCU29 B	DSE	Electives/ DSE-IV Practical XIII	2	-	4	6	40	60	100
IV	21VCUE03	AEE	Open Elective-III	2	3	-	3	10 0	-	100
IV	21GSU05	AECC	General Awareness	1	1	-	2	50	-	50
IV	21GSU06	AECC	Law of Ethics	1	-	-	2	50	-	50
IV	21VCUV04	ACC	VAC-IV	1*	2	-	2	50	-	50* *
IV	21VCUJ06	SEC	Aptitude / Placement Training	Grade *	2	-	2	50	-	50* *
IV	21VCUJ07	SEC	Online Course	-	1	-	-	-	-	C/N

IV	21VCUJ08	SEC	SDR- Student Development Report	2*	-	-	-	-	-	C [#]
Total				24	36			480	320	700
Semester - VI										
III	21VCU30	DSC	CORE / DSC-XXI Production Design	6	6	-	-	30	70	100
III	21VCU31	DSC	CORE / DSC-XXII Design Thinking	6	6	-	-	30	70	100
III	21VCU32	SEC	Major Project: Video Production	6	Half sem project	-	-	50	150	200
IV	21VCU33	SEC	Self-Study Course FILM Appreciation	3*	-	-	6	100	-	100* *
Total				18	12			210	290	400
				141	192					4250

- * denotes Extra credits which are not added with total credits.
- ** denotes Extra marks which are not added with total marks.
- **VAC**-Value Added Course (Extra Credit Courses)
- * Grades depends on the marks obtained

Range of marks	Equivalent remarks
80 and above	Exemplary
70 – 79	Very good
60 – 69	Good
50 – 59	Fair
40 – 49	Satisfactory
Below 39	Not Satisfactory = Not Completed

- Part IV & V not included in total marks and CGPA calculation.
- **I.E**-Internal Exam
- **E.E**-External Exam
- **JOC**-Job Oriented Course

PASSING MINIMUM

- Passing Minimum for UG 40%

ABSTRACT FOR SCHEME OF EXAMINATION

(For the candidates admitted during the academic year 2021 - 2022 and onwards)

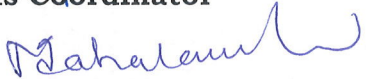
Part	Course	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Languages/ (MIL)	2	4	2 X 4 c 8	100	200
Part II	English/AECC-I	2	4	2 X 4 c 8	100	200
Part III	Core /DSC	22	2/3/4/5/ 6	4 X 6 c 24 3 X 5 c 15 5 X 4 c 20 8 X 3 c 24 2 X 2 c 4 87	100	2200
	Allied /GE	4	2/3	1 X 3 c 3 X 2 c 9	100	400
	Electives/DSE	4	2/3	1 X 3 c 3 X 2 c 9	100	400
	Project SEC	1	6	1 X 6 c 6	200	200
Part IV	Open Electives /AEE	3	2	3 X 2 c 6	100	300
	EVS & Internet Security /HR/GA/LE AECC	5	1	5 X 1 c 5	50	250
	Job Oriented Course / Value Added Course	2	1*	2 X 1* c 2*	50	100**
	Skill Based/ Placement/Aptitude SEC	4	Grade	4 X Grade	50	200**
	Online courses / SEC	3	-	-	-	-
	Life Skills / SEC	2	1*	2 X 1* c 2*	50	100**
	Self-Study Course /SEC	1	3*	1 X 3* c 3*	100	100**
	Internship/Institutional Training/Mini-Project (Summer Courses #)	1	1	1 X 1 c 1	100	100
SDR- Student Development Report	2	2*	1 X 2* c 2*	-	-	
Part V	Extension Activities NSS / NCC/Sports/YRC / SIS / SA - AECC	2	2	1 X 2 c 2	-	-
	Total			141 + (9 Extra Credits)		4250 + (500**)

List of Open Elective Papers & VAC / JOC	
Open Electives	Yoga for Human Excellence
	Human Health & Hygiene
	Indian Culture and Heritage
	Indian Constitution and Political System
	Consumer Awareness and Protection
	Professional Ethics and Human Values
	Human Rights, Women's Rights & Gender Equality
	Disaster Management
	Green Farming
	Campus to Corporate
	How to start a Business?
	Research Methodology and IPR
	General Studies for Competitive Examinations
	IIT JAM Examination (for Science only)
	CUCET Examination
Courses offered by the Departments to other Programmes	

Note: VAC / JOC courses can be added along with the above open electives

List of Elective Papers/ DSE (Can choose any one of the paper as electives)		
	Course Code	Title
Electives/ DSE-I	21VCU10 A	Practical-IV: Digital Art - Photoshop & Illustrator
	21VCU10 B	Practical-IV: Typography Design
Electives/ DSE-II	21VCU17 A	Practical VII: Rotoscopy - Mocha
	21VCU17 B	Practical-VII: Editing Techniques – Premiere & Audition
Electives/ DSE-III	21VCU23 A	Practical-X: Print and Publication
	21VCU23 B	Practical-X: Advertising Production
Electives/ DSE-IV	21VCU28 A	Practical XIII : Motion Graphics – After effects
	21VCU28 B	Practical XIII : Compositing Techniques - Nuke


Syllabus Coordinator


Academic Council – Member Secretary

Co-ordinator
Academic Audit Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.


BOS-Chairman/Chairperson


PRINCIPAL

PRINCIPAL
Hindusthan College of Arts and Science
Hindusthan Gardens, Behind Nav...
Coimbatore - 641 028.

Regulations

1. Internship / Institutional Training / **Mini-Project** is related to the discipline can be permitted to complete during the end of I and III semesters for minimum seven days each and permitted to submit a report.

Internship / Institutional Training	Not more than seven days
Mini project	Depends on the departments

2. Project work is considered as a special course involving application of knowledge in problem solving / analyzing /exploring a real-life situation. A Project work may be given in lieu of a discipline specific elective paper.
3. **Two core courses DSC- XVIII & DSC- XIX are the subjects which are to be related with NPTEL courses.**
4. **If the students who are all completed the NPTEL courses before semester -V, they can avail exemption from appearing exams of DSC- XVIII & DSC- XIX in Fast track scheme.**
5. NSS / NCC/Sports/YRC / SIS / SA is a mandatory as per New Education Policy and the students must attend the allocated hours within two years and will be evaluated during the end of second year and also certificate will be issued.
6. SDR – Student Development Report to be received by the department from the students till end of the fifth semester. (Evidences of Curriculum activities and Co-curriculum activities)
7. For online courses minimum of 2 certificates in any of the online platform is mandatory.

Extension Activities

NSS – National Service Scheme, as enrolled member with the College Unit.

NCC – National Credit Corps, as enrolled member with the College Unit.

SPORTS – Sports & Games Participation with College Team

YRC/RRC–Youth Red Cross / Red Ribbon Club, as enrolled member with the College Unit.

Rotaract Club - Rotaract Club, as enrolled member with the College Unit.

SIS – Special Interest Subjects, as approved by the Academic Council

SA – Social Activity for not less than 50 hours with NGGO like Aram Foundation / Shanthi Social Service / Siruthuli / KulangalPathukappuAmaipu /Old age Home / Nature Foundation / etc.

SCHEME OF EVALUATION FOR UG COURSES (INTERNAL & EXTERNAL COMPONENTS) – Updated scheme of evaluation will be given by COE.

UG Courses- Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2021-2022 and onwards)

1. Internal Marks for all UG

Components	Marks
Test I	5
Test II	5
Model Exam	10
Assignment	5
Attendance*	5
TOTAL	30

*Split-up of Attendance Marks

- ♣ 75-79 - 1 marks
- ♣ 80-84 - 2 marks
- ♣ 85-89 - 3 marks
- ♣ 90-94 - 4 marks
- ♣ 95-100 - 5 marks

2. a) Components for Practical I.E.

Components	Marks
Test -I	20
Test - II	20
Total	40

b) Components for Practical E.E.

Components	Marks
Experiments	50
Record	5
Viva	5
Total	60

3. Institutional/ Industrial Training, Mini Project and Major Project Work

Institutional /Industrial Training (I.E)		Mini Project (I.E)	Major Project Work		
Component	Marks	Marks	Component	Marks	Total Marks
Work diary	25	-	I.E		
Report	50	50	a)Attendance	10	
Viva-voce	25	50	b)Review/Work diary*	30	40
Total	100	100	E.E** a) Final report	40	
			b)Viva-voce	20	60
			Total		100

*Review is for Individual Project and Work Diary is for Group Projects
(group consisting of minimum 3 and maximum 5)

**Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

4. Components for Value Education (Part IV):

S.No.	Components	Marks
a)	Attendance 96% and above - 30 marks 91% to 95% - 25 marks 86% to 90% - 20 marks 76% to 85% - 10 marks	30 marks
b)	Participation in group activity	30 marks
c)	Assignment (2 x 10)	20 marks
d)	Test (1 hr for 20 marks) 2 out of 3 questions, 10 marks each	20 marks
	Total	100 marks

5. Guidelines for Environmental Studies (Part IV)

Components	Marks
Two Tests (each 2 hours) of 30 marks each [3 out of 5 descriptive questions 3 x 10 = 30 Marks]	60
Field visit and report (10 + 10) (At least one field trip should be arranged)	20
Two assignments (2 x 10)	20
Total	100

6. Guidelines for Skill based subject - Internet Security (Part IV)

Components	Marks
Two Tests (each 2 hours) of 40 marks each [4 out of 7 descriptive type questions 4 x 10 = 40 Marks]	80
Two assignments (2 x 10)	20
Total	100

7. Guidelines for General Awareness (Part IV)

Components	Marks
Two Tests (each 2 hours) of 50 marks each [50 objective type questions 50 x 1 = 50 Marks]	100

8. Guidelines for Law of Ethics (Part V)

Components	Marks
Two Tests (each 2 hours) of 50 marks each [5 out of 8 descriptive type questions 5 x 10 = 50 Marks]	100

9. Guidelines for Extension Activity (Part V)

No of Activities	Marks
2 x 50 (Each Activity for two days) (Activities may be Educating Rural Children, Unemployed Graduates, Self Help Group etc)	100

10. Value Added Courses and Aptitude/Placement courses:

Components	Marks
Two Test (each 1 hour) of 25 marks each QP is objective pattern (25x1=25)	50
Total	50

Guidelines:

1. The passing minimum for these items should be 40%
2. If the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent Semesters
3. Item No's:4,5,6,7,8,9, 10 are to be treated as 100% Internal papers.
4. For item No.10, Tests conducted through online modules (Google Form/any other)

UG PATTERN
QUESTION PAPER PATTERN FOR CIA I and CIA II EXAM

Reg.No:-----

Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

----- **DEGREE CIA-I/CIA-II EXAMINATIONS** -----20---

(----- SEMESTER)

BRANCH: -----

SUBJECT NAME: -----

Time: Two Hours

Maximum:50 Marks

SECTION - A (6 x 1 = 6 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 1 to 6: Multiple choice/Fill up the blanks /True or False questions)

SECTION - B (4x 5 = 20 marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 7 to 10 Either Or type)

SECTION - C (2x12 = 24 marks)

Answer any **TWO** Questions out of **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 11 to 13)

QUESTION PAPER PATTERN FOR MODEL/END SEMESTER EXAMINATION

Reg.No:-----

Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

----- **DEGREE MODEL EXAMINATIONS** -----20-----

(-----SEMESTER)

BRANCH : -----

SUBJECT NAME:-----

Duration: Three Hours

Maximum: 70 Marks

SECTION - A (10x1=10 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No 1 to 10 Multiple choice/Fill up the blanks /True or False questions)

(Two questions from each unit)

SECTION - B (5x6=30 Marks)

Answer **ALL** Question

ALL Questions Carry **EQUAL** Marks

(Q.No 11 to 15 Either or type)

(One question from each Unit)

SECTION- C (3x10=30 Marks)

Answer any **THREE** Questions out of **FIVE** Questions

ALL Questions carry **EQUAL** Marks

(Q.No 16 to 20) (One question from each Unit)

For UG (Question paper pattern) (Max. 70 marks)

Sec-A (10x1=10marks)	All Questions will be in K1 Level
Sec-B (5x6=30marks) Either or type	4 Questions will be in K1 Level, 3 Questions will be in K2, K3 each
Sec-C (3x10=40marks) Any 3 out of 5 questions	2 Questions will be in K2, 3 Questions will be in K3 & K4 level

For PG (Question paper pattern) (Max. 60 marks)

Sec-A (5x4=20marks) Either or type	4 Questions will be in K1 & K2 Level each, 2 Questions will be in K3 Level
Sec-B (3x10=30marks) Any 3 out of 5 questions	1 Questions will be in K3 Level 4 Questions will be in K4 & K5 Level
Sec-C (1X10=10marks) Compulsory question	1 Question will be in K5 Level

Course Code:	21ENG01	Course Title						Batch:	2021-2022
		Effective Communication-I						Semester:	I
Hrs/Week:	6	L	6	T	-	P	-	Credits:	4

COURSE OBJECTIVE

- 1.To identify key elements and principles of Communication.
- 2.To demonstrate understanding of the communication process.
- 3.Ability to handle difficult situations.
- 4.To construct productive approaches to communication.
- 5.To develop skills in listening actively and empathetically to others.

COURSE OUTCOMES (CO)

S. No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recognize the sounds of English words, the meanings of those words, and the different ways of putting words together to make meaningful sentences.	K1&K2
CO2	Apply different strategies for reading based on the purpose of the material being read.	K3
CO3	Understand writing skills through practice, including legibility, spelling, clarity, accuracy, and completeness.	K2
CO4	Recognize and understand the difference between factual and emotional communication and respond accordingly	K1&K2
CO5	Understand the nuances involved in acquiring the skills related to listening, team building, problem solving, assertiveness, emotional intelligence etc	K2
KI- Remember, K2- Understand, K3- Apply, K4- Analyze		

WEB RESOURCES

Web Link:

<https://www.enotes.com/topics/how-much-land-does-man-need>

<https://www.poetryoutloud.org/poem/the-arrow-and-the-song/>

https://en.wikipedia.org/wiki/The_Last_Leaf

<http://fybaenglish.blogspot.com/2018/12/the-gold-frame-r-k-laxman.html>



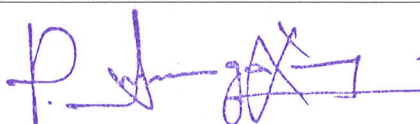
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	S	S	S	M
CO3	M	S	M	S
CO4	M	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Dr. Priya Sharon Thomas Name & Signature of the Staff	 Dr. Priya Sharon Thomas Name & Signature	 Name & Signature

Dr. Priya Sharon Thomas, M.A., M.Phil., Ph.D.,
 Professor & Head
 P.G. & Research Dept. of English
 Hindusthan College of Arts & Science
 Nava India, Coimbatore - 641 028.

Dr. Priya Sharon Thomas, M.A., M.Phil., Ph.D.,
 Professor & Head
 P.G. & Research Dept. of English
 Hindusthan College of Arts & Science
 Nava India, Coimbatore - 641 028.

Co-ordinator
 Curriculum Development Cell
 Hindusthan College of Arts & Science,
 Coimbatore-641 028.

SYLLABUS

21ENG01	Effective Communication-I	Sem: I
Unit No.	Topics	Hours
I Detailed	General Grammar Functional Use – Word Formation – Vocabulary – Definitions – Abbreviations – Common Errors - Exercises.	15
II Detailed	Reading Skill Reading different types of texts for effect, clarity, and emphasis – reading for comprehension – reading – critically – reading to explain	16
III	Writing Skills Writing – messages – short notes – paragraphs – assignments – interpreting visual presentation (tables, graphs & charts).	14
IV	Speaking Skill Sample dialogues in classroom situations – dialogues for various situations – short speeches	15
V	Soft Skills Interpersonal Relationships – Intrapersonal relationships – empathy – body language	12
	TOTAL	72

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Seminar, Discussion and Activity.

TEXT BOOKS

Text Book:

Effective Communication Vol-I, New Century Book House-2020.

REFERENCE BOOKS

Reference Books:

Radha Krishnan, Pillai G. K. Rajeevan and P. Baskaran Nair, Written English for you, Madras, Emerald Publishers, 1995.

The Humanities and Social Science Division, Anna University, English for Engineers and Technologies, Vol 1, Anna University, Chennai, 1999.

WEB RESOURCES

Web Link:

<https://en.wikipedia.org/wiki/listening>

<https://en.wikipedia.org/wiki/speaking>

<https://en.wikipedia.org/wiki/writing>

<https://en.wikipedia.org/wiki/fourskills>

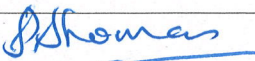


MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	S	S	S	M
CO3	M	S	M	S
CO4	M	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Dr. Priya Sharon Thomas Name & Signature of the Staff	 Dr. Priya Sharon Thomas Name & Signature	 Name & Signature

Dr. PRIYA SHARON THOMAS, M.A., M.Phil., Ph.D.,
 Professor & Head
 P.G. & Research Dept. of English
 Hindusthan College of Arts & Science
 Nava India, Coimbatore - 641 028.

Dr. PRIYA SHARON THOMAS, M.A., M.Phil., Ph.D.,
 Professor & Head
 P.G. & Research Dept. of English
 Hindusthan College of Arts & Science
 Nava India, Coimbatore - 641 028.

Co-ordinator
 Curriculum Development Cell
 Hindusthan College of Arts & Science,
 Coimbatore-641 028.

Course Code:	21ENG02	Course Title						Batch:	2021-2022
		Effective Communication-II						Semester:	II
Hrs/Week:	6	L	6	T	-	P	-	Credits:	4

COURSE OBJECTIVE

1. To draft effective business correspondence with brevity and clarity.
2. To demonstrate effective oral and written communication skills in the professional context.
3. Able to work effectively in teams and demonstrate team-building capabilities.
4. To enhance vocabulary beyond that of the subject matter.
5. To strengthen intelligible pronunciation, stress and intonation patterns.

COURSE OUTCOMES (CO)

S. No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand basic skills in literary and linguistic communication and explication of literary practices and process with clarity.	K1&K2
CO2	Analyze their own ability to improve their own competence in using the language.	K4
CO3	Apply language for speaking with confidence in an intelligible and acceptable manner.	K3
CO4	Effectively communicate through the written word for a wide variety of purposes and audiences.	K3
CO5	Understand and appreciate the principle of politeness in relation to the speaker/listener	K2

KI- Remember, K2- Understand, K3- Apply, K4- Analyze

SYLLABUS

21ENG02	Effective Communication-II	Sem: II
Unit No.	Topics	Hours
I	Essentials for Communication Communication: Definition, process and scope, types and barriers, effectiveness of communication – role.	15
II	Language Focus Vocabulary, tone, register, pronunciation, coherence, clarity, association of thoughts, language process and presentation.	16
III	Oral Communication Verbal-non-verbal Communication, personal appearance, posture, gesture, eye contact, dyadic communication, face to face, telephonic conversation, debates and group discussion	14
IV	Written Communication Formal report, technical proposals, book review, writing articles, letter correspondence, agenda and minutes, brochures, case study on communication.	15
V	Communication for Placement Prospects Principles of interviewers, mental blocks and exercises, creative process in communication, fluency, elaboration and through presentation, career planning and performance improvement.	12
	TOTAL	72

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Seminar, Discussion and Activity.

TEXT BOOKS

Text Book:

Effective Communication Vol-II, New Century Book House-2020.

REFERENCE BOOKS

Reference Books:

Poe, Roy W. & Rosemary T. Freukling, 'Business Communication: As Caase Method Approaches, A.I.T.B.S. Delhi, 2006.

Krishnan. Mohan and Meera Banerji, Developing Communication Skills, Macmillan India Ltd, new Delhi, 1998.

Alder, Ronald B, Communicating at Work: Principles and Practices for Business and the Professions,

Course Code:	21VCU01	Course Title						Batch:	2021-2022 and Onwards
		INTRODUCTION TO VISUAL COMMUNICATION						Semester:	I
Hrs/Week:	4	L	3	T	1	P	-	Credits:	3

COURSE OBJECTIVE:

1. Remember the nature of visual Process and communication.
2. Understand various types of communication.
3. Integrate the basic knowledge about visual medium and types of visual mediums.
4. Apprehends in depth knowledge about communication models and concepts.
5. Explore the emergence of New Media and the evolving trends in Digital Media.

COURSE OUTCOMES (CO): Students will be able to know the key factors of Communication and its importance in visual medium.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recall the various forms of communication.	K1
CO2	Comprehend the functions and nature of the various types of communication	K1,K2
CO3	Apply the visual communication skills and knowledge with respect to the different types of visual medium.	K1,K2,K3
CO4	Relate the communication concepts in day-to-day life.	K1,K2,K3
CO5	Analyze the global media content and their impacts in new media age.	K1,K2,K3,K4
KI- Remember, K2- Understand, K3- Apply, K4- Analyze		

SYLLABUS

21VCU01	INTRODUCTION TO VISUAL COMMUNICATION	Sem: I
Unit No.	Topics	Hours
I	History of Visual Communication - The Visual Process – Sense – Select – Perceive - Light - Nature of Light - Speed of light - Physiology of eye –Retina – Brain –Colour – Form - Depth and Movement.	9
II	Visual Communication - Definition & concept; Historical development of Visual Communication; Nature & functions of Visual Communication; Characteristics of Visual Communication; Types of visual communication - Graphic design, art, photography & multimedia; visual communication techniques-eye contact, hand gesture, body language. Types of images: Drawing, Painting, Sculpture - Graphic images - Photographic and Movie images - television and computer images.	12
III	Info - graphics in Newspaper and Television - Caricature and Editorial Cartoons -Humour and Cartoon Stripes - Comic Books and Cartoon Characters - Cartoon to Animated film - Graphics in Digital Photography and Cinema.	8
IV	Definition of Communication - Elements of communication process - Intra, Inter, Group Communication - Mediated Communication - Mass Communication Elements of visual communication - culture/codes: levels of communication: Technical, semantic, and pragmatic. The semiotic landscape: language and visual Communication, narrative representation: visual aesthetics.	10
V	A model of Communication – SMCR Model, Berlo, Lasswel Model – Medium is the message. Meaning of media - Definition of mass media - functions of mass media - usage of mass media - Impact of new media.	9

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Wood, J. T. (2016). Communication mosaics: An introduction to the field of communication. Cengage Learning.
2. Kumar, K. J. (2020). Mass communication in India. Jaico publishing house.

REFERENCE BOOKS

1. Lester, P. M. (2013). Visual communication: Images with messages. Cengage Learning.
2. Mittler, G. A. (1994). Art in focus. Glencoe.
3. Dominick, J. R. (2010). The dynamics of mass communication: Media in the digital age. Tata McGraw- Hill Education.
4. Barnes, S. B. (2011). An introduction to visual communication. New York.

5. Baldwin, J., & Roberts, L. (2006). Visual communication: from theory to practice. Bloomsbury Publishing.

WEB RESOURCES

- https://www.academia.edu/9370225/Handbook_Of_Visual_Communication_Theory_Methods_And_Media
- http://saintangelos.com/studentdesk/Download/Introduction_to_visual_communication.pdf
- <https://www.marquette.edu/alumni/documents/Youreallyarecreative-preassignedreadings.pdf>


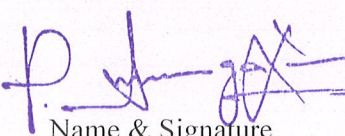
MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	M	M	M	S
CO2	S	M	M	M	S	M	M
CO3	S	S	S	S	S	M	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Dr K Manikkam Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

HEAD OF THE DEPARTMENT
 Department of Visual Communication
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 Coimbatore - 641 028

Co-ordinator
 Curriculum Development Cell
 Hindusthan College of Arts & Science,
 Coimbatore-641 028.

Course Code:	21VCU02	Course Title						Batch:	2021-2022 and Onwards
		History of Art and Design						Semester:	I
Hrs/Week:	4	L	3	T	1	P	-	Credits:	3

COURSE OBJECTIVE:

1. Introduce the field of art and design.
2. Motivate the ancient history of Art.
3. Convert the aspects of art into applied form.
4. Know the art movements.
5. Understand the application of art in visual media.

COURSE OUTCOMES (CO): Students will be able to know and utilize the art into designing field.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand different periods and styles of art and design.	K1
CO2	Apply the forms of semiotics in their production.	K1,K2,K3
CO3	Utilizing the art into designing field.	K1,K2,K3
CO4	The subject knowledge will help to create various art and commercial productions in media.	K1,K2,K3,K4
CO5	Apply the sketching practice for pre-production.	K1,K2,K3

KI- Remember, K2- Understand, K3- Apply, K4- Analyze

SYLLABUS

21VCU02	History of Art and Design	Sem: I
Unit No.	Topics	Hours
I	Introduction to Western Art The Art: a detailed introduction to art and artist. Prehistoric Art with special reference to Lascaux and Altamira - Ancient, Medieval, Gothic and Renaissance periods - Art in sixteen to eighteenth centuries and early nineteenth to the present. Introduction to Indian Art Prehistoric Period Rock Paintings in India. Classical Mural Tradition - Ajanta, Bagh, Sittannavasal – medievalism the Ellora - The art of Pallava, Paandia, Chera, Chola, Vijayanagara, Nayak, Mughal and the medieval Kerala-Miniature Painting - Early Palm - Leaf Manuscripts.	14
II	Introduction to Modern art <u>Art movements, artists and styles:</u> Realism, Neo classicism and Romanticism – Modernism: Impressionism, Neo-Impressionism- Post-Impressionism – Cubism, Expressionism, Fauvism, Futurism, Dadaism, Abstraction and Surrealism, Pop Art. <u>Art institutions:</u> The contributions of Art and Design by Bauhaus and Fine arts colleges of Madras, Bombay and Calcutta.	12
III	The contemporary art: design and printing The overview of preprint to incunabula – incunabula through renaissance – mass medium – font comparison – art deco.	8
IV	Experiments of Art & Design: Experiment with Pencil, Pens, Charcoal, Crayon, Inks, Oil, Water, Poster and Acrylic Colors by using kinds of Brushes on different surfaces.	8
V	Outcome I: Imitations of Cave, realism, modernism. Outcome II: Imitations of graphics by reputed brands	6

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Pran Nath Mago, "Contemporary art in India", NBT, India.
2. Avari, B. (2007). *India: The Ancient Past: A History of the Indian Sub-continent from c. 7000 bc to ad 1200*. Routledge.
3. Kleiner, F. S. (2020). *Gardner's Art through the Ages: The Western Perspective, Volume I*. Cengage Learning.

REFERENCE BOOKS

1. A. Miller Macmillan, "Creating and understanding Drawings-Genes" McGraw-Hill, 1989.
2. A. Miller - Macmillan, "Art in focus Genes", McGraw-Hill 1986.
3. Louis Fichner - Rathus, "Understanding art", Indian Paintings-NBT India.
4. Giorgio Vasari, *Lives of the Artists, Renaissance Italy*
5. Burno Munari, *Design as Art*, Penguin Classics.

WEB RESOURCES

1. <https://www.penguin.co.uk/genres/non-fiction-books/art-architecture-photography/history-of-art-and-design.html>
2. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/445278/History_of_Art_Subject_content_14-07.pdf
3. <https://dera.ioe.ac.uk/29382/1/SBS-History-of-Art-Architecture-and-Design-17.pdf>

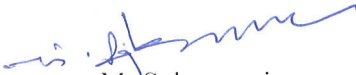

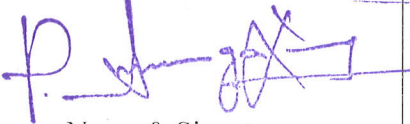
MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	S	S	M	S
CO2	S	S	M	S	S	S	S
CO3	M	M	S	M	S	S	S
CO4	S	S	S	S	S	M	S
CO5	S	S	S	M	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Mr. Subramanian Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

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Department of Visual Communication
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Coimbatore - 641 028

Co-ordinator
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Coimbatore-641 028.

Course Code:	21VCU03	Course Title					Batch:	2021-2022 and Onwards	
		FUNDAMENTALS OF DIGITAL PHOTOGRAPHY					Semester:	I	
Hrs/Week:	4	L	2	T	0	P	2	Credits:	4

COURSE OBJECTIVE:

1. Get generic skills base in Applied Photography
2. Understand the practical application of Studio Photography.
3. Learn camera operations and studio lighting techniques.
4. Get basic understanding in Various Field of Photography.
5. Identify the major equipment and accessories.

COURSE OUTCOMES (CO): Students will be able to know the key factors of Photography and they will understand the basics for cameras.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the basics of Photography to identify their specialization.	K1,K2
CO2	Study the Use of digital camera Mechanism and can able to shoot in Manual mode.	K1,K2,K3
CO3	Apply the mechanics of exposure to control the light to create quality images.	K1,K2,K3
CO4	Apply the techniques to reproduce images from various field of photography	K1,K2,K3
CO5	Analyse the lighting Equipments and accessories for Studio Photography.	K1,K2,K3,K4

SYLLABUS

21VCU03	FUNDAMENTALS OF DIGITAL PHOTOGRAPHY	Sem: I
Unit No.	Topics	Hours
	THEORY	
I	The light Formation of image – wave length – colors – shadows – light surface – light intensity and distance. Lighting principles: Lighting quality – Lighting direction – Lighting color. Characteristics of light – lighting equipment - lighting accessories – practical problems in lighting.	10
II	The lens Photography lenses, types of lenses – wide angle – normal - telephoto – macro – close up lens kit – special lenses – extensions. Lens properties: Photographic lens mechanism and structure – aperture – f numbers - depth of focus - depth of field – change of focal length.	10
III	Film and filters Cross section of a film – silver halide properties – feature of films - black and white film – color film - color theory – filters kit and types of filters – types of printing papers – developing films – printing process.	10
	PRACTICAL	
	Basics of photography <ol style="list-style-type: none"> 1. Photography process 2. Types of still cameras - view finder cameras – view cameras – reflex cameras – function of a SLR camera 3. Digital still cameras- capturing techniques 4. Exposure techniques 5. Storing devices. 6. Basic lighting 	18

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Michael Langford., “Basic Photography”, Focal Press, Royal College of art London.
2. The Photographer's Story: The Art of Visual Narrative by Michael Freeman
3. The Digital Photography Handbook: An Illustrated Step-by-step Guide by Doug Harman

REFERENCE BOOKS

1. David Praker., “Basic Photography – Lighting “ AVA Publishing SA, Switzerland.
2. David Praker., “Basic Photography – Exposure “ AVA Publishing SA, Switzerland.
3. Fil Hunter, Steven Biver, Paul Fuqa., “ Light Science & Magic”, Focal Press, London.
4. Langford, M., & Bilissi, E. (2011). Langford's Advanced Photography: The Guide for Aspiring Photographers. Taylor & Francis.
5. Oliver, V. (2005). An advanced guide to digital photography. AVA Books (UK) Ltd..

WEB RESOURCES

http://www.wsmos.org/assets/MakeUseOf_Guide_Digital_Photoaphy28.pdf

https://www.canadiannaturephotographer.com/Photography_for_Beginers.pdf

http://edit.educ.ttu.edu/site/jcheon/manual/Digital_Photoaphy.pdf

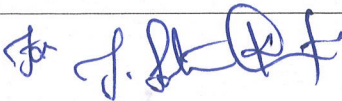

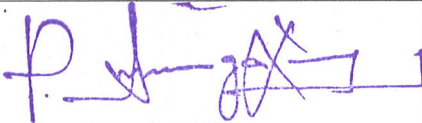
MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	S	S	M	S
CO2	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	M
CO4	M	S	S	S	S	S	S
CO5	M	S	S	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Mr. Melwin Samuel Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

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Co-ordinator
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Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21VCU04	Course Title					Batch:	2021-2022 and Onwards	
		PRACTICAL I -VISUAL ARTS - I					Semester:	I	
Hrs/Week:	5	L	-	T	1	P	5	Credits:	3

COURSE OBJECTIVE:

1. Remember the basic concepts and application of visual arts.
2. Understand principal and elements of art and design.
3. Recognize the light and shadows with shadow and depth.
4. Relate the Knowledge of composition and proportion of a drawing.
5. Understanding free hand sketching in and out door by studying organic and in Organic subjects.

COURSE OUTCOMES (CO): To get hands on experience for creating visuals this will help them in media production.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Apply your skills on sketching and color application and acquire the knowledge of composition and proportion of a drawing..	K1,K2,K3
CO2	Analyze your skills of using mixed media for visual production.	K1,K2,K3,K4
CO3	Analyzing Visual arts will help the students to enhance their talents in graphic communication.	K1,K2,K3,K4
CO4	Understand your skill in free hand life studies and inorganic subjects, it will help to convey visual representation.	K1,K2
CO5	Relate and use effectively your Freehand illustration skill in CH designing in production area.	K1

KI- Remember, K2- Understand, K3- Apply, K4- Analyze

SYLLABUS

21VCU04	F PRACTICAL I -VISUAL ARTS - I	Sem: I
Unit No.	Topics	Hours
Exercise	1. Still Life (Study of Shape, Volume, Light and shades, perspective and composition) Medium: Pencil, Charcoal, Pastels.	
	2. Life Study (Study of Human figures, Portraits) 3. Medium: Pencil, Charcoal, Pastels.	
	4. Study of Nature (Natural forms, trees , flowers, Landscapes, Still life.) Medium: Pencil, Charcoal, Pastels, Water colour.	60
	5. Exploring colours (Primary and Secondary colours, Interpreting colours) Medium: Poster Color/Water color.	
	6. Illustration: Medium: Pen and Ink	

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

- 1. Jeffrey Anshel, Visual Ergonomics** – Hand Book, Taylor & Francis Group Published September 19, 2019 by CRC Press- 232 Pages
2. Edwards, B. (1997). Drawing on the Right Side of the Brain. In *CHI'97 Extended Abstracts on Human Factors in Computing Systems* (pp. 188-189).
3. Arnheim, R. (1960). *Art and visual perception*. Stockholms Universitet, Institutionen för Konstvetenskap.

REFERENCE BOOKS

Reference Books:

1. Bryan Lawson., “ How Designers Think – The Design process Demystified”, Architectural press, London.
2. Eco, Umberto. Fundamentals of Semiotics
3. Jeffrey Anshel, Visual Ergonomics – Hand Book, Taylor & Francis Group
4. A. Miller - Macmillan, “Art in focus Gene”, McGraw-Hill 1986.
5. Louis Fichner - Rathus, “Understanding art”, Indian Paintings-NBT India.

WEB RESOURCES

1. <https://webflow.com/blog/creative-visual-arts-websites>
2. <https://aisa.or.ke/wp-content/uploads/resources/creative-arts/all-creative-arts/the-visual-arts-230820.pdf>

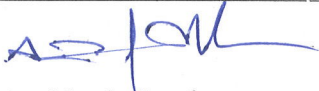

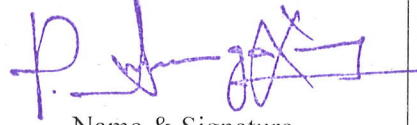
MAPPING WITH PROGRAM OUTCOMES

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01	S	S	M	S	M	S	M
C02	M	S	S	S	S	M	S
C03	S	M	M	M	S	S	S
C04	M	S	S	M	M	S	S
C05	M	S	S	M	M	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Mr. A. Faruk Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

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Course Code:	21VCU05	Course Title						Batch:	2021-2022 and Onwards
		VISUAL DESIGN AND CULTURE						Semester:	II
Hrs/Week:	4	L	3	T	1	P	-	Credits:	4

COURSE OBJECTIVE:

1. Make the students understand of visual design elements.
2. Help students gain visual aesthetics and perception in visual design
3. Apply visual design principles in the ideation, development, and production of visual messages.
4. Explore the relationships among visual culture, digital media, and power.
5. Apply Visual design concept in all design purposes

COURSE OUTCOMES (CO): Implement the visual design elements according to various media

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recognize visual design elements	K1,K2
CO2	Apply the gained knowledge of visual aesthetics and perception in visual design	K1,K2,K3
CO3	Relate visual design principles in the ideation, development, and production of visual messages.	K1,K2,K3
CO4	Study the relationships among visual culture, digital media, and power.	K1,K2,K3,K4
CO5	Relate visual design concept in all design production.	K1,K2,K3

KI- Remember, K2- Understand, K3- Apply, K4- Analyze

SYLLABUS

21VCU05	VISUAL DESIGN AND CULTURE	Sem: I
Unit No.	Topics	Hours
I	<p>Design Process The distinction between art and design Introduction of fundamental elements and principles of visual design and its application. Balance-Rhythm-Proportion-Dominance-Unity – Emphasis-Harmony-Opposition-Variety- Depth-Repetition-Motion. Elements of Design: Line-Shape-Direction-Size-Texture-Colour- Value- Concepts of Layouts: Hierarchy-Centre of visual Impact-Organization-Contrast – Colour- Typography – Unexpectedness-Rules – Consistency.</p>	10
II	<p>Design Thinking Types and styles of thinking – creative thinking – design strategies – gestalt principles. AIDA (Attract, Aware, Interest, Desire, Action) Monogram, iconography, symbols, type of logos. Use of grid in design-Creative concepts in design. Route map of the design process – components of design problem – measurement criteria – judgment of design – design problems – solution</p>	10
III	<p>Design Aesthetics: Role of colour in design - Colour theory - Colour strategy - Colour in printing. Spot and process colours of print media - Corporate colours and dominant visual colours in design. The role of typography in design - Type face anatomy classification of typography - serif, san serif, script, decorative- Typography is a visual language.</p>	10
IV	<p>Introduction to semiotics Semiotics- definition & concept - History & development of Semiotics - Pioneers of Semiotics - The Sign- Saussure's Model & Peirce's Model - Analysis-aspects of signs and symbols- the sign and meanings- Semantics and its types- denotations and connotations - Typologies of codes & Visual Codes; Subfields in Semiotics.</p>	9
V	<p>Introduction to Visual Culture Introductions Visual Culture- Ways of seeing - The Gaze- definition & forms of gaze - Psychoanalysis as Cultural Theory - Freud theory- The Global Flow of Visual Culture - Visual texts: Images of power & privilege Constructions of gender and race.</p>	9

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Arthur Asa Berger, Media Analysis Techniques Sixth Edition, 2018 Sage Publication
2. White, Alexander W., The Elements of Graphic Design
3. Nicholas Mirzoeff (ed.), The Visual Culture Reader, 3rd ed. (VCR) (Routledge, 2013)

REFERENCE BOOKS

1. Bryan Lawson., "How Designers Think – The Design process Demystified", Architectural press, London.
2. Eco, Umberto. Fundamentals of Semiotics
3. Jeffrey Anshel, Visual Ergonomics – Hand Book, Taylor & Francis Group
4. The Thames & Hudson Dictionary of Graphic Design and Designers, Thames & Hudson Ltd
5. Gavin Ambrose **Design Thinking for Visual Communication** Bloomsbury Academic

WEB RESOURCES

- <https://www.interaction-design.org/literature/topics/visual-design>
- Swayam Course: Visual Perception and Art: A Survey Across the Cultures By Prof.SoumikNandy Majumdar, IIT Kanpur
https://onlinecourses.nptel.ac.in/noc19_hs62/preview
- <https://www.youtube.com/watch?v=escH8qNiFUU>




MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	S	S	M	M
CO2	S	M	M	S	M	S	M
CO3	M	S	S	M	M	S	M
CO4	S	S	S	M	S	M	S
CO5	M	S	M	S	M	S	M

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Mr. K.P. Prakash Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

HEAD OF THE DEPARTMENT
Department of Visual Communication
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21VCU06	Course Title						Batch:	2021-2022 and Onwards
		Introduction to Graphics and Animation Software						Semester:	II
Hrs/Week:	4	L	3	T	1	P	-	Credits:	4

COURSE OBJECTIVE:

1. Comprehend different graphics and animation software skills.
2. Explore Industry oriented designing techniques.
3. Examine the designing and illustrative knowledge in various design projects.
4. Understand the function and purpose of various software tools.
5. Deconstruct design and animation aesthetics that suits current media requirement.

COURSE OUTCOMES (CO): Understand the usage of Industrial Designing and Animation Software

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Apply the learned software skills to create innovative designs.	K1,K2,K3
CO2	Employ the acquired industrial design knowledge to create a job fetching portfolio.	K1,K2,K3
CO3	Implement the graphic and animation skills to satisfy industrial needs.	K1,K2,K3
CO4	Recognize and use the software tools to break contemporary design patterns.	K1,K2
CO5	Integrate theoretical and practical software knowledge for societal welfare.	K1,K2,K3,K4

KI- Remember, K2- Understand, K3- Apply, K4- Analyze

SYLLABUS

21VCU06	Introduction to Graphics and Animation Software	Sem: II
Unit No.	Topics	Hours
I	Photoshop Introduction to Photoshop versions - Features & Tools - Drawing, Painting, Designing – Photo Manipulation - Cropping, Editing, Retouching, Special Effects – Manipulation - Image ready, Tweening – Adobe Lightroom.	10
II	InDesign Introduction - Document Setting, Page Layout & Page Making, Working with Objects, Types, Lines, Colour Palette & Effects.	10
III	Illustrator Art board – Tools, Menu and Panels - Basic Shapes, Objects and Symbols - Digital Art and Illustration – Photo Tracing.	08
IV	CorelDraw Layers, scale. Page layout and design: – Working with Vector/ Raster Images – Basic Tools, Special effects, Designing and Creating Layout for various formats.	10
V	Introduction to Animation: Flash Basics of Animation – Working in the Timeline – Usage of Symbols - Staging Animation – Creating Scenes, Motion Guide Paths, Mask Layers – Introduction to Buttons & Scripting.	10

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Harder, J. (2018). *Graphics and Multimedia for the Web with Adobe Creative Cloud Navigating the Adobe Software Landscape*. Apress.
2. Concepcion, R. (2019). *Adobe Photoshop CC and Lightroom CC for Photographers Classroom in a Book, 2nd Edition*, Adobe Press.
3. Chun, R. (2018). *Adobe Animate CC Classroom in a Book (2019 Release)*, Adobe Press.

REFERENCE BOOKS

1. Evans, P., Sherin, A., & Lee, I. (2013). *The graphic design reference & specification book: Everything graphic designers need to know every day*. Reference & Specification Book.
2. Albers, J. (2013). *Interaction of color*. Yale University Press.
3. Lupton, E., & Phillips, J. C. (2008). *Graphic design: The new basics*. Princeton Architectural Press.
4. Williams, R. (2012). *The animator's survival kit: a manual of methods, principles and formulas for classical, computer, games, stop motion and internet animators*. Macmillan.
5. Smith, J., & Smith, C. (2017). *Adobe Creative Cloud All-in-one for Dummies*. John Wiley & Sons.

WEB RESOURCES

1. https://ptgmedia.pearsoncmg.com/images/9780134852539/samplepages/9780134852539_Sample.pdf
2. https://www.pgsd.org/cms/lib07/PA01916597/Centricity/Domain/202/illustrator_for_beginners_tastytu.ts.pdf
3. https://www.coreldraw.com/static/cdgs/product_content/cdgs/2020/product-guide/cdgs2020-product-guide-en.pdf




MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	S	S	M	M
CO2	S	S	S	S	S	S	M
CO3	S	S	M	S	S	M	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	M	M

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Ms. Abdullah Alfazeena Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

HEAD OF THE DEPARTMENT
Department of Visual Communication
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21VCU07	Course Title						Batch:	2021-2022 and Onwards
		Practical-II: Photography I						Semester:	II
Hrs/Week:	4	L	-	T	1	P	3	Credits:	2

COURSE OBJECTIVE:

1. Understanding about the camera techniques.
2. To working with the key concept of camera and lens.
3. Experimenting with the kinds of lighting.
4. Understand the types of angles and purposes.
5. Capturing Human emotions in indoor and outdoor.

COURSE OUTCOMES (CO):

To learn basic functions and exposure techniques with experiment of indoor and outdoor photography

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Students can able to handle camera to be a professional	K1.K2
CO2	They will have good exposure to the core techniques.	K1.K2.K3
CO3	They can understand the lighting techniques.	K1.K2
CO4	Understand the purpose of studio photography	K1.K2
CO5	They can get work experience in outdoor photography.	K1.K2.K3

KI- Remember, K2- Understand, K3- Apply, K4- Analyze

SYLLABUS

21VCU07	Practical-II: Photography I	Sem: II
Unit No.	Topics	Hours
Exercises	1. Exposure Techniques Take a photograph using a. Shutter b. Aperture c. ISO 2. Lighting Techniques Take a photograph using a. Indoor light b. Outdoor light 3. Types of shots 4. Types of Angles 5. Portrait photography a. Formal b. Candid 6. Slice of Life Photography	48

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS:

1. Ang Tom, Photography, History Art Technique, Dorling Kindersley Limited, London, 2005.

REFERENCE BOOKS:

1. Basic Photography Seventh Edition Michael Langford FBIPP, HonFRPS Formerly Photography Course Director Royal College of Art, London.
2. Digital SLR Cameras & Photography For Dummies®. 3rd Edition Published by Wiley Publishing, Inc. 111 River Street Hoboken, NJ 07030-5774

WEB RESOURCES

1. <https://boundarystones.weta.org/2020/04/17/tale-two-photographers-mathew-brady-and-alexander-gardner>
2. <https://time.com/3806764/magnificent-obsession-how-queen-victoria-influenced-photography/>
3. <https://publicdomainreview.org/essay/julia-margaret-cameron-in-ceylon-idylls-of-freshwater-vs-idylls-of-rathoongodde>
4. <https://www.meisterdrucke.com/k%C3%BCnstler/Alexander-Gardner.html>

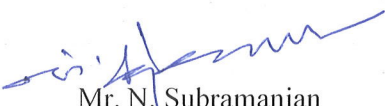

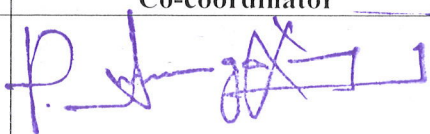
MAPPING WITH PROGRAM OUTCOMES

POCO \	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	M	M	S	S
CO2	S	M	M	M	S	S	S
CO3	M	M	S	S	S	M	S
CO4	L	S	S	S	S	S	S
CO5	M	M	S	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Mr. N. Subramanian Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

HEAD OF THE DEPARTMENT
Department of Visual Communication
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21VCU08	Course Title						Batch:	2021-2022 and Onwards
		Mini Project: Living with people						Semester:	II
Hrs/Week:	3	L	-	T	1	P	2	Credits:	3

COURSE OBJECTIVE:

1. Live in a village and understand the essence of the Village.
2. Observe the concept of village structure.
3. Study the people life style and their environment.
4. Developing the observation skills to learn the forms, structures and living space.
5. Appreciation of village environment and use the aspects of the village living for their upcoming production

COURSE OUTCOMES (CO): Explore different walks of life

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Comprehend the concept of the village and discuss on the issues pertaining living.	K1,K2
CO2	Opportunity created to employ the contemporary structure and life style of the village through sketches.	K1,K2,K3
CO3	Explore and trigger the attitude on research and documentation.	K1,K2,K3,K4
CO4	Recognize and represent the societal needs and issues.	K1,K2
CO5	Assess the value of the village and the rural living practices.	K1.K2,K3,K4,K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyze K5- Evaluate

SYLLABUS

21VCU08	Mini Project: Living with people	Sem: II
Unit No.	Topics	Hours
Exercises	<ol style="list-style-type: none"> 1. Studying / exploring the village Understanding the form and structure of the Village – Physical form, psychological form, personal structure, family structure and social structure 2. Discover the practices of the village 3. Study of the village through the followings <ol style="list-style-type: none"> a. Food culture – style & resources b. Water Resources – usage, availability c. Occupation - types and income d. Women - practices e. Children – lifestyle, education f. Elderly people - family & social aspects g. Market places – shops & market .Mobile venders h. House structures – style, architecture and products i. Communication influence j. Political Influence k. Transportation l. Traditional practices – music, performances. rituals & artists m. Study of indigenous products <p>Submission:</p> <ol style="list-style-type: none"> a. Documentation submission on a topic and viva <p>Illustrating a village through visuals</p>	36

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Linda Theron , North-West University, South Africa, Claudia Mitchell, McGill University, Canada & University of KwaZulu-Natal, South Africa, Ann Smith, University of the Witwatersrand, South Africa & McGill University, Canada, & Jean Stuart , University of KwaZulu-Natal, South Africa, *Picturing Research Drawing as Visual Methodology*, Sense Publishers, P.O. Box 21858, 3001 AW Rotterdam, The Netherlands www.sensepublishers.com.
2. Knowles, J. G., & Cole, A. L. (2008). *Handbook of the arts in qualitative research: Perspectives, methodologies, examples, and issues*. Thousand Oaks, CA: Sage.

REFERENCE BOOKS

1. Prosser, J. (2010, March). *Visual ethics. Proceedings from Digital Futures Symposium: Participatory Archives in the Age of AIDS*, Howick, South Africa.
2. Paul Hockings, *Principles of Visual Anthropology*, Second edition, Mouton de Gruyter, Berlin, Newyork, 1995.

WEB RESOURCES

1. Oliver, K. (2009). *Storyboards ... An unauthorized biography*. Retrieved from the Event Videographer's Resource website: <http://www.eventdv.net>.

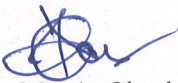

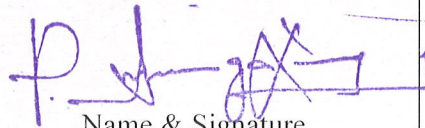
MAPPING WITH PROGRAM OUTCOMES

POCO \	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	-	M	S	S
CO2	S	M	M	M	S	S	S
CO3	M	M	S	S	S	M	S
CO4	L	S	S	-	S	S	S
CO5	M	M	S	-	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Mr. A. Charles Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

HEAD OF THE DEPARTMENT
 Department of Visual Communication
 Hindusthan College of Arts and Science
 Coimbatore - 641 028

Co-ordinator
 Curriculum Development Cell
 Hindusthan College of Arts & Science,
 Coimbatore-641 028.

Course Code:	21VCU09	Course Title						Batch:	2021-2022 and Onwards
		PRACTICAL III -VISUAL ARTS - II						Semester:	II
Hrs/Week:	4	L	-	T	1	P	3	Credits:	2

COURSE OBJECTIVE:

1. Understand the visual designing process and be a Master in Visual Art and Sketching
2. Know the mixed mediums in art and its applying Methodology
3. Examine another form of art or another dimension of art like collage art or 3D collage and Craft or embossed 3D craft art.
4. Appreciate good Visual presentation using visual elements in design or in painting.
5. Comprehend advertising print media like creating Layout design or poster or 3D dangler.

COURSE OUTCOMES (CO): To get hands on experience for creating visuals this will help them in media production. Students will Portrayal of life studies that will help to convey visual representation

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Student will understand different types of mediums in drawing and visual designing process.	K1,K2
CO2	Recollect and Develop deep knowledge visual designing process in different medium such as pen drawing, Pencil, Water color, Pastels and Acrylic.	K1
CO3	Explore the perfection of drawing skills, another dimensions of art like collage art or 3D Depth in collage and Craft.	K1,K2,K3,K4
CO4	Recognize Effectively in advertising print media like creating Layout design and use the skillsets to meet out the industrial requirements.	K1,K2
CO5	Recognize your ideas advertising like print media industries in creating Layouts and Graphic Designs.	K1,K2

KI- Remember, K2- Understand, K3- Apply, K4- Analyze

SYLLABUS

21VCU09	PRACTICAL III -VISUAL ARTS - II	Sem: II
	Topics	Hours
	<ol style="list-style-type: none">1. Type Graphics2. Composition Techniques3. Space and form – scale and proportion4. Exploring the medium<ol style="list-style-type: none">a. Pencilb. Water colourc. Acrylic colourd. Pastelse. Pen & Ink5. Collage Design and Production6. Use of Semiotics<ol style="list-style-type: none">a. Symbolb. Iconc. index7. Exploring Craft8. Advertisement<ol style="list-style-type: none">a. Classifiedsb. Black & White AD – ¼ page advertisement9. Colour AD – Solus advertisement	48

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Rudy De Reyna, How to Draw What You See Watson-Guption's Watson-Guption; 35th Anniversary ed. edition (7 September 2011).
2. DK, Artist's Drawing Techniques: Discover How to Draw Landscapes, People, Still Lifes and More, in Pencil, Charcoal, Pen and Pastel Kindle Edition- DK; 3rd edition (3 August 2017)

REFERENCE BOOKS

1. Bryan Lawson., "How Designers Think – The Design process Demystified", Architectural press, London.
2. Eco, Umberto. Fundamentals of Semiotics
3. Jeffrey Anshel, Visual Ergonomics – Hand Book, Taylor & Francis Group
4. A. Miller - Macmillan, "Art in focus Gene", McGraw-Hill 1986.
5. Louis Fichner - Rathus, "Understanding art", Indian Paintings-NBT India.

WEB RESOURCES

<https://webflow.com/blog/creative-visual-arts-websites>

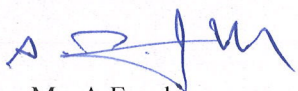
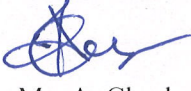

MAPPING WITH PROGRAM OUTCOMES

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	S	M	S	S	S	S
CO2	S	M	S	M	S	M	S
CO3	S	M	S	S	S	S	M
CO4	S	S	S	S	M	S	M
CO5	M	S	M	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Mr. A. Faruk Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature.

HEAD OF THE DEPARTMENT
Department of Visual Communication
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21VCU10 A	Course Title						Batch:	2021-2022 and Onwards
		Digital Art - Photoshop & Illustrator						Semester:	II
Hrs/Week:	3	L	-	T	1	P	2	Credits:	2

COURSE OBJECTIVE:

1. Acquire the required knowledge in Print & Digital design.
2. Understand the concepts of design, color theory & typography
3. Apply the tools and techniques, present ideas in a creative visual manner.
4. Analyze the creative process & developed techniques to communicate the design concepts.
5. Evaluate the technical quality, visual aesthetics & projects of various sorts.

COURSE OUTCOMES (CO): To get exposure on image cooking software for graphic and animation

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Familiarize the design elements and principles.	K1
CO2	Recognize the importance of color and typography in the process of design solutions.	K1,K2
CO3	Relate the visual strengths and weakness to promote design aesthetics with learnt tools.	K1,K2,K3
CO4	Explore the design process with the intent to understand a designer's role in print and digital media.	K1,K2,K3,K4
CO5	Assess how design enhances viewer comprehension and create effective print and digital communications.	K1,K2,K3,K4,K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyze, K5- Evaluate

SYLLABUS

21VCU10 A	Digital Art - Photoshop & Illustrator	Sem: II
	Topics	Hours
Exercises	<ol style="list-style-type: none">1. Introduction to Graphic design and Photoshop2. Selection tools and layers3. Layers and blending modes4. Working with Color5. Pen tools and vector shapes with logo creation6. Brushes - image restoration7. Color correction8. Typography9. Clean plates for VFX10. Digital painting11. Masking Techniques12. Matte painting13. Filters <p>Animation (frame /time line).Creating a basic motion poster</p>	36
	<ol style="list-style-type: none">1. Creating background2. Creating a cartoon Character3. Digital painting and Sketching concepts4. Creating a wallpaper <p>Designing a film poster for animation film.</p>	

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS:

1. Brie Gyncild “ Adobe phototoshop CS 6: Classroom in a book.” 2012

REFERENCE BOOKS

1. *Adrian Shaughnessy, “How to be a graphic designer without losing your soul” Laurence king Publishing 2005*
2. *John Hagan, “Basic painting and drawing principles and techniques from the Renaissance to the present” 2000*
3. *Simon Jenning “Art class – A complete guide to painting chronicle books” www.croniclebooks.com1999*
4. *Lisa Danae Dayley, Adobe Photoshop CS6 bible, Wiley.*
5. *Ted alsbach, Adobe illustrator CS 5 Bible, Willey*
6. *Gary David Bouton, CorelDRAW X7; The official guide, Corel Press*

WEB RESOURCES:

1. Digital Painting Basics - Simple Forms to Complex Paintings

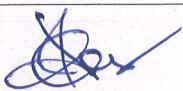
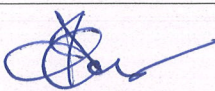
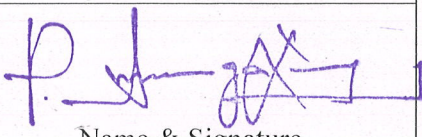
MAPPING WITH PROGRAM OUTCOMES

POC\	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	S	S	M	S
CO2	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	M
CO4	M	S	S	S	S	S	S
CO5	M	S	S	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Mr. A. Charles Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

HEAD OF THE DEPARTMENT
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Hindusthan College of Arts and Science
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Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21VCU10 B	Course Title						Batch:	2021-2022 and Onwards
		Practical-IV: Typography Design						Semester:	II
Hrs/Week:	3	L	-	T	1	P	2	Credits:	2

COURSE OBJECTIVE:

1. Understand the basics of typography and the application in animation.
2. Apply more on Title Design or Creation and its methods and styles.
3. Analyze the story in order to create a typography or a title design that convey overall essence or thoughts of the movie
4. Evaluate a Graphical or story telling title designs.
5. Apply mainly on graphic production

COURSE OUTCOMES (CO): Explore the art of font design.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Comprehend a font or Typography on your own	K1,K2
CO2	Relate its styles one can create font on our own so that it can convey the concept of the story in a simple title	K1,K2,K3
CO3	Examine a highly developed graphical title designs for Animation or action movies.	K1,K2,K3,K4
CO4	Explore a title animation using Visual effects or Graphical title animation using 3D effects.	K1,K2,K3,K4
CO5	Relate on graphical production like Magazine production, Advertisement production	K1,K2,K3
KI- Remember, K2- Understand, K3- Apply, K4- Analyze		

SYLLABUS

21VCU10 B	Practical-IV: Typography Design	Sem: II
	Topics	Hours
Exercises	<ol style="list-style-type: none">1. Typography Abominations2. Typography Basics & Anatomy3. Typography information and Communication4. Virtual Typography<ol style="list-style-type: none">a. Process of readingb. Eye Movementc. Prospective interpretation of textd. Time Consciousness5. The Transition & Effect6. Considering Background Contrast	36

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. The Elements of Typographic Style: Version 4.0: 20th Anniversary Edition- Hartley Marks Publishers - Author - Bringhurst, Robert
2. Thinking with type: A Critical Guide for Designers, Writers, Editors, & Students-Lupton, Ellen (Author) - PRINCETON ARCHITECTURAL PRESS (Publisher)
3. Steven Heller & Mirko Illic -How typography &Graphic Design influence Behavior-Rockport Publishers.

REFERENCE BOOKS

1. Matthias Hillner“Basics Typography - Virtual Typography” , AVA Publishing, 2009
2. Martin Solomon, The Art of Typography – An introduction to Typo.icon.ography, Art direction Book Company , New York,1994.

WEB RESOURCES

1. <https://exploringlifetogether.com/2020/07/03/good-reads-for-your-next-book-club/>

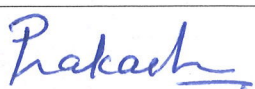

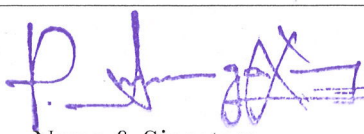
MAPPING WITH PROGRAM OUTCOMES

POCO \	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	S	M	S	S
CO2	M	S	S	M	S	S	M
CO3	M	M	S	M	M	M	M
CO4	S	S	S	M	S	M	S
CO5	S	S	S	M	S	M	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Mr.K.P.Prakash Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Name & Signature

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