LEARNING OUTCOMES–BASED CURRICULUM FRAMEWORK (LOCF)

in the

UNDERGRADUATE PROGRAMME
BACHELOR OF SCIENCE
IN
VISUAL COMMUNICATION

FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2022 - 2023 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 provide world class education to the students to face global challenges and to inculcate the latest trends in technological advancement.To cater the needs of the environmental and ethical values in the mind of students to become good citizens and entrepreneurs.

MISSION

The Mission is to pursue a philosophy of perceptual acquisition of knowledge. The important policy is to provide value-based education and to bring out the hidden potentials in students that equip them to approach life with optimism.

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 withadequate 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 2022-2023 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	**22LAT01/ 22LAH01/ 22LAM01/ 22LAF01**	MIL	Tamil-I/ Hindi-I/ Malayalam – I/ French-I	4	6	-	3	50	50	100
II	**22ENG01S**	AECC	Effective Communication-I	4	6	-	3	50	50	100
III	22VCU01	DSC	CORE/**I** - Introduction to Visual Communication	3	4	-	3	50	50	100
III	22VCU02	DSC	CORE/**II -** History of Art and Design	3	4	-	3	50	50	100
III	22VCU03	DSC	CORE/**III -** Fundamentals of Digital Photography	4	4	-	3	50	50	100
III	22VCU04	GE	Allied-I / **Practical-I:** Visual Arts	3	-	5	6	50	50	100
IV	22VCUE01	AEE	Open Elective - I	2	3	-	3	100	-	100
IV	22GSU01	AECC	**Skill Based Subject** Environmental Studies	1	2	-	2	50	-	50
IV	22VCUV01	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/YRC/SIS/SA	Assessment will be in the Fourth Semester						
Total				**24**	**31**	**05**		**450**	**300**	**750**
			Semester - II							
I	**22LAT02/ 22LAH02/ 22LAM02/ 22LAF02**	MIL	Tamil-II/ Hindi-II/ Malayalam-II/ French-II	4	5	-	3	50	50	100
II	**22ENG02**	AECC	Effective Communication-II	4	5	-	3	50	50	100
III	22VCU05	DSC	CORE-/ **IV -** Media Culture and Society	4	4	-	3	50	50	100
III	22VCU06	DSC	CORE-/ **V -** Introduction to Graphics and Animation Software	4	4	-	3	50	50	100
III	22VCU07	DSC	CORE/ **VI - Practical-II:** Photography	2	-	4	6	50	50	100
III	22VCU08	DSC	CORE / **VII –** Theatre Arts	2	2	-	3	50	50	100
III	22VCU09	GE	Allied-II / **Practical-III:** Art Production	2	-	4	6	50	50	100
III	22VCU10	DSE	Electives/ **Practical-IV:** / Electives/ **Practical-IV:**	2	-	3	6	50	50	100
III	22VCU11	SEC	**Project: Mini Project**	2	-	2	-	100	-	100

IV	22VCUV02	SEC	VAC – II/Life Skills-II/ **Language**	1*	2	-	2	50	-	50**
IV	22VCUJ01	SEC	**Aptitude / Placement Training**	Grade*	2	-	3	50	-	50**
Total				**26**	**24**	**13**		**500**	**400**	**900**
			Semester - III							
III	22VCU12	DSC	CORE /**VIII** Communication and Media Theories	4	4	-	3	50	50	100
III	22VCU13	DSC	CORE /-**IX** Introduction to Social Psychology	4	4	-	3	50	50	100
III	22VCU14	DSC	CORE/ **X** Writing for Screen	5	5	-	3	50	50	100
III	22VCU15	DSC	CORE / **XI** Dynamics of Sound	3	3	-	3	50	50	100
III	22VCU16	DSC	CORE / **XII** **Practical-V:** Graphics and Interaction Design	3	-	5	6	50	50	100
III	22VCU17	GE	Allied – III / **GE - III** **Practical-VI:** Radio Podcasting	2	-	4	6	50	50	100
III	22VCU18	DSE	Electives / **II** **Practical VII-** Electives / **II** **Practical VII**	2	-	3	6	50	50	100
IV	22VCUE02	AEE	Open Elective-II	2	3	-	3	100	-	100
IV	22GSU02	AECC	Human Rights	1	2	-	2	50	-	50
IV	22VCUJ02	SEC	**Aptitude / Placement Training**	Grade *	2	-	2	50*	-	50**
IV	22VCUJ03	SEC	**Online Course**	-	1	-	-	-	-	C/NC≠
Total				**26**	**24**	**12**		**500**	**350**	**850**
			Semester - IV							
III	22VCU19	DSC	CORE / **XIII** Media Ethics	5	5	-	3	50	50	100
III	22VCU20	DSC	CORE/ **XIV** Principles of Advertising	5	5	-	3	50	50	100
III	22VCU21	DSC	CORE / **XV** **Practical-VIII:** Sound Design	2	-	4	6	50	50	100
III	22VCU22	DSC	CORE/ **XVI** **Practical- IX:** 2D Animation Production	3	-	6	6	50	50	100
III	22VCU23	GE	Allied-IV / **Practical-X:** Story Board Techniques	2	-	4	6	50	50	100
III	22VCU24	DSE	Electives / **Practical-X** Electives / **Practical-X**	3	-	5	6	50	50	100
IV	22VCU25	SEC	Internship / Institutional Training / **Mini-Project**	1	-	-	-	100	-	100
IV	22VCUV03	ACC	VAC–III	1*	2	-	2	50	-	50**
IV	22VCUJ04	SEC	**Aptitude / Placement Training**	Grade *	2	-	2	50	-	50**
IV	22VCUJ05	SEC	**Online Course**	-	1	-	-	-	-	C/NC≠
IV	22GSU03	AECC	Internet Security	1	2	-	2	50	-	50

V	22GSU04	AECC	Extension Activities NSS/NCC/SPORTS/YRC/SIS/SA #	2	-	-	-		-	C/NC≠
Total				**24**	**17**	**19**		**450**	**300**	**750**
			Semester - V							
III	22VCU26	DSC	CORE/ **XVII** Direction	6	6	-	3	50	50	100
III	22VCU27	DSC	CORE/ **XVIII** Film Structure, Editing and Aesthetics	6	6	-	3	50	50	100
III	22VCU28	DSC	CORE/ **XIX** **Practical XII:** 3D Animation Techniques	3	-	6	6	50	50	100
III	22VCU29	DSC	CORE/ **XX** **Practical-XIII:** Television Program Production	3	-	5	6	50	50	100
III	22VCU30	DSE	Electives/ **IV** **Practical XIII** / **Practical XIII**	2	-	4	6	50	50	100
IV	22VCUE03	AEE	Open Elective-III	2	3	-	3	100	-	100
IV	22GSU05	AECC	General Awareness	1	1	-	2	50	-	50
IV	22GSU06	AECC	Law of Ethics	1	-	-	2	50	-	50
IV	22VCUV04	ACC	VAC–IV	1*	2	-	2	50	-	50**
IV	22VCUJ06	SEC	**Aptitude / Placement Training**	Grade *	2	-	2	50	-	50**
IV	22VCUJ07	SEC	**Online Course**	-	1	-	-	-	-	C/NC≠
IV	22VCUJ08	SEC	**SDR- Student Development Report**	2*	-	-	-	-	-	-
Total				**24**	**21**	**15**		**450**	**250**	**700**
			Semester - VI							
III	22VCU31A 22VCU31B	DSE	Electives/ **DSE-V** / Electives/ **DSE-V**	4	6	-	-	50	50	100
III	22VCU32A 22VCU32B	DSE	Electives/ **DSE-VI** / Electives/ **DSE-VI**	4	6	-	-	50	50	100
III	22VCU33	SEC	CORE/ **XXIII** **- Self-Study Course/**	3	-	-	3	50	50	100
III	22VCU34	SEC	**Major Project**	6		-	-	50	50	100
Total				**17**	**12**		**3**	**200**	**200**	**400**
				141	**193**					**4350**

- * 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 40	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 2022 - 2023 and onwards)

Part	Course	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Languages/ (**MIL**)	2	4	**8**	100	**200**
Part II	English/**AECC-I**	2	4	**8**	100	**200**
Part III	Core /**DSC**	20	2/3/4/5/6	**74**	100	**2000**
	Allied /**GE**	4	2/3	**9**	100	**400**
	Electives/**DSE**	6	2/3/4	**17**	100	**600**
	Project **SEC**	2	2/6	**8**	100	**200**
	*Self-Study Course /**SEC***	*1*	*3*	*3*	*100*	***100***
Part IV	Open Electives /**AEE**	3	2	**6**	100	**300**
	EVS & Internet Security /HR/GA/LE **AECC**	5	1	5	50	**250**
	Job Oriented Course / Value Added Course	*2*	*1**	*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*	50	**100****
	Internship/Institutional Training/Mini-Project	*1*	*1*	*1*	*100*	***100***
	SDR- Student Development Report	*2*	*2**	*2**	-	**-**
Part V	Extension Activities NSS / NCC/Sports/YRC / SIS / SA - **AECC**	2	2	2	-	**-**
	Total			**141 + (6 Extra Credits)**		**4350 + (400**)**

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 ofElective Papers/DSE (Can choose any one ofthe papers as electives)		
Electives/ **DSE-I**	CourseCode	Title
	22VCU10 A	**Practical-IV:** Digital Art–Photoshop & Illustrator
	22VCU10 B	**Practical-IV:** TypographyDesign
Electives/ **DSE-II**	22VCU18 A	**PracticalVII:** Rotoscopy–Mocha
	22VCU18 B	**Practical-VII: Editing Techniques – Premiere & Audition**
Electives/ DSE-III	22VCU23 A	**Practical-X: UI/UX Production**
	22VCU23 B	**Practical-X: Music Production**
Electives/ DSE-IV	22VCU30 A	**Practical XIII: Motion Graphics –Aftereffects**
	22VCU30 B	**Practical XIII: Compositing Techniques-Nuke**
Electives/ DSE-V	22VCU31 A	**Event Management and PR**
	22VCU31 B	**IndianCulture**
Electives/ DSE-VI	22VCU32 A	**Print Production**
	22VCU32 B	**Gender studies**

SyllabusCoordinator

BOS-Chairman/Chairperson

AcademicCouncil-MemberSecretary

PRINCIPAL

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 the application of knowledge in problem-solving / analyzing /exploring a real-life situation. Project work may be given in lieu of a discipline-specific elective paper.
3. **Two core courses DSE-V&DSE-VI 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 DSE-V&DSE-VI in Fast track scheme.**
5. NSS / NCC/Sports/YRC / SIS / SA is 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 the 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.

UG - Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2022-2023 and onwards)

1. Internal Marks for all UG

Components	Marks
Test I	10
Test II	10
Model Exam	10
Assignment	5
Attendance*	5
Internal Assessment components **	10
TOTAL	50

***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

**** List of components for Internal Assessment (MCQ Compulsory)**

S.No	Components
1	Multiple choice questions
2	Club activities
3	Assignment
4	Seminar

(Any two components from the above list with five marks each will be calculated .2x5=10 marks)

2. a) Components for Practical I.E.

Components	Marks
Test –I	15
Test - II	15
Observation	10
Application*	10
Total	50

b) Components for Practical E.E.

Components	Marks
Experiments/Exercise	40
Record	5
Viva	5
Total	50

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: a)Attendance	20	
Report	50	50	b)Review/Work		
Viva-voce	25	50	diary*	30	50
Total	100	100	E.E** :a) Evaluation	30	
			b)Viva-voce	20	50
				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. Guidelines for Internet Security/Human Rights/ Law of Ethics/ Environmental Studies (Part IV)

Components	Marks
Two Tests (each 2 hours) of 20 marks each [4 out of 7 descriptive type questions 4 x 5 = 20 Marks]	40
Two assignments (2 x 5)	10
Total	50

5. Guidelines for General Awareness (Part IV)

Components	Marks
Two Tests (each 2 hours) of 25 marks each [50 objective type questions 50 x 1/2 = 25 Marks]	50

6. Guidelines for open Elective (Part IV)

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

7. 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 and 7 are to be treated as 100% Internal papers.
4. For item No.7, Tests conducted through online modules (Google Form/any other)
5. Item No.2: * - Application should be from the relevant practical subject other than the Listed programmes. It must be enclosed in the practical record.

UG PATTERN

QUESTION PAPER PATTERN FOR CIA I and CIA II EXAM

Reg.No:---------- **Q.P.CODE:**

HINDUSTHAN COLLEGE OF ARTS & 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 6 = 24 marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

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

SECTION - C (2x10 = 20 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 & 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** Questions

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)

Blue Print of Question Paper for all UG Programmes

(For the academic year 2021-22, 2022-23)

FOR CIA I, CIA II - QUESTION PATTERN **Max. Marks: 50**

Sec	Question No	Type	No of Question	Questions to be answered	Mark per question	K-level
A	1 to 6	MCQ/ True or False/ Fill up	6	6	1 (6x1=6)	All Questions will be K1
B	7 to 10	Either or Type (a or b)	8	4	6 (4x6=24)	4 Questions will be in K2 4 Questions will be in K3
C	11 to 13	Open choice	3	2	10 (2x10=20)	1 Question will be in K3 2 Question will be in K4

FOR MODEL/ESE - QUESTION PATTERN **Max. Marks:70**

Sec	Question No	Type	No of Question	Questions to be answered	Mark per question	K-level
A	1 to 10	MCQ/ True or False/ Fill up	10	10	1 (10x1=10)	All Questions will be K1
B	11 to 15	Either or Type (a or b)	10	5	6 (5x6=30)	6 Questions will be in K2 4 Questions will be in K3
C	16 to 20	Open choice	5	3	10 (3x10=30)	2 Question will be in K3 3 Question will be in K4

(For the academic year 2020-21)

FOR CIA I, CIA II - QUESTION PATTERN **Max. Marks:50**

Sec	Question No	Type	No of Question	Questions to be answered	Mark per question	K-level
A	1 to 6	MCQ/ True or False/ Fill up	6	6	1 (6x1=6)	All Questions will be K1
B	7 to 10	Either or Type (a or b)	8	4	5 (4x5=20)	4 Questions will be in K2 4 Questions will be in K3
C	11 to 13	Either or Type (a or b)	6	3	8 (3x8=24)	3 Question will be in K3 3 Question will be in K4

FOR MODEL/ESE - QUESTION PATTERN **Max. Marks:70**

Sec	Question No	Type	No of Question	Questions to be answered	Mark per question	K-level
A	1 to 10	MCQ/ True or False/ Fill up	10	10	1 (10x1=10)	All Questions will be K1
B	11 to 15	Either or Type (a or b)	10	5	4 (5x4=20)	6 Questions will be in K2 4 Questions will be in K3
C	16 to 20	Either or Type (a or b)	10	5	8 (5x8=40)	5 Question will be in K3 5 Question will be in K4

Blue Print of Question Paper

Distribution of section-wise marks with K levels for UG 2021-22, 2022-23

CIA							
Sec.	K1	K2	K3	K4	Total questions	Questions to be answered	Total marks
A -MCQ/T or F / Fill up	6				6	6	6x1=6
B - Either or type		4	4		8	4	4x6=24
C - Open choice			1	2	3	2	2x10=20
Total Marks	6	24	34	20			84
% of marks without choice	7.14	28.57	40.48	23.81			100

Model Exam							
Sec.	K1	K2	K3	K4	Total questions	Questions to be answered	Total marks
A- MCQ/T or F/ Fill up	10				10	10	10x1=10
B - Either or type		6	4		10	5	5x6=30
C - Open choice			2	3	5	3	3x10=30
Total Marks	10	36	44	30			120
% of marks without choice	8.33	30	36.67	25			100

Distribution of section-wise marks with K levels for UG (2020-21)

CIA							
Sec.	K1	K2	K3	K4	Total questions	Questions to be answered	Total marks
A MCQ/T or F/ Fill up	6				6	6	6x1=6
B - Either or type		4	4		8	4	4x5=20
C – Either or type			3	3	6	3	3x8=24
Total Marks	6	20	54	24			104
% of marks without choice	5.77	19.23	51.92	23.08			100

Model Exam							
Sec.	K1	K2	K3	K4	Total questions	Questions to be answered	Total marks
A MCQ/True or False/ Fill up	10				10	10	10x1=10
B - Either or type		6	4		10	5	5x4=20
C – Either or type			5	5	10	5	5x8=40
Total Marks	10	24	56	40			130
% of marks without choice	7.69	18.46	43.08	30.77			100

UG Programme Regulations for the academic year 2022-2023

1. Internal marks components for the candidates admitted from the academic year 2022-2023 and onwards is as follows.

For Theory courses

Components	Marks
Test I	10
Test II	10
Model Exam	10
Assignment	5
Attendance	5
Internal Assessment components	10
TOTAL	50

For Practical courses

Components	Marks
Test –I	15
Test – II	15
Observation/Exercise	10
Application*	10
TOTAL	50

2. The pattern of the question paper for External Examination will be maximum of 70 marks for theory courses, the marks obtained will be converted into 50 as per the scheme.

3. Passing minimum for all UG programme is 40% in Internal and 40 % in External and the composition of total 40 marks out of 100 marks.

4. Internship / Institutional Training / Mini-Project is related to the discipline. The students can be permitted to complete the Internship / Institutional Training / Mini-Project before the end of First year (end of II semester) and before the end of the second year (end of IV semester) and submit a report.

Internship / Institutional Training	Duration: Not more than seven days
Mini project	During the course of study for not more than seven days.

5. 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. Distribution of marks for major project for all UG programme will be 50:50 pattern for both Internal and External in total of 100/200 marks.

6. Two tests for fully internal subjects should be conducted during CIA-I and CIA –II by the department.

7. Retest for the failure candidates in CIA I or CIA II or Part IV or Part V or Extra credit courses should be conducted during the model examination after getting approval from the COE office. The candidates who are not able to complete the minimum pass mark in internal components even getting chance of reappearance, will be treated as arrear candidates.

8. For the Theory cum Practical blended courses, 50:50 Internal and External pattern will be followed for theory examination and Fully internal pattern will be followed for Practical examination. For theory part, External examination will be conducted as regular pattern (max of 70 marks) and it will be converted into 25 marks.

Course	Internal Marks		External marks		Total marks (Max. marks 50)	
	Min.	Max.	Min.	Max.	Min.	Max.
Theory	10	25	10	25	20	50
Practical	20	50	-		20	50

For Practical components for Theory cum Practical courses (Fully Internal)

Components	Marks
Test I	10
Test II	10
Experiment/Excercise	20
Record	5
Viva	5
Total	50

The Internal mark 50 will be converted into 25.

9. For the candidates admitted under the Fast Track System (FTS) must register their names to their concerned department heads and get approval from the COE office at the beginning of the III semester.

10. Students who are not willing to select the Project/Research work in Semester VI, can chose the theory papers offered by their departments as per the prescribed theory pattern.

11. Self Study will be a Core Paper of the department for which the examination pattern will be as like part III courses is followed.

12. NSS / NCC/Sports/YRC / SIS / SA is mandatory for all students as per New Education Policy and the students must attend the allocated hours within two years and complete the programme. They will be evaluated during the end of second year (Fourth Semester) and also a certificate will be issued.

13. SDR – Student Development Report to be received by the department from the students till end of the fifth semester. (Evidences of Curricular activities and Co-curricular activities)

14. For online courses minimum of 2 certificates in any of the online platform is mandatory.

15. Open elective courses:

Departments can offer list of subjects which teaches moral ethics to the young community for the better future. The topics relevant to Indian ethics, Culture, Women rights, Yoga, Green farming, Indian constitution etc., as an open elective courses. These courses can be offered by the department or other department as inter department courses. Marks earned for this courses will not be included for CGPA calculations.

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 /Kulangal Pathukappu Amaipu /Old age Home / Nature Foundation / etc.

Regulations of Fast Track System (FTS)

- From the academic year 2021-22, our college is offering Fast Track System (FTS) for all UG and PG programmes. In this system, we are offering two courses under the course type of Discipline Specific Elective (DSE) in the sixth semester for all UG programmes and fourth semester for all PG programmes, which are equivalent and related with **National Programme on Technology Enhanced Learning/Study Webs of Active-Learning for Young Aspiring Minds** (NPTEL/SWAYAM) courses.

- The students have the option of taking two subjects of the sixth semester of their programme through NPTEL/SWAYAM portal from the list given by NPTEL and can complete the online course before fifth semester and submit the received original certificates to the COE office for getting approval. If the student completes these courses before the beginning of the sixth semester (UG)/fourth semester (PG), the candidate can be considered and exempted to write the examination from the assigned DSE courses in the sixth semester/fourth semester. They should complete only the self study course and project work during the VI/IV semester as assigned in the scheme. The candidate who completes the online courses and submits the successful course completion credentials, the credit transfer will be considered as per our Scheme of Examination for qualifying the degree. **The minimum duration of the registered online course must be 12 weeks.** Course duration of less than 12 weeks will not be considered.

- For all PG programmes, the candidates who were admitted during the academic year 2021-2022 under the Fast track system, for the self study course, the internal mark component will be as follows. For others regular internal pattern follows.

TEST	Max. Marks	Mode
CIA I	50 (50x1=50)	Online objective type
Model Exam.	50 (50x1=50)	Online objective type

Out of these two tests, the total marks will be converted into 40 marks as Internal.

- For all UG programmes, the candidates who were admitted during the academic year 2021-2022 under the Fast track system, for the self study course, the internal mark component will be as follows. For others regular internal pattern follows.

TEST	Max. Marks	Mode
CIA I	50 (50x1=50)	Online objective type
CIA II	50 (50x1=50)	Online objective type
Model Exam.	50 (50x1=50)	Online objective type

Out of three tests, the total mark will be converted into 30 marks as Internal.

- For the students admitted in Fast Track System, must enroll their names to the concerned department heads and get approval from the COE office at the beginning of III semester for all UG Programmes and at the beginning of II semester for all PG programmes.

- The students who cleared and got certified for online courses under the fast track system, the grade obtained will be converted into average marks of range. The received certificates must be submitted to the COE office for approval of the Controller and the Principal. The FTS courses will be treated as fully external.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
I	DSC	22VCU01	Introduction to Visual Communication	**3**	**4**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	
		Skill Development	✔

Course Objectives (Only 5 objectives)

1.To make the students understand various aspects of visual communication
2. Implement the roles and responsibilities of a media professional.
3. Analyse Visuals from a theoretical aspect
4. To transform images into communication tool
5. To define the medium with purpose

Unit	Course Contents	Hours	K Level
I	**Understanding the Science of Visuals:** Definition of Visual - The Light and Visible Spectrum – The Human Eye, Photo Receptors and Optical Nerves - The Brain, Visual Cortex and Hippocampus.	9	Up to K4
II	**Forms of Images and Communication**: Drawing, Painting, Sculpture - Graphic Images-Photographic and Movie images. Info-graphics in Newspaper and Television - Caricature and Editorial Cartoons - Cartoon Stripes - Comic Books. Definition of Communication - Elements of communication process - Intra, Inter, Group Communication - Mediated Communication and Mass Communication – Verbal and Non-Verbal forms of communication.	10	Up to K4
III	**Theories and Models of Communication:** ACT theory, Agenda Setting theory, Cognitive Dissonance theory, Social Marketing theory, Social Darwinism – AIDA Model. SMCR, Shanon & Weaver, Berlo, Lasswell, Osgood & Schramm, Fisher's, Multiple Gatekeeping, Johari Window, Newcombs and Knapps relationship model – Social, Psychological and Semantic Barriers.	10	Up to K4
IV	**Visuals and Colours:** Optical and Visual Illusion - Colour psychology: Young – Helmholtz, Opponent Process Theory and Trichromatic theory – Gibson's theory of Perception - Sensual and Perceptual Visual Communication theories.	10	Up to K4
V	**Terminologies of Communication:** Connotation, Denotation, Cultural and Social Codes – Technical, Semantic and Pragmatics – Semiotics – Gender Communication.	9	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)

- *Cobley, P., & Schulz, P. J. (Eds.). (2013). Theories and models of communication (Vol. 1). Walter de Gruyter.*

Books for Reference (five books)

Reference Books:

1. *Desnoyers, L. (2011). Toward a taxonomy of visuals in science communication. Technical Communication, 58(2), 119-134.*
2. *Van Leeuwen, T. (2008). New forms of writing, new visual competencies. Visual studies, 23(2), 130-135.*
3. *Kristjánsson, H., Chiribella, G., Salek, S., Ebler, D., & Wilson, M. (2020). Resource theories of communication. New Journal of Physics, 22(7), 073014.*
4. *McLeod, J. (2016). Colour Psychology Today. John Hunt Publishing.*
5. *Gamble, T. K., & Gamble, M. W. (2020). The gender communication connection. Routledge.*

Web Resources (any two web resources)

- https://www.communicationtheory.org/list-of-theories/
- https://lisettewillemsen.wordpress.com/2012/03/07/visual-communication-theories/

Pedagogy: Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course:

Students will understand the concepts of Visuals and Communication.

Activities to be given

1. Observing and learning from new art forms.
2. Implementing the learned theories to analyse socio-cultural problems.
3. Presenting new visual ideas in desired medium.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO 1	Understand the aspects of visual communication in a broader spectrum	Up to K4
CLO 2	Associate various form of image and communication with contemporary society.	Up to K4
CLO 3	Execute and imply the learned theories and models in day-to-day life.	Up to K4
CLO 4	Deconstruct the value of Colour through psychological perception.	Up to K4
CLO 5	Integrate various visual terminologies in academic and creative aspects.	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**
CLO 1	2	3	3	3	3	3	3
CLO 2	2	3	3	2	3	3	2
CLO 3	3	3	3	3	2	2	3
CLO 4	3	3	3	3	3	2	3
CLO 5	3	2	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Name of the Course Designer:

Course Designed by	**Verified by HOD**	**Approved by CDC Co-coordinator**
Ms. Abdullah Alfazeena Name & Signature of the Staff	Dr.Subramanian N Name & Signature	Name & Signature

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
I	DSC	22VCU02	History of Art and Design	**3**	**4**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	
		Skill Development	✔

Course Objectives (Only 5 objectives)

1.To understand art and culture from historical perspective.
2. Rethink the roles of images in human interaction.
3. To analyse Visuals from theoretical aspect.
4. To connect images with communication through commercial processes.
5. To experience art the medium and its accessories.

Unit	Course Contents	Hours	K Level
I	**Introduction to Western Art and Indian Art:** A detailed Introduction to Art and Artist, Prehistoric art with special reference to Lascaux and Altamira, Ancient, Medieval, Gothic and Renaissance – Art in 16th to 18th century and early 19th centuray to the present. Indian Art: Prehistoric - 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.	**12**	Up to K4
II	**Modern Art:** Art movements, artists and styles - Realism, Neo classicism and Romanticism – Modernism: Impressionism, Neo-Impressionism- Post-Impressionism – Cubism, Expressionism, Fauvism, Futurism, Dadaism, Abstraction and Surrealism, Pop Art.	**8**	Up to K4
III	**The Contemporary Art:** Design and Printing - the Overview of Preprint to Incunabula – Incunabula through Renaissance – Mass Medium – Font Comparison – Art Deco.	**8**	Up to K4
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.	**10**	Up to K4
V	**Art Application in Real Life:** Imitations of Cave, realism, modernism - Imitations of graphics by reputed brands.	**10**	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)

Text Book:

- *Dehejia, V. (2009). The body adorned: sacred and profane in Indian art. Columbia University Press.*

Books for Reference (five books)

Reference Books:

1. Zimmer, H. R. (2021). Myths and symbols in Indian art and civilization. In Myths and Symbols in Indian Art and Civilization. Princeton University Press.
2. Chandra, P. (2013). On the Study of Indian Art. In On the Study of Indian Art. Harvard University Press.
3. Khaire, M., & Wadhwani, R. D. (2010). Changing landscapes: The construction of meaning and value in a new market category—Modern Indian art. Academy of Management Journal, 53(6), 1281-1304.
4. Maṇḍala, S. (2022). 487 Gupta, Vinay Kumar, 1981-Śaiva cult at Mathura/Vinay Kumar Gupta. In: Arundhati Banerji (ed.), Ratnaśrī: gleanings from Indian archaeology, art history and Indology; papers presented in memory of Dr. NR Banerjee, pp. 102-114.
5. Firmansyah, F., Novita, S., Rachmiatie, A., Sobur, A., & Putri, D. W. (2022). How the Print Media Industry Survived in the Digital Era. Jurnal ASPIKOM, 7(1), 1-15.

Web Resources (any two web resources)

https://harappa.education/harappa-diaries/visual-communication/
https://study.com/academy/lesson/what-is-visual-communication-definition-history-theory-examples.html

Pedagogy : Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course

Students will understand the art and art movements through the history of art.

Activities to be given

- Visit Art Museum and Monuments in Tamil Nadu and other states of India.
- Analysing the Art Works of Masters.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO 1	Understand the essence of Art from Historical aspects.	Up to K4
CLO 2	Compare and Contrast various Art form.	Up to K4
CLO 3	Examine the perspective behind popular art works.	Up to K4
CLO 4	Create a connection between art and society.	Up to K4
CLO 5	Analyse and apply the aesthetical aspects hidden between Tamil, Indian and International art works.	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**
CLO 1	2	3	3	3	3	3	3
CLO 2	2	3	3	2	3	3	2
CLO 3	3	3	3	3	2	2	3
CLO 4	3	3	3	3	3	3	3
CLO 5	2	3	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Name of the Course Designer:

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

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
I	DSC	22VCU03	Fundamentals of Digital Photography	**4**	**4**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives (Only 5 objectives)

1. To understand the practical applications of Digital camera operations and studio lighting technique.
2. To associate the characteristics of various photographic genres.
3. Learn to implement the aspects of photography in documenting life.
4. Chart the usage of various lens types.
5. Create a proper implication space for photographic ideologies.

Unit	Course Contents	Hours	K Level
I	**Light for Photography:** Formation of Image – Wave length – Colours – Shadows – Light surface – Light Intensity and Distance. Lighting Principles: Lighting quality – Lighting direction – Lighting colour. Characteristics of light – Lighting equipment - Lighting accessories – Practical problems in lighting.	10	Up to K4
II	**Camera Lens Types and Properties:** Photography 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	Up to K4
III	**Basics of Photography:** Need of Photography, Photography Process – the Still camera and types – Reflex cameras – Function of a SLR & DSLR camera – Cross section.	10	Up to K4
IV	**Film and filters:** Silver Halide properties – Feature of films - Black and white film – Colour film - Colour theory – Filters kit and types – Types of Printing Papers – Developing films – Printing Process.	9	Up to K4
V	**Advanced Photography:** Overview of Digital still cameras-Capturing techniques – Film vs Digital – Exposure Techniques – Metering – Storing devices. Future of photography.	9	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)

Hirsch, R. (2022). Light and Lens: Thinking About Photography in the Digital Age. Routledge.

Books for Reference (five books)

1. *Wells, L. (2022). Land matters: Landscape photography, culture and identity. Routledge.*
2. *Andreallo, F. (2022). Mapping selfies and memes as touch. Springer Nature.*
3. *Russo, A. (2022). Italian Neorealist Photography: Its Legacy and Aftermath. Routledge.*
4. *Post, M. (2022). Alternative Process Photography for the Contemporary Photographer: A Beginner's Guide. Taylor & Francis.*
5. *Naleppa, M. J., Hash, K. M., & Rogers, A. T. (2022). Photography in Social Work and Social Change: Theory and Applications for Practice and Research. Oxford University Press.*

Web Resources (any two web resources)

https://www.dpmag.com/
https://www.nationalgeographic.com/photography/article/digital-photography-tips

Pedagogy : Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course

Students would immerse themselves in to the fundamentals of photography technically and aesthetically.

Activities to be given

- Outdoor trips to the study lighting and framing techniques.
- Submit photographic on desired genre.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO 1	Specialize themselves in various photographic genres.	Up to K4
CLO 2	Understand the camera types and lens usage required for their area of interest.	Up to K4
CLO 3	Implement various photographic techniques.	Up to K4
CLO 4	Execute the learned skill in creating a portfolio.	Up to K4
CLO 5	Display the aspect of photography in terms of entrepreneurship.	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**
CLO 1	2	3	3	3	3	3	3
CLO 2	2	3	3	2	3	3	2
CLO 3	3	3	3	3	2	2	3
CLO 4	3	3	3	3	3	2	3
CLO 5	3	2	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Course Designed by	**Verified by HOD**	**Approved by CDC Co-coordinator**
Dr. Subramanian N Name & Signature of the Staff	Dr.Subramanian N Name & Signature	Name & Signature

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
I	**GE**	22VCU04	**Practical-I:** Visual Arts	**3**	**5**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives

1. To present the basic concepts and application of visual arts.
2. To gain hands on experience in creating visuals.
3. Understand the perspective of light & shadow.
4. Enhance the creative thinking through Art Production
5. Visually experience various stages of Art.

Unit	Course Contents	Hours	K Level
Exercises	1. **Still Life** (Study of Shape, Volume, Light and shades, perspective and composition) a. **Medium**: Pencil, Charcoal, Pastels. 2. **Life Study** a. **Medium**: Pencil, Charcoal, Pastels. 3. **Study of Nature** a. **Medium**: Pencil, Charcoal, Pastels. 4. **Exploring colours** a. **Medium**: Poster Color/Water color. 5. **Graphic Art production** a. **Medium**: Indian Ink/Poster Color/Rotaring Pen.	60	Up to K4

Note: The Questions should be asked in the

Book for Study: *Ebert, E. (2022). Art Instruction Course, Book 1: The basics, color, and light. Lulu Press, Inc.*

Books for Reference (five books)

1. *Quin, J. (2022). WB Yeats and the Language of Sculpture. Oxford University Press.*
2. *Tuckerman, H. T. (2022). Book of the Artists. BoD–Books on Demand.*
3. *Meadows, M. (2022). Insider Art. Bloomsbury Publishing.*
4. *Saethre-McGuirk, E. M. (2022). Making Things and Teaching the Creative Arts in the Post-Digital Era: Seeing and Experiencing the Self and the Object through a Digital Interface. Taylor & Francis.*
5. *XIONG, Y. (2022). Stil-Life.*

Web Resources (any two web resources)

- http://www.artic.edu/learn
- http://www.getty.edu/education/teachers/classroom_resources/index.html

Pedagogy: Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course

Students would become an artist, by learning to observe life.

Activities to be given

1. Create an art album with essential skills.
2. Observe and recreate still life in detail.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO 1	Develop the skills related to sketching and color application.	Up to K4
CLO 2	Improvised skills of using mixed media for visual production.	Up to K4
CLO 3	Enhance artistic talents through proper observation.	Up to K4
CLO 4	Reproduce and portray real life as it is.	Up to K4
CLO 5	Equip the drawing skills for future opportunities.	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	2	3	3	3	3	3	3
CLO 2	2	3	3	2	3	3	2
CLO 3	3	3	3	3	2	2	3
CLO 4	3	3	3	3	3	2	3
CLO 5	3	2	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Name of the Course Designer:

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

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
II	DSC	22VCU05	Media Culture and Society	**4**	**4**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives

1. To students understand various aspects of media and society.
2. Understand the roles and responsibilities of a media professional.
3. To analyse the society through cultural aspects.
4. Function in the society with media responsibilities.
5. To evoke the journalistic aspects for social cause.

Unit	Course Contents	Hours	K Level
I	**Introduction to Media:** Defining media, Media as Vehicle and Tool, Types and forms of Media, Media Structure and Function, Media Communication and aspects of Mass Media. Media for Revolution.	10	Up to K4
II	**Cultural Communication:** Defining culture, Connection between Culture and Communication - Medium of Cultural Communication: Folklore, Rituals, Myths and Traditions – Cross Cultural Communication – Inter ethnic Communication – Tribal Communication – Inter cultural Communication – Identity Communication – Vocal Communication.	10	Up to K4
III	**Social Communication:** Understanding Society, Social Structures, Community Structures – Social Communication theory – Importance and functions of Social Communication – Skills for Social Communication – Outcome of Social Communication – Social Learning theory.	10	Up to K4
IV	**Implication of Media and Culture in Society:** History of civilization, Connecting Media and Culture, Reporting Culture, Reporting Social Issues, Media Audience, Public Opinion and Cultural interventions, Social media and Cultural Concepts – Importance of Media Contents – Social and Cultural Awareness - Cultural and Media Imperialism – Globalization – Development Communication.	10	Up to K4
V	**Case Study:** Social and Cultural Revolutions – New Media Content Generation – Hashtag Culture – Gender and Identity – Disaster Communication.	8	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)

- Thevenin, B. (2022). Making media matter: Critical literacy, popular culture, and creative production (p. 268). Taylor & Francis.

Books for Reference (five books)

1. Kim, Y. (Ed.). (2022). Media in Asia: Global, Digital, Gendered and Mobile. Routledge.
2. Segumpan, R. G., & Zahari, J. S. A. (Eds.). (2022). Mixed Methods Perspectives on Communication and Social Media Research. Taylor & Francis.
3. Mak, M. Y. C., Poon, A. Y. M., & Chiu, D. K. (2022). Using Social Media as Learning Aids and Preservation: Chinese Martial Arts in Hong Kong. In The Digital Folklore of Cyberculture and Digital Humanities (pp. 171-185). IGI Global.
4. Bryant, G. A. (2022). Vocal communication across cultures: theoretical and methodological issues. Philosophical Transactions of the Royal Society B, 377(1841), 20200387.
5. Schlogl, L. (2022). Digital Activism and the Global Middle Class: Generation Hashtag. Routledge.

Web Resources (any two web resources)

- https://www.frontiersin.org/articles/10.3389/fcomm.2020.00061/full
- http://www.tezu.ernet.in/dmass/pdf/student-corner/Media-impact-on-culture.pdf

Pedagogy : Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course

Students would be socially and culturally aware about their media happenings.

Activities to be given

1. Critically analyse various Social and Cultural revolts provoked by media.
2. Classroom discussion on any one case study.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO 1	Understand the aspects of culture and society	Up to K4
CLO 2	Experience the importance of Media in Social and Cultural Communication	Up to K4
CLO 3	Determine the cause of folklore and other socio-cultural medium.	Up to K4
CLO 4	Deconstruct the impact of media over society.	Up to K4
CLO 5	Co-relate the usage of Media, Culture and Society in new era of communication.	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**
CLO 1	2	3	3	3	3	3	3
CLO 2	2	3	3	2	3	3	2
CLO 3	3	3	3	3	2	2	3
CLO 4	3	3	3	3	3	2	3
CLO 5	3	2	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Course Designed by	**Verified by HOD**	**Approved by CDC Co-coordinator**
Ms. Abdullah Alfazeena Name & Signature of the Staff	Dr.Subramanian N Name & Signature	Name & Signature

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
II	DSC	22VCU06	Introduction to Graphics and Animation Software	**4**	**4**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives (Only 5 objectives)

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.

Unit	Course Contents	Hours	K Level
I	**Designing with Photoshop:** Features & Tools, Drawing, Painting and Designing – Image and Colour Modification: Cropping, Retouching, Special Effects – Filter and Blending tools – Scaling and applying Texture - Small introduction to Adobe Lightroom.	10	Up to K4
II	**Layout in InDesign:** Document Setting, Page Layout & Page Making, Working with Objects, Types, Lines, Colour Palette & Effects and Text Wrapping.	10	Up to K4
III	**Digital illustration in Illustrator:** Art board – Tools, Menu and Panels - Basic Shapes, Objects and Symbols - Digital Art and Illustration – Photo Tracing – Vectorization.	08	Up to K4
IV	**CorelDraw and Adobe Animate:** Understanding CMYK palette – Layers – Text Wrapping – Print Designing – Product Designing. Timeline and Layers in Animation – Tween Animations - Onion Skin – Puppet Wrapping – Inverse Kinematics – Animating with Camera – Symbols and Buttons – Action Script basics.	10	Up to K4
V	**UI/ UX Designing:** Introduction to UI and UX, Adobe XD, Visual Designing, Blog and Website designing, Canva and Photopea.	10	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)

- Merheb, R. (2022). Graphic Design II.

Books for Reference (five books)

1. Sencar, H. T., Verdoliva, L., & Memon, N. (2022). What's in This Book and Why?. In Multimedia Forensics (pp. 3-6). Springer, Singapore.
2. Dhawi, F. (2022). Typography 1.
3. Amalia, N. (2022, February). The Interactive Multimedia Innovation Assisted by Flash Player. In PROCEEDING INTERNATIONAL CONFERENCE ON LANGUAGE, LITERATURE AND CULTURE (Vol. 1, p. 409). umsu press.
4. Thakur, A. J. (2022). Supportive Apps. In Tapping the Power of PowerPoint for Medical Posters and Presentations (pp. 29-35). Springer, Singapore.
5. Do, C. (2022). An Introductory UX/UI Guide for GrC Students.

Web Resources (any two 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_tastytuts.pdf
3. https://www.coreldraw.com/static/cdgs/product_content/cdgs/2020/product-guide/cdgs2020-product-guide-en.pdf

Pedagogy: Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course

Students learn the advanced form of graphic designing, 2D Animation and UI/ UX designing.

Activities to be given

- Photo manipulation in Photoshop
- Create a simple 2D Animation in Adobe Animate
- Create a blog or app for UI/ UX Design

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO 1	Apply the learned software skills to create innovative designs.	Up to K4
CLO 2	Employ the acquired industrial design knowledge to create a job fetching portfolio.	Up to K4
CLO 3	Implement the graphic and animation skills to satisfy industrial needs.	Up to K4
CLO 4	Recognize and use the software tools to break contemporary design patterns.	Up to K4
CLO 5	Integrate theoretical and practical software knowledge for societal welfare.	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**
CLO 1	2	3	3	3	3	3	3
CLO 2	2	3	3	2	3	3	2
CLO 3	3	3	3	3	2	2	3
CLO 4	3	3	3	3	3	2	3
CLO 5	3	2	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Course Designed by	**Verified by HOD**	**Approved by CDC Co-coordinator**
Ms. Abdullah Alfazeena Name & Signature of the Staff	Dr.Subramanian N Name & Signature	Name & Signature

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
II	DSC	22VCU07	**Practical-II:** Photography	**2**	**4**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives (Only 5 objectives)

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

Unit	Course Contents	Hours	K Level
I	1. Exposure Techniques 2. Take a photograph using a. Shutter b. Aperture c. ISO 3. Lighting Techniques Take a photograph using a. Indoor light b. Outdoor light 4. Portrait photography a. Formal b. Candid Students must create a photo album on: 1. Slice of Life Photography 2. Rule of Third and perspective 3. Landscape and Portrait 4. Pattern, Shapes and Colours 5. Lighting and Shadows 6. Wildlife and Nature 7. Table top and Product 8. Fashion 9. Photo feature (5 photos) 10. Conceptual 11. Architecture 12. Candid and Event 13. News feature	48	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)

1. Hirsch, R. (2022). Light and Lens: Thinking About Photography in the Digital Age. Routledge.

Books for Reference (five books)

1. Stamatopoulou-Robbins, S. (2022). Tradition in the Frame: Photography, Power, and Imagination in Sfakia, Crete by Konstantinos Kalantzis. Journal of Modern Greek Studies, 40(1), 257-260.
2. Raymond, C. (2022). Conclusion: Photography, Reappearing. In Photography and Resistance (pp. 209-221). Palgrave Macmillan, Cham.
3. Berg, A. (2022). 1. Living Photography: Film and the City. In On Screen and Off (pp. 11-28). University of Pennsylvania Press.
4. Post, M. (2022). Alternative Process Photography for the Contemporary Photographer: A Beginner's Guide. Taylor & Francis.
5. Wells, L. (2022). Land matters: Landscape photography, culture and identity. Routledge.

Web Resources (any two web resources)

- https://digital-photography-school.com/6-advanced-composition-techniques-to-improve-your-photos/
- https://photographylife.com/advanced-photography-tutorials

Pedagogy: Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course

Students shall become professional photographers with human values.

Activities to be given

- Explore indoor and outdoor for photographic essence
- Create a photo album several photo assignments

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO 1	Handle camera with professional touch	Up to K4
CLO 2	Improvised lighting and exposure techniques	Up to K4
CLO 3	Exposure to modern photographic needs.	Up to K4
CLO 4	Apply the learned skill sets to create a portfolio.	Up to K4
CLO 5	Become a freelancer or entrepreneurs.	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**
CLO 1	2	2	3	3	3	3	3
CLO 2	2	3	3	2	3	3	2
CLO 3	3	2	3	3	2	2	3
CLO 4	3	3	3	3	3	2	3
CLO 5	3	2	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

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

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
II	DSC	22VCU08	CORE VII - Theatre Arts	**2**	**2**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives (Only 5 objectives)

1. Comprehend different performing and acting skills.
2. Explore Acting oriented techniques.
3. Observe and learn from the environment to perceive the real world in constructing an acting world.
4. Understand the function and purpose of various theatrical theories.
5. Deconstruct the aspect of stage and stage performances.

Unit	Course Contents	Hours	K Level
I	**Modern and Contemporary Indian Theatre:** Introduction to various modern and contemporary theatre forms – styles – Review of various Indian theatre organizations – Pioneers of Indian Theatre Arts.	05	Up to K4
II	**Tamil Theatre Forms:** Traditional Indian Theatres and Overview - Therukoothu (Street Play) – Transformation from Street to Stage – The Development of Tamil Theatres from 1880's to 1960's – Contemporary Theatre Practices in Public and Academics.	05	Up to K4
III	**Folklore Forms:** Bommalattam (Puppet Show) - Chakkai Attam – Devaraattam - Kamandi or Kaman Pandigai - Kai Silambu Attam - Kazhi Attam or Kolattam.- Karagattam – Kavadi - Kazhai Kothu – Kolattam - Poi Kal attam – Kummi - Mayil Attam - Ottan Koothu – Oyilattam - Oyil Kummi - Paampu Attam - Poikkaal Kuthirai Aattam - Puliyattam or Puli Aattam (Tiger Dance).	05	Up to K4
IV	**Tamil Music Forms and Instruments:** Parrai – Villu Paattu - Pannisai – Yazh – Thannumai – Pambai – Muzhavu – Vaikonda Paani – Udukai – Sangu – Kombu – Other ancient instrument used by Ethic Communities of Tamil Nadu.	04	Up to K4
V	**Theatre Production:** Students will script and perform a theatrical performance on any contemporary topic.	05	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)
Nemichand Jain, 1992, Indian Theatre: Tradition, Continuity and Change,
Vikas Publishing.

Books for Reference (five books)

1.Kanaganayakam, C. (2006). Stigmas of the Tamil Stage: An Ethnography of Special Drama Artists in South India. Comparative Studies of South Asia, Africa and the Middle East, 26(3), 521-523.Dhawi, F. (2022).
2. History of South Indian Music – Prof. P. Sambamoorthy – Vol. I & VI. Kalai Kalanzhiyam – Tamil Valarchi Kazhagam, Chennai
3. Prof.P. Sambamoorthy, the South Indian Music Book, the Indian Music Publishing House (1982)
4.Carol M Waaser, sound and music for the theatre (The Theatre student), Richards Rosen Press (1976)
5. John Martin, "Intercultural Performances" the Theory and Analysis of Drama, Manfred fister, Cambridge University Press, 1998

Web Resources (any two web resources)

1. https://tamilnation.org/culture/drama/theru_koothu.htm
2. https://mittalsouthasiainstitute.harvard.edu/2020/03/tracing-the-stories-of-20th-century-tamil-drama-artists/

Pedagogy: Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course

Students shall learn the traditional and modern Tamil Theatrical forms.

Activities to be given

- Writing a script for a street play.
- Performing a street play.
- Visiting an ethic community and learning their instruments.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO 1	Apply the acquired knowledge within the performing arts.	Up to K4
CLO 2	Employ the acquired theatrical aspects for the benefit of the society.	Up to K4
CLO 3	Implement various theatrical forms to represent the social issues.	Up to K4
CLO 4	Recognize and create a modern platform for theatrical plays.	Up to K4
CLO 5	Integrate the aspects of modern and tradition theatrical theories in creating society oriented activities.	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**
CLO 1	2	3	3	3	3	3	3
CLO 2	2	3	3	2	3	3	2
CLO 3	3	3	3	3	2	2	3
CLO 4	3	3	3	3	3	2	3
CLO 5	3	2	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Course Designed by	**Verified by HOD**	**Approved by CDC Co-coordinator**
Ms. Abdullah Alfazeena Name & Signature of the Staff	Dr.Subramanian N Name & Signature	Name & Signature

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
II	GE	22VCU09	**Practical-III:** Art Production	**2**	**3**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives (Only 5 objectives)

1. To implement the learnt artistic skill in day-to-day life.
2. To identify and use various medium in art
3. To enhance the observation skill
4. To develop the knowledge in creativity
5. Developing the drawing skills among students
6.

Unit	Course Contents	Hours	K Level
I	1. Typography 2. Composition 3. Space, form and Creativity 4. Experimenting the medium a. Pencil b. Water colour c. Acrylic colour d. Pastels e. Pen & Ink 2. Collage, Design and Production 3. Semiotics a. Symbol b. Icon c. Index 2. Exploring Craft 3. Advertisement a. Classifieds b. Black & White ADv c. Colour ADv 2. Illustration for a Story 3. Exhibition Display	48	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)

1. Cohen, H. L. (2022). Agents of Aesthetics: The Technics of Contemporary Art, 1898-Present (Doctoral dissertation).

Books for Reference (five books)

1. Pollen, A. (2022). Art without Frontiers: The British Council Collection.
2. Erpf, R. C. (2022). Painting in the 1980s: Reimagining the Medium. Intellect Books.
3. Innis, R. E. (2022). Dimensions of Aesthetic Encounters: Perception, Interpretation, and the Signs of Art. SUNY Press.
4. MacDowall, L., & Budge, K. (2022). Art After Instagram: Art Spaces, Audiences, Aesthetics. Routledge.
5. Massaro, A. (2022). State of the Art and Technology Innovation.

Web Resources (any two web resources)

1.https://www.cowlingandwilcox.com/blog/2020/05/28/a-guide-to-pencil-sketching-techniques/

2.https://smartartinc.com/art-production-planning-in-miami/

Pedagogy : Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course

To create communication skills through Visuals

Activities to be given

Replicating the existed master's works and producing new concept by the inspiration of the chosen master's work.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO 1	Students will develop the skills on sketching and colour application.	Up to K4
CLO 2	Improvised skills of using mixed media for visual production.	Up to K4
CLO 3	Visual arts will help the students to enhance their talents in graphic communication.	Up to K4
CLO 4	Portrayal of life studies will help to convey visual representation.	Up to K4
CLO 5	To develop drawing skills for future opportunities	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**
CLO 1	3	3	3	3	3	3	3
CLO 2	3	2	3	3	3	3	3
CLO 3	3	2	3	2	3	3	3
CLO 4	3	2	3	3	2	3	3
CLO 5	3	3	3	3	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Course Designed by	**Verified by HOD**	**Approved by CDC Co-coordinator**
Mr. Jesen. J Name & Signature of the Staff	Dr.Subramanian N Name & Signature	Name & Signature

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
II	DSE	22VCU10 A	Electives/ **DSE-I Practical-IV:** Digital Art: Photoshop & Illustrator	**2**	**3**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives (Only 5 objectives)

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.

Unit	Course Contents	Hours	K Level
I	Introduction to Graphic design and Photoshop 1. Working with Color and Filters 2. Pen tools and vector shapes with logo creation 3. Brushes - image restoration 4. Color correction 5. Typography 6. Digital painting 7. Masking Techniques 8. Matte painting 9. Filters Submissions: 1. Creating background 2. Creating a cartoon Character 3. Digital painting and Sketching concepts 4. Creating a wallpaper	36	

Note: The Questions should be asked in the

Book for Study (Only one)

1. Castner, N., Umlauf, B., Kastrati, A., Płomecka, M. B., Schaefer, W., Kasneci, E., & Bylinskii, Z. (2022, June). A gaze-based study design to explore how competency evolves during a photo manipulation task. In 2022 Symposium on Eye Tracking Research and Applications (pp. 1-3).

Books for Reference (five books)

1. Keegan-Wolf, E. (2022). Digital Memories: An Exploration of Learning to Create Art in the Digital Age.
2. Ben-Dov, J., Gayer, A., & Ratzon, E. (2022). Image Manipulation. In Material and Digital Reconstruction of Fragmentary Dead Sea Scrolls (pp. 38-45). Brill.
3. Lemon, C. D. (2022). Detecting Cloned Regions in Digital Images before and after Facebook Recompression (Doctoral dissertation, University of Colorado at Denver).
4. Synnett, A. (2022). Internal bodies: MFA Thesis-Painting & Drawing (Master's thesis).
5. Khair, R. (2022). Digital Imaging 2.

Web Resources (any two web resources)

1. https://www.wordstream.com/blog/ws/2015/04/02/learn-photoshop-for-free
2. https://helpx.adobe.com/in/photoshop/tutorials.html

Pedagogy: Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course: To get exposure on image manipulation software for graphic and animation

Activities to be given

1. Creation of digital background
2. Using various digital tools
3. Creation of various Graphic Wallpapers

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Familiarize the design elements and principles.	Up to K4
CLO2	Recognize the importance of color and in the process of digital imaging.	Up to K4
CLO3	Relate the visual strengths and weaknesses to promote design aesthetics with learnt tools.	Up to K4
CLO4	Explore the design process with the intent to understand a designer's role in print and digital media.	Up to K4
CLO5	Explore the overall composition and comprehensive presentation in digital communication	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**
CLO 1	3	3	3	2	3	3	3
CLO 2	3	2	3	2	3	3	3
CLO 3	3	2	3	2	3	3	3
CLO 4	2	3	3	3	2	3	3
CLO 5	3	3	3	3	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Course Designed by	**Verified by HOD**	**Approved by CDC Co-coordinator**
Ms. Abdullah Alfazeena Name & Signature of the Staff	Dr.Subramanian N Name & Signature	Name & Signature

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
II	DSE	22VCU10 B	Electives/ **DSE-I Practical-IV:** Typography Design	**2**	**3**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives (Only 5 objectives)

1. Assist in understanding the basics of typography and the application in animation.
2. Detail on Title Design or Creation and its methods and styles.
3. Understanding the story in order to creative a typography or a title design that covey overall essence or thoughts of the movie.
4. To create a Graphical or story telling title designs.
5. Create a basis for Typographical study.

Unit	Course Contents	Hours	K Level
	Students should design typography for the following. 1. Logo type for a brand 2. Name plate for a company 3. Design a new font for any language 4. Designing a sign board for a campus	36	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)

1. Hillner, M. (2009). Basics Typography 01: Virtual Typography (Vol. 1). Ava Publishing.
2. Solomon, M. (1986). The art of typography: An introduction to typo-icon-ography. New York: Watson-Guptill Publications.

Books for Reference (five books)

1. Lelis, C., Leitao, S., Mealha, O., & Dunning, B. (2022). Typography: the constant vector of dynamic logos. Visual Communication, 21(1), 146-170.
2. Poon, S. T. (2021). Typography Designâ€™s New Trajectory Towards Visual Literacy for Digital Mediums. Studies in Media and Communication, 9(1), 9-19.
3. Coles, S. (2012). The anatomy of type: A graphic guide to 100 typefaces. Harper Collins.
4. Rutter, R. (2017). Web Typography: A Handbook for Designing Beautiful and Effective Typography. Ampersand Type.
5. Lupton, E. (2014). Thinking with type: A critical guide for designers, writers, editors, & students. Chronicle Books.

Web Resources (any two web resources)

1. http://opticalenquiry.com/files/01_IntroductionToTypography.pdf
2. https://ptgmedia.pearsoncmg.com/images/9780321773265/samplepages/0321773268.pdf
3. https://www.academia.edu/36984786/Design_Elements_Typography_Fundamentals

Pedagogy : Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course: Students will become a typographer with enhanced knowledge.

Activities to be given:

1. Creation of a typographic book.
2. Typographical analysis of various brands and logos.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Creating a font or typography on your own.	Up to K4
CLO2	Understanding its styles one can create font on our own so that it can convey the concept of the story in a simple title design.	Up to K4
CLO3	To creative a highly developed graphical title designs for Animation or action movies.	Up to K4
CLO4	Form a title animation using visual effects or graphical title animation using 3D effects.	Up to K4
CLO5	Interpret the aspects of Typography in branding and other consumer attributes.	Up to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	3	3	2	3	2	3	3
CLO 2	3	3	3	3	3	3	3
CLO 3	3	2	3	3	2	3	3
CLO 4	3	2	3	3	3	3	3
CLO 5	3	3	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

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

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

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I-Year				
Sem	**Course Type**	**Course Code**	**Course Title**	**Credits**	**Contact Hours / Week**	**CIA**	**Ext**	**Total**
II	SEC	22VCU11	**Mini Project:** Ethnographical Study	**2**	**2**	**50**	**50**	**100**

Nature of Course			
Knowledge and Skill Oriented	✔	Employability Oriented	✔
		Entrepreneurship Oriented	✔
		Skill Development	✔

Course Objectives (Only 5 objectives)

1. Develop human interaction skills.
2. Understand the aspects of rural and urban spaces.
3. Discover the essence of various media in representing human lives.
4. To practice village and tribal lifestyle.
5. Observe rural culture and tradition.

Unit	Course Contents	Hours	K Level
I	1. Studying and exploring the village/ tribal area 2. Understanding the structure of the village/ tribal area 3. Discover the practices of the village/ tribal area 4. Study of the village through the followings 1. People Culture and Tradition 2. Dress and Food Culture 3. Work culture 4. Gender practices 5. Lifestyles of Children, Teens and Elderly People 6. Market spaces 7. House structures – style, architecture and households 8. Communication influence 9. Political Influence 10. Transportation 11. Folklore practices – music, performances, rituals & myths. **Submission:** Students must select a topic and submit an observation book on their medium of interest.	24	Up to K4

Note: The Questions should be asked in the

Book for Study (Only one)

1. Volcic, Z. (2022, January). The Ethnographer Unbared: Reflections on Ethnographic Media Research Processes. In *Forum Qualitative Sozialforschung/Forum: Qualitative Social Research* (Vol. 23, No. 1). DEU.

Books for Reference (five books)

1. Gerster, J. (2018). The Online-Offline Nexus: Social Media and Ethnographic Fieldwork in Post-3.11 Northeast Japan. ASIEN: The German Journal on Contemporary Asia, (149), 14-32.
2. Choudhuri, D., & Choudhuri, S. (2014). Short Communication Effect of Gender and Body Mass Index on Pulmonary Function Tests in Adolescents of Tribal Population of a North Eastern State of India. Indian J Physiol Pharmacol, 58(2), 170-173.
3. Pati, J. (2004). Media and tribal development. Concept Publishing Company.
4. Varghese, A., & Nagaraj, P. (2012). A study on the tribal culture and folklore of Attappady. Galaxy: International multidisciplinary Research Journal, 1(4), 1-8.
5. Sambu, L., & Mhongo, S. (2019). Age and gender in relation to resilience after the experience of trauma among internally displaced persons (IDPS) in Kiambaa Village, Eldoret East Sub-County, Kenya. Journal of Psychology and Behavioral Science, 7(1), 31-40.

Web Resources (any two web resources)

https://www.discoveranthropology.org.uk/about-anthropology/fieldwork/ethnography.html

https://www.upf.edu/documents/237797533/238831346/Digital_ethnography_and_media_practices.pdf/a6427a17-72cb-2629-0b46-cce0df93e33f

Pedagogy : Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course

To know the structure of the society

Activities to be given

Students learn to interact with other cultural peoples living in tribal or rural areas.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Live in a village and understand the essence of the Village.	K2
CLO2	Observe the concept of village structure	K2
CLO3	Study the people life style and their environment.	K3
CLO4	Developing the observation skills to learn the forms, structures and living space.	K4
CLO5	Appreciation of village environment and use the aspects of the village living for their upcoming production	K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	Programme Outcomes (with Graduate Attributes)						
CLOs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	2	3	3	3	3	3	3
CLO 2	2	3	3	2	3	3	2
CLO 3	3	3	3	3	2	2	3
CLO 4	3	3	3	3	3	2	3
CLO 5	3	2	3	2	3	3	3

3 – Advance Application 2 – Intermediate Level 1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Ms. Abdullah Alfazeena Name & Signature of the Staff	Dr.Subramanian N Name & Signature	Name & Signature

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