



VISUAL COMMUNICATION

Five-Year Integrated Master's Programme
Structure & Syllabus

Submitted to
Vice Chairman
Karnataka State Higher Education Council

Submitted by
Chairman and Members NEP-2020
Committee for Visual Communication Curriculum Framing

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Page | 1

**“The highest education is that which does not merely give us information,
but makes our life in harmony with all existence”
-Rabindranath Tagore**

Preface

The Five-year Integrated Master's Programme in Visual Communication prepares students with the needed background of art history and the philosophical underpinnings of art, along with the technical skills to produce aesthetic media content for conventional media as well as the new age media.

This programme is tailor-made to enable students to acquire artistic and technical skills in photography, videography, sound design, audio-video editing, film making, print design and production, graphics, animation, web designing, and advertising, thereby making them industry-ready. Furthermore, the prepared curriculum intends to mould visual media professionals with human values and social consciousness. The Curriculum also provides students myriad practical components to integrate innovations in media technologies for effective communication. The courses spanning ten semesters intend to take care of all levels of learning in the field of Visual communication, and it includes Discipline Specific Core Courses, Discipline Specific Elective Courses, Ability Enhancement Courses, Skill Enhancement Courses, Internships, Value-Based Courses, Vocational Courses, and Research Project.

The Curriculum is built on the five aspirational goals of NEP2020 i.e., ACCESS, EQUITY, QUALITY, ACCOUNTABILITY, and AFFORDABILITY, and hope that the prepared curriculum will be appropriate for the aspiring learners and ensure critical and creative thinking, innovation, employability, inclusivity, and other goals of education. In addition, the curriculum provided herein is indicative and suggestive only. The Board of Studies of the universities or autonomous colleges involved has the freedom to choose suitable topics that align with the aspirations of NEP.

The Committee sincerely thank the Government of Karnataka and the Karnataka State Higher Education Council (KSHEC) for allowing us to design a Curricular framework for Visual Communication for the implementation of the NEP 2020, and we are also indebted to Prof. B. Thimme Gowda, Vice Chairman, Karnataka State Higher Education Council for his advice and guidance which shaped the curriculum in line with NEP 2020. On a personal note, I would like to thank the members of the Subject Matter Experts Committee, Fr. Dr. Richard Rego SJ , Fr. Saji P Mathew OFM and Dr. Tejaswini B Yakkundimath for their cooperation and support during the preparation of this NEP2020 model framework in Visual Communication.

Dr. Gopakumar AV

(Chairman, Committee on Curriculum Framing- Visual Communication, NEP 2020)

Table of Contents

SI No:	Content	Page No
1	Composition of Subject Expert Committee Members	05
2	Preamble	06
3	Programme Learning Outcomes	07
4	Proposed IC Model Programme Structure for Five Year Integrated Master's Programme in Visual Communication	08
5	Course Details of IC Model Five -Year Integrated Master's Programme in Visual Communication	12
6	Assessment	14
7	Programme Articulation Matrix	15
8	Semester I -Syllabus	20
9	Semester II- Syllabus	33

Composition of Subject Expert Committee Members

Dr. Gopakumar AV	Chairman Dean, Faculty of Humanities, Kristu Jayanti College (Autonomous), Bengaluru
Fr. Dr. Richard Rego SJ	Member, Director, Inst. of Communication & Media Studies, St. Joseph's College (Autonomous), Bengaluru
Fr. Saji P Mathew OFM	Member, Dean, Centre for Media Studies, Jyoti Nivas College (Autonomous), Bengaluru
Dr. Tejaswini B Yakkundimath	Member, Convener Special Officer, Karnataka State Higher Education Council

Preamble

Since the dawn of humankind, there is one thing that has been constant about communication: change. Historical evidence points to how communication has undergone a sea-change in its forms and platforms. There is also another constant about communication: it has retained its visual predominance, incorporating whatever modern changes the times have imposed on it.

Consequently, today, visual communication is a major discipline of study the world over. Visual Communication embraces a vast gamut of subjects such as sketching, drawing, painting, sculpture, and design from the pre-modern era, and mechanistic and electronic forms of communication like advertising, photography, videography, a variety of films, television, computer graphics, web design, internet-based communications, and 2D and 3D animations.

Under the New Education Policy, the five-year Integrated Masters syllabi are aimed at empowering students to master the art and techniques of Visual Communication, while simultaneously applying its tools and techniques in their day-to-day mediated lives.

More specifically, this curriculum intends to help students understand the workings of visual communication, master the relevant skills, and apply them for the creation and sharing of visual media content effectively. Finally, this program intends to assist the learner to equip and work as professionals in various industries related to Visual Communication.

Programme Outcomes

After the successful completion of the BA/MA Visual Communication programme, the student will be able to:

- PO1. operate as a visual media professional with human values and social consciousness
- PO2. apply the theoretical and applied knowledge of visual communication in the media industry, society and global community.
- PO3. appraise global visual media form and content for organizational and societal benefit.
- PO4. integrate innovations in media technologies for effective visual designs
- PO5. build technical skills in Photography, Filmmaking, Audio and Video Editing, Animation, Graphics and Web designing
- PO6. create, and design media contents fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions
- PO7. design and execute ethical research projects in Visual Communication

Proposed IC Model Programme Structure for Five-year Integrated Master's Programme in Visual Communication

Semester	Discipline Core (DSC) (Credits) (L+T+P)	Discipline Elective (DSE) / Open Elective (OE) (Credits) (L+T+P)	Ability Enhancement Compulsory Courses (AECC), Languages (Credits) (L+T+P)		Skill Enhancement Courses (SEC)		Total Credits
					Skill based (Credits) (L+T+P)	Value based (Credits) (L+T+P)	
1	Fundamentals of Photography (3+2) Graphic Design (3+2) Introduction to Visual Communication (3)	OE-1 (3) Graphic Design/ Scripting and Storyboarding	L1-1 (3), L2-1 (3)	Environmental Studies (2)	SEC -1: Digital Fluency (2)	Physical Education- Yoga (1) & Health and Wellness (1)	
2	Branding (3+2) Print Design and Production (3+2) History of Visual Art (3)	OE-2 (3) Visual Analysis/ Creativity and Problem Solving	L1-2(3), L2-2 (3)	Environmental Studies (2)	SEC-1: AI (2)	Physical Education- Sports (1) & NCC/ NSS/ R& R (S&G) Cultural (1)	
Exit option with Certificate in Visual Communication							
3	Introduction to Film Art (3+2) Advanced Photography (3+2)	OE-3 (3) Indian Cinema/ World Cinema	L1-3 (3), L2-3(3)			Physical Education- Sports (1) & NCC/ NSS/ R& R (S&G) Cultural (1)	

	Media Law and Ethics (3)						
4	Screenplay Writing (3+2) Sound Design for Visual Media (3+2) Communication Theories (3)	OE-4 (3) Film Appreciation / Introduction to Advertising	L1-4 (3), L2-4(3)	Constitution of India (2)	SEC-2:(2)	Physical Education- Sports (1) & NCC/ NSS/ R& R (S&G) Cultural (1)	
Exit option with Diploma in Visual Communication							
5	Cinematography and Lighting (3+2) Fundamentals of Film Editing (3+2) Narrative and Non Narrative Writing (3)	DSE- 1 (3) World Cinema/ Indian Cinema Vocational-1 (3) Digital Art			SEC-3: Cyber Security (2)	Physical Education- Sports (1) & NCC/ NSS/ R& R (S&G) Cultural (1)	
6	Introduction to Advertising (3+2) Television Production (3+2) Film Theories (3)	DSE-2 (3) Portraiture Photography/ Product Photography Vocational-2 (3) Data Visualization			SEC-4: Professional Communication (2)	Physical Education- Sports (1) & NCC/ NSS/ R& R (S&G) Cultural (1)	
Exit option with Bachelor of Arts in Visual Communication							

7	Corporate Communication (3+2) Introduction to Animation (3+2) Internship I (2)	DSE-3 (3) Short Fiction Production / Short Documentary Production Research Methodology (3) Vocational-3 (3) Art Direction				
8	Visual Analysis (3+2) Development Communication (3)	DSE-4 (3) Creative Writing / Technical Communication Research Project (6) Vocational-4 (3) Copy Visualization				
Award of B.A. (Hons) in Visual Communication						
9	Emerging Media Technologies (3+2) Web Designing (3+2)	DSE-5 (3) Introduction to Semiotics / Media Psychology DSE 6 (3) Graphic Production / UI				

		UX Design Production Vocational-5 (3) Ad Film Production				
10	Integrated Marketing Communication (4) Contemporary Advertising (3)	DSE-7 (3) Culture Studies / Gender Studies Internship II (6) VoC-6(3) Public Space Design				
Award of MA in Visual Communication						

**COURSE DETAILS OF IC MODEL FIVE -YEAR INTEGRATED
MASTER'S PROGRAMME IN VISUAL COMMUNICATION**

Sem	Course code	Category of course DSC/OE	Theory/ Practical	Credits	Paper Title	Marks	
						SA	IA
1.	VC T 1.1	DSC	Theory	3	Fundamentals of Photography	70	30
	VC P 1.1	DSC	Practical	2	Fundamentals of Photography	25	25
	VC T 1.2	DSC	Theory	3	Graphic Design	70	30
	VC P 1.2	DSC	Practical	2	Graphic Design	35	15
	VC P 1.3	DSC	Theory	3	Introduction to Visual Communication	70	30
	VC OE 1	OE	Theory	3	Graphic Design / Scripting and Storyboarding	70	30
2.	VC T 2.1	DSC	Theory	3	Branding	70	30
	VC P 2.1	DSC	Practical	2	Branding	35	15
	VC T 2.2	DSC	Theory	3	Print Design and Production	70	30
	VC P 2.2	DSC	Practical	2	Print Design and Production	35	15
	VC P 2.3	DSC	Theory	3	History of Visual Art	70	30
	VC OE 2	OE	Theory	3	Visual Analysis/ Creativity & Problem Solving	70	30
3.	VC T 3.1	DSC	Theory	3	Introduction to Film Art	70	30
	VC P 3.1	DSC	Practical	2	Introduction to Film Art	35	15
	VC T 3.2	DSC	Theory	3	Advanced Photography	70	30
	VC P 3.2	DSC	Practical	2	Advanced Photography	35	15
	VC P 3.3	DSC	Theory	3	Media Law and Ethics	70	30
	VC OE 3	OE	Theory	3	Indian Cinema/ World Cinema	70	30
4.	VC T 4.1	DSC	Theory	3	Screenplay Writing	70	30
	VC P 4.1	DSC	Practical	2	Screenplay Writing	35	15
	VC T 4.2	DSC	Theory	3	Sound Design for Visual Media	70	30
	VC P 4.2	DSC	Practical	2	Sound Design for Visual Media	35	15
	VC P 4.3	DSC	Theory	3	Communication Theories	70	30
	VC OE 4	OE	Theory	3	Film Appreciation/ Introduction to Advertising	70	30
5.	VC T 5.1	DSC	Theory	3	Cinematography and Lighting	70	30
	VC P 5.1	DSC	Practical	2	Cinematography and Lighting	35	15
	VC T 5.2	DSC	Theory	3	Fundamentals of Film Editing	70	30
	VC P 5.2	DSC	Practical	2	Fundamentals of Film Editing	35	15
	VC P 5.3	DSC	Theory	3	Narrative and Non Narrative Writing	70	30
	VC E 5.4	DSE	Theory	3	World Cinema/ Indian Cinema	70	30
	VC V 5.5	Vocational	Practical	3	Digital Art	70	30
6.	VC T 6.1	DSC	Theory	3	Introduction to Advertising	70	30

	VC P 6.1	DSC	Practical	2	Introduction to Advertising	35	15
	VC T 6.2	DSC	Theory	3	Television Production	70	30
	VC P 6.2	DSC	Practical	2	Television Production	35	15
	VC P 6.3	DSC	Theory	3	Film Theories	70	30
	VC P 6.4	DSE	Practical	3	Portraiture Photography Production / Product Photography Production	70	30
	VC V 6.5	Vocational	Practical	3	Data Visualization	70	30
7	VC T 7.1	DSC	Theory	3	Corporate Communication	70	30
	VC P 7.1	DSC	Practical	2	Corporate Communication	35	15
	VC T 7.2	DSC	Theory	3	Introduction to Animation	70	30
	VC P 7.2	DSC	Practical	2	Introduction to Animation	35	15
	VC P 7.3	DSC	Practical	2	Internship I	35	15
	VC P 7.4	DSC RM	Theory	3	Research Methodology	70	30
	VC E 7.5	DSE	Practical	3	Short Fiction Production / Short Documentary Production	70	30
	VC V 7.6	Vocational	Practical	3	Art Direction	70	30
8	VC T 8.1	DSC	Theory	3	Visual Analysis	70	30
	VC P 8.1	DSC	Practical	2	Visual Analysis	35	15
	VC T 8.2	DSC	Theory	3	Development Communication	70	30
	VC T 8.3	DSE	Theory	3	Creative Writing / Technical Communication	70	30
	VC P8.4	DSRP	Practical	6	Research Project	140	60
	VC V8.5	Vocational	Practical	3	Copy Visualization	70	30
9	VC T 9.1	DSC	Theory	3	Emerging Media Technologies	70	30
	VC P 9.1	DSC	Practical	2	Emerging Media Technologies	35	15
	VC T 9.2	DSC	Theory	3	Web Designing	70	30
	VC P 9.2	DSC	Practical	2	Web Designing	35	15
	VC T 9.3	DSE	Theory	3	Introduction to Semiotics / Media Psychology	70	30
	VC T 9.4	DSE	Practical	3	Graphic Production / UI UX Design Production	70	30
	VC V9.5	Vocational	Practical	3	Ad Film Production	70	30
10	VC T 10.1	DSC	Theory	4	Integrated Marketing Communication	70	30
	VC T 10.2	DSC	Theory	3	Contemporary Advertising	70	30
	VC T 10.3	DSE	Theory	3	Culture Studies / Gender Studies	70	30
	VC P 10.4	DSCI	Practical	6	Internship II	140	60
	VC V10.5	Vocational	Practical	3	Public Space Design	70	30

Assessment

Type of Course	Formative Assessment / IA	Summative Assessment
Theory (3 credits)	30%	70%
Theory (4 credits)	30%	70%
Practical	30%	70%
Production (3 credits)	30%	70%
Internship-I (3 credits)	30%	70%
Internship II (6 credits)	30%	70%
Research Project (6 Credits)	30%	70%

Total Credits for the Program:

Starting year of implementation: 2021-22

Name of the Degree Program: BA/ MA Visual Communication

Discipline/Subject: Visual Communication

Program Articulation Matrix for I & II Semesters

This matrix lists only the core courses. Core courses are essential to earn the degree in that discipline/subject. They include courses such as theory, project, internships, etc. Elective courses may be listed separately

Sem.	Title /Name of the course	Program outcomes that the course addresses (not more than 3 per course)	Pre-requisite course(s)	Pedagogy	Assessment
1	Introduction to Visual Communication	At the end of the course the student should be able to: 1.identify the meaning nature and scope of visual communication 2.analyse critically the visual components of media texts 3.appraise the theories of visual perception in the field of visual communication	PUC	Lecture, Practical assignments, Group Discussion, Self-Study	Theory SA 70 marks FA 30 marks
1	Fundamentals of Photography	At the end of the course the student should be able to: 1.identify concepts related to photography, DSLR camera, lenses and its uses 2.appraise aesthetics in photography 3.compose original and creative photographs	PUC	Lecture, Practical assignments, photography exercises, Group Discussion, Self-Study	Theory SA 70 marks FA 30 marks Practical FA 15 marks SA 35 marks
1	Graphic Design	At the end of the course the student should be able to:	PUC	Lecture, Practical assignments,	Theory SA 70 marks

		<p>1.demonstrate the tools of professional design software</p> <p>2. analyze and critique designs based on the visual qualities and technical skills relevant to graphic design.</p> <p>3. create designs that communicate and articulate their ideas.</p>		<p>Designing exercises, Group work, Self-Study</p>	<p>FA 30 marks</p> <p>Practical FA 15 marks SA 35 marks</p>
2	History of Visual Art	<p>At the end of the course the student should be able to:</p> <p>1.examine the evolution of art and art movements</p> <p>2.categorize and compare major artists, art, and art movements</p> <p>3.appraise visual art critically</p>		<p>Lecture, Practical assignments, Group Discussion, Self-Study</p>	<p>SA 70 marks FA 30 marks</p>
2	Branding	<p>At the end of the course the student should be able to:</p> <p>1.identify the brand building process</p> <p>2.analyze and formulate effective brand strategies</p> <p>3.develop a brand/rebrand for a product or service</p>		<p>Lecture, Practical assignments, Branding exercises, Group work, Self-Study</p>	<p>Theory SA 70 marks FA 30 marks</p> <p>Practical FA 15 marks SA 35 marks</p>
2	Print Design and Production	<p>At the end of the course the student should be able to:</p> <p>1.create masthead and logos for print designs</p> <p>2.design brochures, newsletters, and magazines</p> <p>3.perform sketching and image tracing.</p>		<p>Lecture, Practical assignments, Designing exercises, Group Discussion, Self-Study</p>	<p>Theory SA 70 marks FA 30 marks</p> <p>Practical FA 15 marks SA 35 marks</p>

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Open Electives for I & II Semesters

Sem.	Title of Open Elective Course	Program outcomes that the course addresses (not more than 3 per course)	Pre-requisite course(s)	Pedagogy	Assessment
1	Graphic Design (OE1A)	At the end of the course the student should be able to: 1.identify the concepts in graphic design 2.appraise designs in everyday life 3. demonstrate the tools of professional design software.	PUC	Lecture, Practical assignments, Group Discussion, Self-Study	SA 70 marks FA 30 marks
1	Scripting and Storyboarding (OE1B)	By the end of the course the student come to: 1.describe the stages involved in developing a script and story board 2.analyse the structure and components of a screenplay 3.apply principles and techniques of scripting and storyboarding in film making	PUC	Lecture, Practical assignments, Group Discussion, Self-Study	SA 70 marks FA 30 marks
2	Visual Analysis (OE2 A)	At the end of the course the student should be able to: 1.examine the theories and concepts of visual images		Lecture, Practical assignments, Group Discussion, Self-Study	SA 70 marks FA 30 marks

		<p>2.analyze the political, cultural and historical contexts of visuals</p> <p>3.evaluation of visual images with critical vocabulary and visual media processes</p>			
2	Creativity and Problem Solving (OE- 2 B)	<p>At the end of the course the student should be able to:</p> <ol style="list-style-type: none"> 1. describe creativity and problem solving 2. explain the process of lateral thinking 3. apply creativity and lateral thinking 		Lecture, Practical assignments, Group Discussion, Self-Study	<p>SA 70 marks</p> <p>FA 30 marks</p>

Semester I – Syllabus

BA Visual Communication

BA Semester 1

Title of the Course: Fundamentals of Photography

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	2	60
Content of Theory Course 1			45 Hrs
Unit – 1: Introduction to Photography			15
Photography, Brief History, DSLR camera, Mode dial, Lenses, Accessories, Operating a lens.			
Unit – 2: Exposure Triangle and Lighting for Photography			15
ISO, Shutter Speed, Aperture, Depth of Field. Flash/Speedlight, Introduction to lighting equipments, Understanding light and lighting. Picture Styles, White Balance. Basics of Photo editing.			
Unit – 3: Photography Composition and Narrative Photography.			15
Subject and Background, Rules of Composition: Rule of thirds, Leading line, Balance and Symmetry, Depth, Pattern, Frame within a frame, Rule of odds, Golden ratio; Camera Angle, Shot sizes. Introduction to Storytelling through photographs			

References

- Grimm, Tom & Grimm, Michele (2003). *The Basic Book of Photography*, Plume.
- Harman, Doug (2014). *The Digital Photography Handbook*, Quercus, London.
- Kenneth, Kobre (2008). *Photojournalism – the Professional’s Approach*, Focal Press.
- Sontag, Susan (1977). *On Photography*, Dell publishing Company.

BA Visual Communication

Semester 1

Course Title: Fundamentals of Photography	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2hrs 30 mins
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Pre-requisite(s): PUC

Course Outcomes (COs)

By the end of the course every student must be able to

1. identify concepts related to photography, DSLR camera, lenses and its uses
2. appraise aesthetics in photography
3. compose original and creative photographs

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
Course Outcomes (COs)							
1. identify concepts related to photography, DSLR camera, lenses and its uses	X		X		X		
2. appraise aesthetics in photography			X				
3. compose original and creative photographs	X	X			X	X	

BA Visual Communication

Semester 1

Fundamentals of Photography (Practical)

Content of Practical Course

List of Exercises to be done:

1. Operating Lens
2. Slow shutter speed, Fast shutter speed
3. Lighting Exercises
4. Subject-Background Exercises
5. Composition rules
6. Camera angles
7. Shot sizes
8. Basic photo editing

Minor Project: A student must produce an academic photography portfolio with (1) working photographs of at least of the 6 above exercises. (2) 3-5 photograph-worthy images captured by the student during the course, or a photo story consists of 3-5 images. This will be considered for the End Semester Practical Evaluation. Students shall submit the portfolio to the course in-charge before the end semester practical examination. The work should be submitted in the First semester before the end semester examinations and shall forward the production to the HoD for approval before the End Semester Examination.

Course Title: Introduction to Photography (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 15	Duration of ESA/Exam: NA
Model Syllabus Authors:	Summative Assessment Marks: 35

BA Visual Communication

BA Semester 1

Title of the Course: Graphic Design

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	2	60
Content of Theory Course 2			45Hrs
Unit – 1			15
Introduction to Graphic Design- Evolution of Graphic Design; Design- definition, design with a purpose, design as a communication tool, language and grammar of design, visual language and creativity; elements of design: line, shape, form and space, negative space, volume and mass, value, colour, texture.			
Unit - 2			15
Design Principles and Process – balance, contrast, harmony, rhythm, proportion, emphasis, scale and unity. Focal Point and Visual Hierarchy; movement; layout principles; rule of thirds, grids; proportion; golden mean and compositional strategies. Design process -problem definition, information gathering, ideation, design solution and implementation; message presentation from concept to visual: thumbnails to roughs to comprehensives and output.			
Unit - 3			15
Colour Fundamentals and Typography: Defining colour, identity of colour, chromatic interaction; colour systems; emotions and messages. Colour and unity, colour and variety, warm and cool colours, colour and design. Typography – classification groups and subgroups, families, fonts; serifs, san serifs, hand formed and specialised; craft of typography – point system, selection and use of fonts – type specification, copy fitting and spacing; calligraphy			

References

- Baird, R. N., Turnbull, A.T. & McDonald Duncan. (1987). *The Graphic Communication*. Canada: Holt, Rinehart and Winston.
- Crow, W. C.(1986). *Communication Graphics*. New Jersey: Prentice-Hall
- Dodson, M. & Palmer, J. (1995). *Design and Aesthetics – A Reader*. London: Routledge.
- Hashimoto, A. & Clayton, M. (2009). *Visual Design Fundamentals: A Digital Approach*, 3rd Ed. Boston: Course Technology.
- Meggs, P. B. (1992). *Type and Image: The Language of Graphic Design*. New York: John Wiley and Sons Inc.
- Samara, T. (2014). *Design Elements: A Graphic Design Manual*. 2nd Ed. Massachusetts: Rockport Publishers.

BA Visual Communication

Semester 1

Course Title: Graphic Design	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2hrs 30 mins
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Pre-requisite(s): PUC

Course Outcomes (COs):

At the end of the course the student should be able to:

1. demonstrate the tools of professional design software
2. analyze and critique designs based on the visual qualities and technical skills relevant to graphic design.
3. create designs that communicate and articulate their ideas.

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. demonstrate the tools of professional design software	X	X	X				
2. analyze and critique designs based on the visual qualities and technical skills relevant to graphic design.	X	X	X	X			
3. create designs that communicate and articulate their ideas	X	X	X	X	X		

BA Visual Communication

Semester 1

Graphic Design (Practical)

Content of Practical Course

List of Exercises to be done:

1. Exercises on graphic techniques
2. Exercises on creating perspective
3. Exercises on drawing faces
4. Exercises on drawing figures.
5. Produce designs on the topics assigned by the faculty.
6. Exercises on creating thumbnails
7. Exercises on using calligraphy
8. Submit a drawing and design portfolio at the end of the semester.

Minor Project:

A student should design a Graphic Novel (minimum 12 pages) by incorporating graphic techniques and design. This will be considered for the End Semester Practical Evaluation. Students shall submit the Graphic Novel to the course in-charge before the end semester examination. The work should be submitted in the First semester before the end semester examinations and shall forward the production to the HoD for approval before the End Semester Examination.

Course Title: Introduction to Photography (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 15	Duration of ESA/Exam: NA
Model Syllabus Authors:	Summative Assessment Marks: 35

BA Visual Communication

BA Semester 1

Title of the Course: Introduction to Visual Communication

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
Content of Theory Course 3			45 Hrs
Unit – 1: Communication			15
Communication- meaning, nature, scope, types; process of communication; functions of communication; uses of communication; Visual communication- meaning, nature, scope.			
Unit – 2: Understanding Visual Communication			15
Creative thinking; Critical thinking; Brainstorming; Visual Composition- Golden Ratio, Dynamic Symmetry, Rule of Thirds; Elements of Composition; Principles of Visual Composition			
Unit – 3: Visual Perception and Applied Visual Communication			15
Visual perception- sensory mechanism; illusions- types; Eye Gaze; Gestalt theory of visual perception- law of closure, law of continuity, law of similarity, law of proximity, law of alignment ; Difference between fine arts and visual communication			

References

- Palgrave Macmillan. (2016). *Visual Communication Theory and Research: a Mass Communication Perspective*. New York.
- Association of Art & Design (International). (2009). *Visual communication*. Hong Kong.
- Block, Brucea (2017). *Visual Story: creating the visual structure of film, tv and digital media*. London, CRC Press.
- Machin, D. (2014). *Visual communication*. Berlin: Water de Gruyter.
- Lester, P. M. (2020). *Visual communication: images with messages*. Dallas, TX: Lex Publishing.

BA Visual Communication

Semester 1

Course Title: Introduction to Visual Communication	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2hrs 30 mins
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Pre-requisite(s): PUC

Course Outcomes (COs):

At the end of the course the student should be able to:

1. identify the meaning nature and scope of visual communication
2. analyse critically the visual components of media texts
3. appraise the theories of visual perception in the field of visual communication

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. Identify the meaning nature and scope of visual communication	X	X					
2. Analyse critically the visual components of media texts		X	X	X			
3. Appraise the theories of visual perception in the field of visual communication	X	X	X	X			

BA Visual Communication
BA Semester 1 – Open Elective

Title of the Course: Graphic Design (OE 1 A)

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
Content of Theory OE 1 A			45Hrs
Unit – 1			15
Introduction to Graphic Design- Evolution of Graphic Design; Design- definition, design with a purpose, design as a communication tool, language and grammar of design, visual language and creativity; elements of design: line, shape, form and space, negative space, volume and mass, value, colour, texture.			
Unit - 2			15
Design Principles and Process – balance, contrast, harmony, rhythm, proportion, emphasis, scale and unity. Focal Point and Visual Hierarchy; movement; layout principles; rule of thirds, grids; proportion; golden mean and compositional strategies. Design process -problem definition, information gathering, ideation, design solution and implementation; message presentation from concept to visual: thumbnails to roughs to comprehensives and output.			
Unit - 3			15
Colour Fundamentals and Typography: Defining colour, identity of colour, chromatic interaction; colour systems; emotions and messages. Colour and unity, colour and variety, warm and cool colours, colour and design. Typography – classification groups and subgroups, families, fonts; serifs, sans serifs, hand formed and specialised; craft of typography – point system, selection and use of fonts – type specification, copy fitting and spacing; calligraphy			

References

Baird, R. N., Turnbull, A.T. & McDonald Duncan. (1987). *The Graphic Communication*. Canada: Holt, Rinehart and Winston.

Crow, W. C.(1986). *Communication Graphics*. New Jersey: Prentice-Hall

Dodson, M. & Palmer, J. (1995). *Design and Aesthetics – A Reader*. London: Routledge.

Hashimoto, A. & Clayton, M. (2009). *Visual Design Fundamentals: A Digital Approach*, 3rd Ed. Boston: Course Technology.

Meggs, P. B. (1992). *Type and Image: The Language of Graphic Design*. New York: John Wiley and Sons Inc.

Samara, T. (2014). *Design Elements: A Graphic Design Manual*. 2nd Ed. Massachusetts: Rockport Publishers.

BA Visual Communication

Semester 1

Course Title: Graphic Design (OE I A)	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2hrs 30 mins
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Pre-requisite(s): PUC

Course Outcomes (COs):

At the end of the course the student should be able to:

1. identify the concepts in graphic design
2. appraise designs everyday life
3. demonstrate the tools of professional design software.

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
Course Outcomes (COs)							
Course Outcomes (COs)							
1. identify the concepts in graphic design	X						
2. appraise designs everyday life	X	X					
3. demonstrate the tools of professional design software.	X	X	X				

BA Visual Communication

BA Semester

Title of the Course: Scripting and Storyboarding (OE-I B)

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
Content of OE Course I B			45 Hrs
Unit – 1: Basics of Developing Story and Characters			15
Developing a story idea -conceiving, ideation, logline, synopsis, research; Plot; Genre; Screenplay structure -Three Act Structure, Five Act structure- Exposition, Complication, Crisis, Climax, Resolution; Characterization- Building character- Protagonist and Antagonist, Sub characters.			
Unit – 2: Scripting Elements and Formatting			15
Principles of Scriptwriting- 3 Cs in Scripting – character, conflict, change; Dialogues –Functions, Dialogue Continuity – Dialogue Realism, subtext, rhythm, tone, dialogue as action; Style Guide – Cues- camera, editing, audio, effect cues; Hollywood Script Layout– spacing, alignment, pagination, typeface, Writing for different media -film, television and documentary.			
Unit – 3: Storyboarding and its Process			15
Components and Principles of storyboard – Rule of Third, Foreground, Middle Ground & Background; Perspective; Triangle Principle; Types of storyboard- beat board, continuity board, live action board, feature animation board, Pitch board; Film Schema- shots, angles, camera position, camera lens; Animatics- Sequencing, montage, editing effects.			

References

- Arijon, D. (2019). *Grammar of the film language*. Silman-James Press.
- Batty, C. (Ed.). (2014). *Screenwriters and screenwriting: putting practice into context*. Springer.
- Field, S. (2005). *Screenplay*. New York: Delacorte.
- Hart, J. (2013). *The Art of the Storyboard: A filmmaker's introduction*. Taylor & Francis.
- Mascelli, J. V. (1998). *The five C's of cinematography: Motion picture filming techniques*. Los Angeles: Silman-James Press.
- Paez, S., & Jew, A. (2013). *Professional storyboarding: Rules of thumb*. Taylor & Francis.
- Trottier, D. (2014). *The Screenwriter's Bible: A Complete Guide to Writing. Formatting, and Selling Your Script*.

BA Visual Communication

Semester

Course Title: Scripting and Storyboarding (OE- I B)	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2 hrs 30 min
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Pre-requisite(s): PUC

Course Outcomes (COs):

By the end of the course the student come to

1. describe the stages involved in developing a script and story board
2. analyse the structure and components of a screenplay
3. apply principles and techniques of scripting and storyboarding in film making

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. describe the stages involved in developing a script and story board	X	X		X			
2. analyse the structure and components of a screenplay	X	X	X	X			
3. apply principles and techniques of scripting and storyboarding in film making	X	X	X	X	X	X	

Semester II – Syllabus

BA Visual Communication

BA Semester 2

Title of the Course: Branding

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	2	60
Content of Theory Course 4			45 Hrs
Unit – 1: Branding & Brand Elements			15
Brand basics – types, brand personality, brand image, brand positioning, brand extension, brand pyramid, brand dynamics, brand loyalty and awareness; branding-purpose, types, process; rebranding – benefits and challenges. Brand names, logos, url, taglines and slogans, symbols, characters, spokespersons, jingles, packages, and signage; corporate communication tools- brochure, posters, business cards, annual reports.			
Unit – 2: Visual Identity Design:			15
Meaning and goal of identity; designing visual identity: conception, creating coherence in brand identity; designing for a target audience; developing new visual identity, changing an existing visual identity; advertising and design- advertising design process. Design for New Media: web site design principles, user interface design and user experience, optimizing web graphics, interactivity, page layouts, site navigation.			
Unit – 3: Product Design and Packaging:			15
Factors affecting product design, designing for production – economic factors; purpose of package design, design tools, materials, key knowledge, package design process. Design for exhibition: nature of exhibition design, exhibition graphic processes, design consideration, planning and production.			

References

- Budelmann, K. & Kim, Y. (2019). *Brand Identity Essentials*. MA: Quarto Publishing Group.
- Gordon, B. (2005). *The Complete Guide to Digital Graphic Design*, NY: Watson-Guption Publication.
- Landa, R. (2019), *Graphic Design Solutions* (6th Ed.). Boston: Cengage.
- Sherin, A. (2013). *Design Elements: Using Images to Create Graphic Impact - A Graphic Style Manual for Effective Image Solutions in Graphic Design*. MA: Rockport

Sklar, J. (2011). *Principles of Web Design* (5th Ed.). Boston: Course Technology.
 Wheeler, A. (2013). *Designing Brand Identity – an Essential Guide for the Whole Branding Team* (4th Ed.). NJ: John Wiley and Sons.

BA Visual Communication

Semester 2

Course Title: Branding	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2hrs 30 mins
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Outcomes (COs):

At the end of the course the student should be able to:

1. identify the brand building process
2. analyze and formulate effective brand strategies
3. develop a brand/rebrand for a product or service

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. identify the brand building process	x	x	x	x			
2. analyze and formulate effective brand strategies	x	x	x	x	x		
3. develop a brand/rebrand for a product or service	x	x	x	x	x	x	

BA Visual Communication

Semester 2

Branding (Practical)

Content of Practical Course

List of Exercises to be done:

1. Choose products /services for student project, do thorough research on these brands and sketch concepts.
2. Transfer these concepts then to digital form and improve on.
 - Present messages from concept to visual;
 - process of design
 - problem identification
 - preliminaries refinement
 - analysis, decision making and implementation of these chosen concepts
3. Design concepts to visuals as purposeful, informational visual language and creativity
4. Thumbnails-roughs-comprehensives-print designs;
5. Create effective design– one logo design, stationery design, package design.
6. Imagery & Colour: Create image types, styles and usages-Image as idea/ narrative-Colour fundamentals Colour meaning and associations

Minor Project:

A student should prepare a Brand Manual for an imaginative Company by incorporating the concepts they have learnt from the practical course. This Brand Manual should incorporate company logo, colour scheme, typefaces, corporate stationery, print ad and social media ad campaign. This will be considered for the End Semester Practical Evaluation. Students shall submit the prepared Brand Manual to the course in-charge before the end semester examination. The work should be submitted in the second semester before the end semester examinations and shall forward the production to the HoD for approval before the End Semester Examination.

Course Title: Branding (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 15	Duration of ESA/Exam: NA
Model Syllabus Authors:	Summative Assessment Marks: 35

BA Visual Communication

BA Semester 2

Title of the Course: Print Design and Production

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	2	60
Content of Theory Course 5			45 hrs
Unit – 1: Introduction to Print Design			15
History of printing and design; Graphic design -meaning, nature, scope and functions of graphic design; Elements of design; Principles of design; Kinds of designing.			
Unit – 2: Typography			15
Typography – meaning, function, categories; Anatomy of a typeface; Typesetting factors – spacing, alignment, aesthetic tailoring			
Unit – 3: Layout and Production			15
Meaning; Imposition; Paper sizes; grids- symmetrical and assymetrical; Elements of layout- columns and gathering images; Alignment; Creating hierarchy in design Creating graphics; Backgrounds; Logo designing; Brochure; Newsletters; Magazine and book covers.			

References

John DiMarco. Wiley (2010). *Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques*. Canada.

Denise Bosler. HOW (2012). *Mastering Type: The Essential Guide to Typography for Print and Web Design*.

Cohen, Sandee. Peachpit (201). *From design into print: preparing graphics and text for professional printing*.

Wang Shaoqiang. Promopress. (2019). *Page Design: Printed Matter and Editorial Design*. Spain.

BA Visual Communication

Semester 2

Course Title: Print Design and Production (Theory)	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2 hrs.30 mins.
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Outcomes (COs):

At the end of the course the student should be able to:

1. create masthead and logos for print designs
2. design brochures, newsletters and magazines
3. perform sketching and image tracing.

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. create masthead and logos for print designs	X	X	X	X	X	X	
2. design brochures, newsletters and magazines	X	X	X	X	X	X	
3. perform sketching and image tracing.	X	X	X	X	X		

BA Visual Communication

Semester 2

Print Design and Production (Practical)

List of Exercises to be conducted:

1. Layout and composition – single page newsletter
2. Layout and composition – bi-fold product/event brochure
3. Creating templates/master page (setting grid, margin and columns)
4. Designing logos
5. Design a single page leaflet.
6. Create masthead design for different page sizes (Broadsheet and Tabloid)
7. Create magazine cover page design
8. Image tracing and sketching exercises

Minor Project: A student should design eight-page coffee table magazine (minimum 16 pages) by incorporating effective grid design, typography, margins, layout, text and images. This will be considered for the End Semester Practical Evaluation. Students shall submit the coffee table magazine to the course in-charge before the end semester examination. The work should be submitted in the second semester before the end semester examinations and shall forward the production to the HoD for approval before the End Semester Examination.

Course Title: Print Design and Production (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 15	Duration of ESA/Exam: NA
Model Syllabus Authors:	Summative Assessment Marks: 35

BA Visual Communication

BA Semester 2

Title of the Course: History of Visual Art

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
Content of Theory Course 6			45 Hrs
Unit – 1: Introduction to Art			15
Understanding art, fine arts, craft, applied art. Indian aesthetics – the concept of <i>Rasa</i> , Bharata's <i>Natya Shastra</i> , Abhinavagupta's <i>Rasa Siddhanta</i> . Indian Renaissance.			
Unit – 2: Theories of Art			15
Art as Representation, Expression, Form, Aesthetic Experience. Contemporary Discourses in visual art: <i>L'art pour l'art</i> (Art for art's sake); The Origin of the Work of Art -Martin Heidegger; Art as an open and expansive Concept -Morris Weitz, Neo-Wittgenstein; Art identification.			
Unit – 3: Brief History of Art Movements			15
Renaissance to Realism: Renaissance, Mannerism, Baroque, Romanticism, Realism. Modern Art Movements: Impressionism, Expressionism, Cubism, Dadaism, Surrealism, Abstract Expressionism. Contemporary Art: Digital art, Installation art, Street art, Performance art.			

References

- Carroll, Noel (1999). *Philosophy of Art: A Contemporary Introduction*, Routledge, London.
- Heidegger, Martin (2002). *Off the Beaten Track*, Cambridge University Press, Cambridge.
- Ormiston, Rosalind (2014). *50 Art Movements: From Impressionism to Performance Art*, Prestel.
- Pollock, Sheldon (1893). *A Rasa Reader Classical Indian Aesthetics*, Columbia University Press, New York.
- Rangacharya Adya (1996). *The Natyasastra: English Translation with Critical Notes*, Munshiram Manoharlal Publishers Pvt. Ltd, New Delhi.

BA Visual Communication

Semester 2

Course Title: History of Visual Art	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2 hrs 30 mins
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Outcomes (COs):

At the end of the course the student should be able to:

1. examine the evolution of art and art movements
2. categorize and compare major artists, art, and art movements
3. appraise visual art critically.

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
Course Outcomes (COs)							
1. examine the evolution of art and art movements	X						
2. categorize and compare major artists, art, and art movements	X		X	X			
3. appraise visual art critically			X	X			

BA Visual Communication

BA Semester 2

Title of the Course: Visual Analysis (OE2 A)

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
Course Content of OE2A			45 Hrs
Unit – 1: Introduction to Visuals			15
Visual Media: Art, design, photography, film. Visual design theory: Elements and principles of visual design, Colour psychology and theory.			
Unit – 2: Visual Analysis and Modern Theories			15
Semiotic and structuralist approach to visuals; Psychoanalysis and visuality; Feminist approach to visual media; Marxist approach to visual texts.			
Unit – 3: Visual Analysis: Art, Design, Photography, Film			15
Observation/Watching; Analysis: subject, style, line, shape, colour, composition, scale, historical and cultural context, mise-en-scene; Interpretation.			

References

- Berger, John (2008). *Ways of Seeing*, Penguin.
- Hudson, Suzanne and Noonan-Morrisey, Nancy (2014). *The Art of Writing About Art*
- Mirzoeff, Nicholas (ed) (2013). *The Visual Culture Reader*, 3rd ed. Routledge.
- Mulvey, Laura (1973). *Visual Pleasure and Narrative Cinema.V*
- Sturken, Marita and Cartwright, Lisa (2009). *Practices of Looking: An Introduction to Visual Culture*, Oxford.
- Visual Analysis 101*, Johnson Museum of Art, Cornell University.
<https://museum.cornell.edu/sites/default/files/Johnson%20Museum%20Visual%20Analysis%20101.pdf> (17 September 2021).

BA Visual Communication

Semester 2

Course Title: Visual Analysis	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2 hrs 30 mins
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Outcomes (COs):

By the end of the course the student come to

1. examine the theories and concepts of visual images
2. analyze the political, cultural and historical contexts of visuals
3. evaluation of visual images with critical vocabulary and visual media processes

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
Course Outcomes (COs)							
1. examine the theories and concepts of visual images	X		X				
2. analyze the political, cultural and historical contexts of visuals			X				
3. evaluation of visual images with critical vocabulary and visual media processes		X	X	X			

BA Visual Communication

BA Semester 2

Title of the Course: Creativity and Problem Solving (OE- 2B)

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
Course Content of OE 2B			45 Hrs
Unit 1: Imagination & Thinking:			15
Introduction to image and imagination, form, and content, context, code, colour; images in sequence and sound. Making a case for creativity, creative thinking as a skill. Types and stereotypes. Valuing diversity in thinking, thinking preferences, creativity styles			
Unit 2: Creativity in Problem Solving			15
Linear and lateral thinking; holistic visual thinking. Problem definition – understanding – representing Pattern breaking, thinking differently, changing your point of view, watching for paradigm shift, challenging conventional wisdom, lateral thinking, provocation (escape, random word) Mind stimulation: games, brain-twisters and puzzles General strategies, idea-collection processes, brainstorming/ brain-writing, mapping thoughts			
Unit 3: Creativity and Creative Process			15
Decision and evaluation; focused thinking framework, six thinking hats, PMI, Ethical considerations. Techniques of imagination: design for interaction, introduction to design for interaction.			

References

de Bono, E. (1990). The use of Lateral Thinking. Penguin Books

de Bono, E. (1992). Serious Creativity. HarperCollins

de Bono, E. (1999). Six Thinking Hats: An Essential Approach to Business Management. Boston: Back Bay Books.

de Bono, E. (2006). De Bono’s Thinking course (new edition): Powerful Tools to Transform Your Thinking.

de Bono, E. (2009). CoRT Thinking Lessons: CoRT1 Breadth Thinking Advanced Practical Thinking Training Inc.

BA Visual Communication

Semester 2

Course Title: Creativity and Problem Solving (OE- 2B)	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 2 hrs 30 min
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Outcomes (COs):

At the end of the course the student should be able to:

4. describe creativity and problem solving
5. explain the process of lateral thinking
6. apply creativity and lateral thinking

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	1	2	3	4	5	6	7
1.describe creativity and problem solving	x						
2.explain the process of lateral thinking		x	x				
3.apply creativity and lateral thinking				x	x		