

SYLLABUS DESIGNED BY:

1. **RENU NAURIYAL**– CONVENER
2. **SHRIDHAR NAIK**- MEMBER
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INTERNAL EVALUATION METHODOLOGY:

| Sr no | Project/Assignment | Reason/Justification |
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| 01 | Quiz on current affairs | This is an interesting way of engaging learners with news and personalities making news. |
| 02 | Group Discussion on burning issues | Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject |
| 03 | Group presentations on any one current issue | This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect relevant information and package effectively, |

REFERENCE BOOKS/JOURNALS/MANUALS:

1. Manorma Yearbook published by Malayala Manorma
2. Competition Success Review
3. Competition Master
4. Yojana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. <https://www.lucidpress.com/blog/top-30-social-media-automation-tools>
8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig
<https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla>
9. 70 years in Indian politics and policy
10. <https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6>

VISUAL COMMUNICATION

| COURSE COUCOME |
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| <ol style="list-style-type: none">1. To provide students with tools that would help them visualize and communicate.2. Understanding Visual communication as part of Mass Communication3. To acquire basic knowledge to be able to carry out a project in the field of visual communication4. To acquire basic knowledge in theories and languages of Visual Communication5. The ability to understand and analyse visual communication from a critical |

| perspective | | | |
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| MODULE | TOPICS | DESCRIPTION | Hours |
| 01 | INTRODUCTION | <ol style="list-style-type: none"> Early Visuals as Communication <ul style="list-style-type: none"> Historical evidences, Caves, Hieroglyphs, Geoglyphs, Murals, sculptures Visual Communication as Natural means <ul style="list-style-type: none"> Body language – Physique, Gestures, Eye contact, Expressions Technical gestures Process & Expansion of Visual Language <ul style="list-style-type: none"> Sensual theories – Gestalt, Constructivism, Ecological Perception theories – Semiotics, Language of Signs & Symbols Concept of Code – Metonymic, Analogical code, Displaced code, Condensed code | 10 |
| 02 | MEDIUM OF COMMUNICATION | <ol style="list-style-type: none"> Images – <ul style="list-style-type: none"> Pictograms, Ideograms, Logograms Paintings, Illustrations, Cartoons, Memes, Photographs – (speaks thousand words) Video – <ul style="list-style-type: none"> Cinema-the seventh art, Animation, Documentary, Vlog Infographics – <ul style="list-style-type: none"> Graphs, Charts, Maps Instructions signs, Presentations Classification indicators Models – <ul style="list-style-type: none"> Solar system, Body systems, Scientific models, Demo pieces Colour – <ul style="list-style-type: none"> Sensation, Instruction, Classification Symbolic – Religious, Political, Mood & Atmosphere | 10 |
| 03 | PUBLIC PLACES | <ol style="list-style-type: none"> Architecture – <ul style="list-style-type: none"> Steps, Ramps, Gates, Entrances Doors, Windows Emergency exit, Help seek, Disciplinary, Clothing – <ul style="list-style-type: none"> Uniform, Classification, Rank, Unity, | 10 |

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| | | Distinction, Duty, Safety, Identity, Dutifulness, <ul style="list-style-type: none"> • Dress code, Protocol, Etiquettes • Cultural influences, 3. Interpretation – <ul style="list-style-type: none"> • Figure reading, Valuation of personality, Presentation of self, Reading from visual cues | |
| 04 | APPLICATION | 1. Commercial – <ul style="list-style-type: none"> • Graphic Design, Posters, Advertisements, Publication Design, | |
| 05 | ELEMENTS OF ART | 1. Visible components – <ul style="list-style-type: none"> • Line, Shape, Form, Tone, Colour, Space, • Proximity, hierarchy, Movement, Alignment, Emphasis, • Typography, Calligraphy, Word expression, Logotype, Treatment | |
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| SYLLABUS DESIGNED BY: <ol style="list-style-type: none"> 1. ARVIND PARULEKAR (CONVENER) 2. GAJENDRA DEVDA 3. RENU NAURIAL | | | |
| INTERNAL EVALUATION METHODOLOGY: (any two to be selected- one individual and one group evaluation) <ol style="list-style-type: none"> 1. Presentations with visual examples to elaborate topic 2. Projects / Assignments (illustrations or/ & photographs of observations around) 3. Picture/ Image analysis for Visual Cues & Extracting Meaning 4. Drawing book ideation exercise on Visualisation of Phrases/ Proverbs/ Word Expression | | | |
| REFERENCES: <ol style="list-style-type: none"> 1. Handbook of Visual Communication Edited by Ken Smith/Sandra Moriarty/Gretchen Barbatsis & Keith Kenny 2. Visual Communication Theory and Research by Shahira Fahmy, Mary Angela Bock & Wayne Wanta 3. Visual Communication by Ralph E Wileman 4. Visual Communication by Arvind Parulekar (Sheth Publication) | | | |
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