TAMILNAADU MUSIC AND FINE ARTS UNIVERSITY,
CHENNAI-28.

PART TIME –POST GRADUATE PROGRAMMES-MASTER OF FINE ART

MFA-VISUAL COMMUNICATION - THREE ACADEMIC YEAR (6 SEMESTER)

FIRST YEAR - FIRST SEMESTER

THEORY/ PRACTICAL	CODE NO	COURSE TILE	L	T	P	C
THEORY	VT-1601	STATE OF ADVERTISING	2	-	-	2
THEORY	VT-1602	MEDIA PLANNING AND COMMUNICATION	2	-	-	2
PRACTICAL	VP-1603	ADVANCED ILLUSTRATION	-	-	8	4
PRACTICAL	VP-1604	ADVANCE GRAPHIC DESIGN	-	-	8	4
			4	-	16	12

TOTAL PERIODS: 20   TOTAL CREDITS : 12

FIRST YEAR – SECOND SEMESTER

THEORY/ PRACTICAL	CODE NO	COURSE TILE	L	T	P	C
THEORY	VT-1605	PROBLEMS AND CHALLENGING IN ADVERTISING	2	-	-	2
THEORY	VT-1606	ADVERTISING BUSINESS AND BUDGET	2	-	-	2
PRACTICAL	VP-1607	PACKAGING AND PRODUCT DESIGN	-	-	8	4
PRACTICAL	VP-1608	PHOTOGRAPHY	-	-	8	4
			4	-	16	12

TOTAL PERIODS: 20   TOTAL CREDITS: 12

E. Jayanthi
24/03/16
Vice Chancellor

SECOND YEAR – THIRD SEMESTER

THEORY/ PRACTICAL	CODE NO	COURSE TILE	L	T	P	C
THEORY	VT – 1609	ADVERTISING PRODUCTION AND EFFECTIVENESS	2	-	-	2
THEORY	VT – 1610	E-CONTENT CREATION	2	-	-	2
PRACTICAL	VP – 1611	OUTDOOR ADVERTISING	-	-	8	4
PRACTICAL	VP – 1612	ELECITIVE-I **(A OR B)**	-	-	8	4
			4		16	12

TOTAL PERIODS: 20   TOTAL CREDITS: 12

SECOND YEAR – FOURTH SEMESTER

THEORY/ PRACTICAL	CODE NO	COURSE TILE	L	T	P	C
THEORY	VT – 1613	ETHICAL AND LEGAL ASPECTS OF ADVERTISING	2	-	-	2
THEORY	VT – 1614	MARKETING RESEARCH (UNIT-18)	2	-	-	2
PRACTICAL	VP – 1615	3 D ANIMATION	-	-	8	4
PRACTICAL	VP – 1616	ELECTIVE-II **(C OR D)**	-		8	4
			4		16	12

TOTAL PERIODS: 20 TOTAL CREDITS: 12

THIRD YEAR – FIFTH SEMESTER

THEORY/ PRACTICAL	CODE NO	COURSE TILE	L	T	P	C
PRACTICAL	VP – 1617	ELECTRONIC MEDIA (UNIT-9)			8	4
PRACTICAL	VP – 1618	ELECTIVE-III (E OR F)			8	4
PRACTICAL	VP – 1619	APPLICATION OF MULTIMEDIA DESIGN			8	4
					24	12

TOTAL PERIODS: 24 TOTAL CREDITS : 12

THIRD YEAR – SIXTH SEMESTER

THEORY/ PRACTICAL	CODE NO	COURSE TILE	L	T	P	C
PRACTICAL	VP – 1620	INTERNSHIP			16	8
PRACTICAL	VP – 1621	DISSERTATION			16	8
					32	16

TOTAL PERIODS: 32   TOTAL CREDITS: 16

ELECTIVES :

VP-1612 ELECTIVE-I

(A) E-Content Production
(B) Textile Design

VP-1616 ELECTIVE-II

(A) Web Designing
(B) Documentary Production

VP-1618 ELECTIVE-III

(A) Lettering Calligraphy and Typography
(B) Visual Effects

- **SEMESTER – TOTAL PERIOD – TOTAL CREDITS**
  1. Semester - I – 20 – 12
  2. Semester II – 20 – 12
  3. Semester III – 20 – 12
  4. Semester IV – 20 – 12
  5. Semester V – 24 – 12
  6. Semester VI – 32 – 16

- **VT – VISUAL COMMUNICATION THEORY**
- **VP – VISUAL COMMUNICATION PRACTICAL**

  ** EXAMINATION : Internal 50 Marks + External 50 Marks

1. **LECTURER (L) = 1 Credit**
2. **TUTORIAL (T) = 1 Credit**
3. **STUDIO / PRACTICAL = 1 Credit**
4. **CREDIT ©**

TAMIL NADU MUSIC AND FINE ARTS UNIVESITY, CHENNAI-28.

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SYLLABUS FOR MFA – VISUAL COMMUNICATION – WEEKEND PROGRAMME FOR CANDIDATES ADMITTED FROM 2016-17

SEMESTER-I

THEORY	VT- 1601 – State of Advertising
	Unit-1. Introduction – What is Advertising, Advertising defind three Advertising – Marketing tool – Active participants in modern Advertising – Advertising – A profession Carrier in Advertising – Advertising differentiated. Unit-2. Advertising – VS –Publicity – Advertising VS. – Propaganda – Is Advertising necessary? – Public Service to Advertising – Is Modern – Advertising – Informative? Unit-3. Advertising justified 13 to pays to Advertise – type of Advertising growth and origin of modern Advertising – revolution of Indian Advertising Women in Advertisement copies – Unit-4. Advertisement – A powerful Tool – Advertising – A Tool for consumer welfare – Roll of Advertising - Benefit of Advertising – Unit-5. Indian Advertising – Future of Advertising in India – Internationalization abrupt Advertising. **Reference:** **1. How to write Advertising that Sells – Cylde Bedal, Mc Gran Hill, New York.** **2.Advertising Art ideas by Dr. G.M. Regal** **3.Foundation of Advertising Theory and Practice S.A. Chunnawalla, K.C. Sethla Himalaya Publishing house, Ramdoot, ON Bhelaran, Marg, Bombay.**

THEORY	VT- 1602 – MEDIA PLANNING AND COMMUNICATION
	UNIT-I Introduction – Knowledge about consumer, Product, Market – UNIT-II Type of media – Media Selection – Media Plan – Print, Radio, TV, Cable, Satellite, On Line, Mobile, e-mail - Process – Design UNIT-III Media cost and availability – Matching Media and market – Media Strategy – Media Mix UNIT-IV Media Scheduling – Media Selection – Creative Perfective – UNIT – V Computer in Media Planning – Media Planning in Ad Agency – NRS-146 – Safety Syndrome. – Media Innovation - Present trend in advertising and in feature. **Reference:** **1. How to write Advertising that Sells – Cylde Bedal, Mc Gran Hill, New York.** **2.Advertising Art ideas by Dr. G.M. Regal** **3.Foundation of Advertising Theory and Practice S.A. Chunnawalla, K.C. Sethla Himalaya Publishing house, Ramdoot, ON Bhelaran, Marg, Bombay.**
PRACTICAL	**VP-1603 - ADVANCED ILLUSTRATION** Explore rendering techniques, figure drawing, minimalism, free aesthetic expression, fashion illustration, rapid illustrations, Presentation style, mechanical and architectural illustrations. **Submission:** Have to submit 10 manual illustrations of various kinds and 1 digital story illustrated book of 10 pages with concept. Students work, based on contemporary social issues, any industry, corporation, public services/Govt. services. Illustration – Illustration for Greeting cards, Calendars (Table and wall), Children story book or Educational book related with any of the appropriate Medias including Print and in various techniques available. Illustration in the form of cartoon or as social life in line and wash.

PRACTICAL	**VP-1604 - ADVANCE GRAPHIC DESIGN** New typography, Logo designing, 2D graphics promoting 3D effects, Infographics, Creating stage design, back drop for commercials, use of 2D software, like adobe, coral, painter, 2D animation etc. **Submission:** Have to submit any 2 advertising campaign on consumer products or institutional (services or social) related with any of the appropriate media including print. (minimum of each advertising compaign should have 20 works.)
	SEMESTER-II
THEORY	**VP-1605 - PROBLEMS & CHALLENGING IN ADVERTISING** UNIT-I – Unique selling point of products, how product analysis are made. UNIT-II - Basic human desire that relates to advertising products. UNIT-III– Humer, sympathy, empathy UNIT-IV - Pear invention of advertising ideas, Law of balance. UNIT-V - Law of simplicity, Law of proportion. **Reference:** **1. How to write Advertising that Sells – Cylde Bedal, Mc Gran Hill, New York.** **2.Advertising Art ideas by Dr. G.M. Regal** **3.Foundation of Advertising Theory and Practice S.A. Chunnawalla, K.C. Sethla Himalaya Publishing house, Ramdoot, ON Bhelaran, Marg, Bombay.**
THEORY	**VP-1606 - ADVERTISING BUSINESS AND BUDGET** UNIT-I Advertising Manager Organisation Structure of Advertising Department - Functions of Advertising Department. UNIT-II The Agency working of Agencies Functions of Agencies Advertising Plan Organisation of Ad Agency – Agency – Client Relationship Selection of Ad Agency Client - Turnover Agency Compensation UNIT-III Future of Ad Agency Collaborations Image - Ranking of Agencies Ad Agency - Leaders in the World - Growth in Media Ad Spending Pie Chart Network Spending Financing Advertising. UNIT-IV How much to Spend - Budget Process - Methods Percentage of Sales Method - Objectives and Task method competitive and comparative method

	implemental concepts – UNIT-V Administration of Budget Ad as percent age of proof - Ad expenditure of companies - Frequency breakup. **Reference:** 1. **How to write Advertising that Sells** – Cylde Bedal, Mc Gran Hill, New York. 2.**Advertising Art ideas by Dr. G.M. Regal** 3.**Foundation of Advertising Theory and Practice S.A. Chunnawalla, K.C. Sethla Himalaya Publishing house, Ramdoot, ON Bhelaran, Marg, Bombay.**
PRACTICAL	**VP-1607 - PACKAGING AND PRODUCT DESIGN** Designing package for a consumer product - origami – space sever design, properties and behaviors of various medium – cotton – fibber – metal – paper – thermacole. Submission: Have to submit 2 packaging and 1 consumer product for industrial or institutional, services or social.
PRACTICAL	**VP-1608 - ADVANCED PHOTOGRAPHY** Digital camera and their functions – image editing, image enhancing – a new breakthrough in this technology of photography. Knowledge of software like Photoshop, Photography for media. Use of photography in various communication media, advertising, information, education, decoration. Photography in new media – electronic media – for publishing – types of photography – exploring glamour, fashion, food, candid, people, nude, children, wildlife, product shoots, interior, architecture, industry, adventure, journalism, etc. Submission: Have to submit 20 works on any one theme on consumer product or institutional (Services or Social) related with any of the appropriate media including print and various techniques available.

SEMESTER-III

THEORY	**VP-1609 - ADVERTISING PRODUCTION AND EFFECTIVENESS** UNIT-I Art work and photography – Size of the original – Value of Novelty – Special effect

		UNIT-II
		Advertising and Art – Trick photography - Advertising and modern Art – Use of colours and colour processing – Engraving – Stereo type and electrotype – Printing and typography

UNIT-II
Advertising and Art – Trick photography - Advertising and modern Art – Use of colours and colour processing – Engraving – Stereo type and electrotype – Printing and typography

UNIT-III
Film production – source of models – model port folic casting agencies – women models – makeup – collective work of TV productions – special effect – duping - Editing

UNIT-IV
Animation films 392 computer – Animator shorts – Amul Ad on TV.

UNIT-V
Introduction - Ad research - what to test – when to test – PACT principals – DAGMAR – Types of Evaluations Pre Testing Print Ads – Pre-Testing broadcasting – Additional Pre-Testing Technic – Post Testing the Ads – Progress Test.

Reference:

1. How to write Advertising that Sells – Cylde Bedal, Mc Gran Hill, New York.

2. Advertising Art ideas by Dr. G.M. Regal

3. Foundation of Advertising Theory and Practice S.A. Chunnawalla, K.C. Sethla Himalaya Publishing house, Ramdoot, ON Bhelaran, Marg, Bombay.

4. Exposure Theory and Practics – W.F. Berg (Foca..Press), London.

THEORY	**VP-1610 - E-CONTENT CREATION**

UNIT I
NATURE AND SCOPE
Content production and management – Concepts, past, present and future of content industry - Various media and contents, new trends and opportunities in Content and Technology Enhanced-Learning Systems.

UNIT II
E-CONTENT PRODUCTION
Definition of e-content – Designing of e-content, structures, modules, e-content planning –Moodle-web application – Production techniques, software, lifecycle of e-content – ContentManagement-Systems – Templates, standard characteristics and, delivery, effectiveness of econtent– Case studies, simulations, games, exercises, evaluation –SCORM Model – e-Publishing processes – e--Author, e-Editing, e-Publishing.

UNIT III
E-LEARNING
e-Learning and e-learners, e-courses, e-learning ability – Open educational resources – Learning authoring – e-learning technologies – Learning authoring tools, Repository of educational content, Problem Based Learning – e-Learning Platforms, Production and Re-utilization –Learning processes and context, Management of e-content production (project) – Design of ecourses and econtent, Learning objects, Content creation tools, Online learning evaluation – Designing and creating e-courses for a certain learning

	context – Planning the learning content to be developed – Producing learning content according to international standards – Creating, integrating and exploring the learning content in the LMS – Building/selecting instruments toevaluate the learning content produced. **UNIT IV** **TECHNOLOGY LEARNING SYSTEMS** Computer and Internet Enabled Learning – IP Learning – Mobile learning – Videoconferencing –VSAT – Online learning – Web conferencing – Standalone e-learning – Assisted e-learning – e- Cooperative learning – Blended learning – Info Learning – Small learning – Open sourceSoftware. **UNIT V** **E-CONTENT BUSINESS** Content business – Present trends and future – e-Content for different types of industries – Education, marketing, training, agriculture, etc. – Economics of e-content business, budget and market trends. **REFERENCES** 1. Robin Manston and Frank Rennie.e-Learning: The Key Concepts, Routledge, London & New York, 2006. 2. Jeong-Baeson and Shirley O'Neil. Enhancing Learning & Technology: Pedagogy, Technology and Language, Academic & Professional Publishers & Consultancy Services, Queensland, Australia, 2007. 4. K.L. Kumar. Educational Technology, H.S. Poplai for New Age International Pvt. Ltd., New Delhi. 1998. 5. IGNOU. Effective Learning: A Practical Guide for Open and Distance Learners, IGNOU, New Delhi, 2005. 6. K.L. Kumar. Educational Technology, H.S. Poplai for New Age International Pvt. Ltd., New Delhi. 1998. 7. U.V. Reddi and Sanjaya Mishra. Educational Media in Asia, Commonwealth of Learning, Vancouver, 2005.
PRACTICAL	**VP-1611 - OUTDOOR ADVERTISING** Designing bill board - posters - neon signs - transit advertising - message designing and position - message formate - creativity in communication - visualisation to layout - visualisation and creativity - size and shape.

.	**Submission:** **Student should submit two outdoor advertisement on social them on society.**
PRACTICAL	**VP-1612 Elective-I** **(A) – E – CONTENT PRODUCTION** **CONTENT IDENTIFICATION** Every student will be identifying the educational Contents suitable for e-content production and after Selection and Planning have to develop Scripting skills to be later converted into e-content materials. **EXECUTION** The script has to be designed as per the ethics and practices taught in the theoretical class and developed with the video production. The technical skills of a better quality video output has to be emphasized. **SOFTWARE & TOOLS** The video has to be properly edited with the required effects and overall editing and creative packaging skills have to be laid importance. The guidelines for proper fonts, styles, size and colour combinations of the powe rpoint to be checked in editing. **WEB PUBLISHING** Proper efforts for web publishing will be stressed and with the help of enhanced software products the final video content has to be available on websites for reference. **DELIVERY** Familiarity with IP Videoconferencing Arrangements, Delivery and Evaluation by experts to be arranged at the end where the e-content material's qualitative evaluation can be measured. **Submission:** Students should produce e-content individually with the help of required software and multimedia accessories. **REFERENCES** 1. Robin Manston and Frank Rennie.e-Learning: The Key Concepts, Routledge, London & New York, 2006. 2. Jeong-Baeson and Shirley O'Neil. Enhancing Learning & Technology: Pedagogy, Technology and Language, Academic & Professional Publishers & Consultancy Services, Queensland, Australia, 2007. 3. K.L. Kumar. Educational Technology, H.S. Poplai for New Age International Pvt. Ltd., New Delhi. 1998. 4. IGNOU. Effective Learning: A Practical Guide for Open and Distance Learners, IGNOU,New Delhi, 2005. 5. K.L. Kumar. Educational Technology, H.S. Poplai for New Age

International Pvt. Ltd., New Delhi. 1998.

6. U.V. Reddi and Sanjaya Mishra. Educational Media in Asia, Commonwealth of Learning,Vancouver, 2005.

[OR]

B. Textile design

Mood board is compulsory for all design. Weaving designs / Printing design students have to prepare themes and key sketches scribbles and prepare a mood board with multi colour schemes – evoluations of season accordingly design should be compose.

Preparing design for furnishing, dress material, home textile and children wear with study of perspective line designs and proportions. Prepare a various types of design in colour such as, dress material and made UPS.

Students should create a weaving design/Printing design in the specify topics.

Example : under sea, bird, microscopical views, biological views, shell etc.

1.Plain, twill, satin, sateen etc. with design, draft and peg plan. (show samples or pictures of different weaves)

2.Colour and weaves effects – different ways of stripe and check classification, (produce layouts using poster colours)

3. Execution of original design in to screen printing including photo process techniques.

Screen preparation various method of thickners used and colour preparation. Colour, Chemical and other ingredients. Before and after treatments of printing process and cloth preparation for printing.

Students should create a design in the specified topics.

Example : under sea, bird, microscopical views, biological views, shell etc.

4.Printing by using metal box, wood blocks and rubber blocks

5.Each students discuss about his/her design in the class room among the students.

6. Visit to a leading industrial textile design studies and students should submit assignment.

SEMESTER-IV

THEORY	VT-1613 - ETHICAL AND LEGAL ASPECTS OF ADVERTISING
	UNIT-I
	Copy writing, types of copy, out to write good copy, copy formats, typography – introduction, roll of typography in advertising.
	UNIT-II

| | | Marketing plan, Market, distribute, packing, insurance, transportation, pricing, consumer reaction, motivational research, grand image, direct marketing.
UNIT-III
Communication (IMC), Marketing mix, 4P's of marketing, Ethics, regulations and social responsibilities, Taste and advertising.
UNIT-IV
Women in advertisement, advertising to children, advertising to controversial products, Legal aspects of advertising – copy rights, trade mark.
UNIT-V
Status of Advertising, Agents, advertising contract, defamation, slander of goods, Role of photography and illustration in Advertising, carriers, Technical terms.
Reference :
1. How to write Advertising that Sells – Cylde Bedal, Mc Gran Hill, New York.
2. Advertising Art ideas by Dr. G.M. Regal
3. Foundation of Advertising Theory and Practice S.A. Chunnawalla, K.C. Sethla Himalaya Publishing house, Ramdoot, ON Bhelaran, Marg, Bombay.
4. Advertising in India,- Mukherje, Allied publications, Mumbai.
5. Wright, Winter and Zeigher, Tala Mc. Gran Hill, New Delhi. |
| **THEORY** | | **VT-1614 - MARKETING RESEARCH**
Unit – 1.
 Nature and scope of marketing Research – distribution – transportation – consumer reaction -Need for MR – Scope process – Survey technique – consumer panel
Unit – 2.
Motivation research – brand image – direct marketing and stratagies.
Unit – 3.
 Data base marketing – integrated marketing – linking channels – nature and scope of marketing – reproduction planning and proto type.
Unit – 4.
Types of data - Consumer research – Product research – Media research – Motivation research
Unit – 5.
Product development – product promotion - Production and packaging – sales and consumer reaction.

Reference:
1. **Advertising in India - Mukherje, Allied Publications,** |

	Bombay. 2. Wright, Winter and Zeigher, Tata Mc. Gran Hill, New Delhi.
PRACTICAL	**VT-1615 - 3D ANIMATION** **SOFTWARE INTERFACE** Introduction to software interface, different view exposure, tools introduction, working with transform, rotate and scale, creating a simple object using the standard objects. **EDITING OBJECTS** Editing objects, modifying the standard objects, creating different objects using the standard objects, Working with key frame animation, Creating the particles for the scene, modifying the particles, gravity, push and other particles, creating the basic human model, birds, animal character. **LIGHTS AND CAMERA** Working with lights, applying the different light for the scene, walkthrough with the camera. **RIGGING** Character motion, placing the bones for the character, motion animation with rigging formats. **Submission:** Student should create one model of 3 minutes with voice and music and to provide the walkthrough for a set. **REFERENCES** 1. Nancy beiman, " Prepare to board" (2nd edition), Focal press, 2013. 2. Andy Beane, "3D Animation Essentials", John Wiley & Sons, Inc 2012. 3. Sergio Paez& Anson Jew, " Professional Storyboarding", Focal Press 2013. 4. Ami Chopine, "3D art essentials" Taylor & Francis" 2012. 5. Adam Watkins, "3D Animation: From models to Movies" Charles River Media, 2000. 6. Peter Ratner, "Mastering 3D Animation" Second edition, skyhorse Publishing Inc, 2004
PRACTICAL	**VT-1616 - ELECTIVE-II** **C- Web Designing** **HYPERTEXT MARKUP LANGUAGES** Create a basic webpage using different presentation tags- Insert Images

and tables - Create different types of Lists.

HYPERLINKS, FORMS, MULTIMEDIA CONTENTS

Create external and internal hyperlinks, Image Mapping, Mail Links - Create registration forms using all the form elements - Include Multimedia Elements in the website

CASCADING STYLE SHEETS

Create a CSS template for the website created above. - Create a box model using CSS - Skin a menu with CSS : Styling Navigational Links - Print Media : Style for Print

INTRODUCTION TO SCRIPTING LANGUAGE

Validate the website using Javascript objects - Creating dynamic Calendar, TimeStamp and Banner- Programs related to Event handling, Events, and Error handlings

Submission:

Student should produce one design and develop a professional website.

REFERENCES

1. Jon Duckett, "HTML and CSS", John Wiley & Sons
2. David Flanagan, "JavaScript – The Definitive Guide" O'Reilly Media Publications .
3. Nicholas C. Zakas, "Professional JavaScript for Web Developer", Wrox Publications.

[OR]

D. DOCUMENTARY PRODUCTION

To learn the language of documentaries and the application of creative concepts in production program. To learn the fundamentals of developing, producing and directing a short documentary.

A step by step procedures in making a documentary on a topic of their choice. The documentary film will be submitted along with the periodical dossier containing the entire production process, working stills, research record, a proposal, a treatment, and a script. Screen their films for reviews.

Devote time to developing and pre-producing his/her final documentary in and outside the classroom. Substantial Production and Post-production hours outside of class time are necessary to successfully complete the documentary project.

Submission:

Student should produce one minute documentary for broadcast.

REFERENCES

1. Louise Spence and Vinicius Navarro. Crafting Truth: Documentary Form and Meaning, .

		Rutgers University Press, New Brunswick, N.J., 2011. 2. Andy Glynne. Documentaries and How to Make Them, Kamera Books, Harpenden, Herts, 2012. 3. Clifford Thurlow. Making Short Films: The Complete Guide from Script to Screen (2nd Edition), Oxford International Publishers, 2008. 4. Guide to Using Documentary Storytelling Techniques for Film, Video, the Internet and Digital Media Nonfiction Projects (Films Cinema), Real Deal Press, 2010.

SEMESTER-V

PRACTICAL	**VT-1617 - MEDIA COMMERCIALS**
	TYPES OF COMMERCIALS Meaning and definition, historical development, social and economic benefits – Elements of a good commercial – types and importance of commercials in electronic media - new trends like sequence, colours and teaser usage –Sports and super bowl commercials – Fantasy commercials –political ads and Interactive indoor media TV and their functions. **CREATING CONCEPTS** Concept, Ideation, Copywriting and production techniques for radio, television, web and films –Writing for commercials (jingles and spots) – Visualization & storyboard for TV commercials – Commercial genres - Adventurous, humour, automobile, jewellery, ethnic and cultural, traditional, tourism, apparels, beauty products - case study of international versus regional products. ## Submission: 1.Student should create on copywriting and production techniques involved for radio, television, web commercials to show the professionalism about producing every conmmercial format. **REFERENCES** 1. Hooper White, How to produce effective TV commercials, McGraw-Hill, 2010. 2. Ivan Cury, TV Commercials – How to Make Them, Focal Press, 2012. 3. Lary Elin and Alan Lapides, Designing and Producing the Television Commercial, Pearson,

	2013. 4. Pete Barry, the Advertising Concept Book: Think Now, Design Later, Thames & Hudson Ltd; 2nd revised edition, 2012.
PRACTICAL	**VT-1618 - APPLICATION OF MULTIMEDIA DESIGN** Multimedia authoring Tools : Macro-Media Director, 3D Studio Max. Students should be given orientation of multimedia usability issues and interface design with basics exercises. Creation of text in 2D format and 3D object with animation. Creation of an image using any special effect with movement (image before and after the effect). **Submission:** Animation for an advertisement with concept for 30 seconds. At least five concepts should be included in the record. Student should submit with all the exercises in the format of CD-ROM at the end of the semester. **References :** **Hill Man .D. 1998 Multimedia Learning and application, 2. Arora Deva and Yashwant multimedia 98. Shaping the future. Tata Mc Graw-Hill.** **3.Vaughan (1999) Multimedia it work** **4. Peck D (1998) multimedia : A hands on introductions, Thomson Learning.**

PRACTICAL	**VT-1619 - ELECTIVE-III**
	
	E - Lettering calligraphy and Typography
	    Expressing power of typography. Create a typography title for book or noval all a film.
	2 Exploring more into expressive aspects of typography, looking at the different ways in which letter form, layout and colour choices which can create an almost abstract musical inpact on the reader. Poster or show card for a musical shop.
	    Copy oriented magazine advertisement. Understanding of calculating letters, words, mechanical and optical spacing, grid system, guttur space with the help of pica scale.
	    Explore the embedded meaning in the logos we see everyday analyze how and why they communicate so powerfully.
	    Typographical posters. Giving more emphasis on the headline. 80% = typography, 20% = illustration.
	    Four dimension mastered 2-D typography explore techniques for

lifting type of the page. 3-D effect such as shadow and perspective lead into a sculpture type and signage in visual environment.

Submission :- Students should submit 3 various types of calligraphy and typography of their choice of any product.

[OR]

F - VISUAL EFFECTS

LEANING THE BASIC VISUAL ELEMENTS

Importing the footage, Working with tracking – single , double, four point tracking. Understanding
the x and y axis of footage. Stabilizing the running footage. Match move the object to the footage.

UNDERSTANING THE ROTO

Working with two different shot and merging those, applying the roto to the footage, merging it,
drawing with the rotopaint, tracking the roto node, Working with the title.

CAMERA TRACKING

Solving the camera track, applying the camera tracking footage to a new element, linking the 3d
object, importing the 3d object from external softwares(3DS MAX, Maya), Particle system.

MULTI PASSES AND SET EXTENSIONS

Set extensions, obtaining the clean plate from the footage importing the footage from external
software and applying the set extensions to the footage, merging the multi pass render to a single
output, z-depth, Lights and shadows.

STEREO AND PYTHON SCRIPT

HDRI images, working with stereo scope, Color correction, working with python script.

Submission:

Student should produce one visual effect of their production.

REFERENCES

1. Mitch Mitchells, "Visual effects for film & Television", Focal press,2004.
2. Jeffrey A. Ojun and Susan Zwermans, "The VES handbook of visual effects", Elsevier Inc.
2010.
3. Karen E. Goudlekas, "Visual effects in a digital world", Morgan Kaufmann 2001

	SEMESTER-VI
PRACTICAL	**VT-1620 - INTERNSHIP** Practical training would be done in companies in India approved by the HOD of the institution. End of the practical training, a portfolio of work done during the period of training along with internship certificate from the office is to be submitted for evaluation.
PRACTICAL	**VT-1621 - DISSERTATION** Topics related to various aspects of design could be chosen in consultation with faculty members and. The findings should be presented in a series of seminars by individuals. The dissertation materials would be documented and formally presented as per the guidelines prescribed for the end the semester viva-voce examination.