

**GOVERNMENT COLLEGE OF FINE ARTS CHENNAI/KUMBAKONAM**  
 AFFILIATED TO THE TAMILNADU DR. J. JAYALALITHAA MUSIC AND FINE ARTS UNIVERSITY,  
 CHENNAI -600028 <http://tnjmfau.in>

**COURSE STRUCTURE:: BRANCH: BFA - VISUAL COMMUNICATION DESIGN 2<sup>ND</sup> YEAR**  
**SEMESTER III**

THEORY/ PRACTICAL	CODE NO.	COURSE TITLE	L	T	P	C
THEORY	BFAVCDTHE202201	HISTORY OF VISUAL COMMUNICATION DESIGN	3	1	0	4
PRACTICAL	BFAVCD202201	TYPOGRAPHY	0	0	6	3
PRACTICAL	BFAVCD202202	PRINT MEDIA ADVERTISING	0	0	6	3
PRACTICAL	BFAVCD202203	ILLUSTRATION	0	0	6	3
PRACTICAL	BFAVCDELE202201	<b>ELECTIVE - I</b> PRODUCT DESIGN	0	0	6	3
PRACTICAL	NME	PAINTING	0	0	6	3
			3	1	30	19

TOTAL MARKS: 600      TOTAL PERIODS: 34      TOTAL CREDITS: 19

**SEMESTER IV**

THEORY/ PRACTICAL	CODE NO.	COURSE TITLE	L	T	P	C
THEORY	BFAVCDTHE202202	ADVERTISEMENT BASICS	3	1	0	4
PRACTICAL	BFAVCD202205	PACKAGING DESIGN	0	0	6	3
PRACTICAL	BFAVCDALI202201	COMPUTER GRAPHICS – I	0	0	6	3
PRACTICAL	BFAVCDELE202202	<b>ELECTIVE – II.</b> TEXTILE DESIGN - / FURNITURE DESIGN	0	0	6	3
	NO EXAM	HERITAGE STUDY				
			3	1	18	13

TOTAL MARKS: 400      TOTAL PERIODS: 22      TOTAL CREDITS: 13

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**COURSE STRUCTURE:: BRANCH: BFA - VISUAL COMMUNICATION DESIGN 3<sup>RD</sup> YEAR**

**SEMESTER V**

THEORY/ PRACTICAL	CODE NO.	COURSE TITLE	L	T	P	C
THEORY	BFAVCDTHE202203	ADVERTISEMENT ART AND IDEAS	3	1	0	4
PRACTICAL	BFAVCD202206	MEDIA ADVERTISING	0	0	6	3
PRACTICAL	BFAVCD202207	STORY BOARD	0	0	6	3
PRACTICAL	BFAVCD202208	ADVANCED PACKAGING DESIGN	0	0	6	3
PRACTICAL	BFAVCDELE202203	<b>ELECTIVE – III.FASHION ILLUSTRATION/ SCULPTURE</b>	0	0	6	3
PRACTICAL	NME	JEWELLERY DESIGN	0	0	6	3
			3	1	30	19

TOTAL MARKS: 600      TOTAL PERIODS: 34      TOTAL CREDITS: 19

**SEMESTER VI**

THEORY/ PRACTICAL	CODE NO.	COURSE TITLE	L	T	P	C
THEORY	BFAVCDTHE202204	MODERN VISUAL ART COMMUNICATION DESIGN	3	1	0	4
PRACTICAL	BFAVCD202210	ARCHITECTURAL DESIGN	0	0	6	3
PRACTICAL	BFAVCDALI202202	UI AND UX DESIGN	0	0	6	3
PRACTICAL	BFAVCDELE202204	<b>ELECTIVE – IV PRE-PRODUCTION DESIGN / AUTOMOBILE DESIGN</b>	0	0	6	3
	NO EXAM	HERITAGE STUDY				
		INTERNSHIP	3	1	18	13

TOTAL MARKS: 400      TOTAL PERIODS: 22      TOTAL CREDITS: 13

**COURSE STRUCTURE:: BRANCH: BFA - VISUAL COMMUNICATION DESIGN 4<sup>TH</sup> YEAR**

**SEMESTER VII**

THEORY/ PRACTICAL	CODE NO.	COURSE TITLE	L	T	P	C
THEORY	BFAVCDTHE202205	ADVERDISING PROFESSION AND PRACTICE	3	1	0	4
PRACTICAL	BFAVCD202211	COMICS	0	0	6	3
			0	0	6	3
PRACTICAL	BFAVCD202213	VISUAL EFFECTS (VFX)	0	0	6	3
PRACTICAL	BFAVCDALI202203	3D ANIMATION	0	0	6	3
PRACTICAL	BFAVCD ELE202205	<b>ELECTIVE – IV</b> INTERIOR & EXTERIOR DESIGN / GAME DESIGN	0	0	6	3
	NME	PORTFOLIO	3	1	30	19

TOTAL MARKS: 600      TOTAL PERIODS: 34      TOTAL CREDITS: 19

**SEMESTER VIII**

THEORY/ PRACTICAL	CODE NO.	COURSE TITLE	L	T	P	C
PRACTICAL	BFAVCD ELE202206	<b>ADVERTISING FILM MAKING</b>	0	0	6	3
PRACTICAL	BFAVCDPRO202201	PROJECT WORK	0	0	24	12
STUDYTOUR	NO EXAM	HERITAGE STUDY				
			0	0	30	15

TOTAL MARKS: 200      TOTAL PERIODS: 30      TOTAL CREDITS: 15

ELECTIVE : ( ANY ONE OF THE FOLLOWING)

( INDUSTRIAL PHOTOGRAPHY / INTERIOR DESIGN / PORTRAITURE / TYPOGRAPHY DESIGN / PRESS  
MAGAZINE)

**NOT FOR EXAM:**

OUTDOOR SKETCHING, VISIT TO ART GALLERY, STUDIOS AND INDUSTRIES VISIT,  
UNDERSTANDING MUSEUMS AND LIBRARY VISIT TO UNDERSTANDING ON ART, ARCHITECTURE  
AND ARCHAEOLOGICAL PLACES OF INDIA

**STUDY TOUR**

Study tour is compulsory to all students, they should submit sketches , drawings and photography  
which they see at the visit which is related to their subjects. At any circumstances if the student is  
not going they should attend the classes and get the attendance.

**THEORY: (3 0 0 3) TOTAL NO. OF PERIODS: 45 & (3 1 0 4) TOTAL NO. OF PERIODS: 60**

(TA: TEACHERS ASSESMENT + CT: CLASS TEST = IA: INTERNAL ASSESMENT) 15+10=25

ESUE: END SEMESTER UNIVERSITY EXAM 75

**PRACTICAL: (0 0 6 3) TOTAL NO. OF PERIODS: 90**

(TA: TEACHERS ASSESMENT + CT: CLASS TEST = IA: INTERNAL ASSESMENT) 50+0=50

ESUE: END SEMESTER UNIVERSITY EXAM 50

**TOTAL NUMBER OF CREDITS 24+24+19+13+19+13+19+15=146**

(ONE CREDIT FOR EACH LECTURE PERIOD PER WEEK; ONE CREDIT FOR EACH TUTORIAL PERIOD PER WEEK; ONE CREDIT FOR EACH SEMESTER/PRACTICAL SESSION OF TWO PERIOD PER WEEK)

**BVA-SECOND YEAR – VISUAL COMMUNICATION DESIGN**

**SEMESTER – III (Detailed syllabus)**

**HISTORY OF VISUAL COMMUNICATION DESIGN (3 1 0 4) TOTAL NO. OF PERIODS: 60**

**1 Script:**

- Brief History
- Types of Script
- Use of Script in various advertising media

**2 Poster:**

- Brief History
- Elements of Poster
- Kinds of Poster
- Scope & Limitations as a means of Visual Communication

**3 Exhibitions:**

- Brief History
- Infrastructure of Exhibition
- Types of Exhibitions
- Scope & Limitations

**4 Theatre:**

- Brief History
- Types of Drama- used for Social purpose, advertising
- Scope & Limitations

**5 Visits:**

- Visit to Printing Press
- Visit to at least two exhibitions
- Visit to Publication Design Studio

**DRAWING FROM LIFE AND ILLUSTRATION (0 0 6 3) TOTAL NO. OF PERIODS: 90**

**Drawing from Life / Illustration**

**Objective** – 1) To understand anatomy structure and proportion of human body.

2) To make the student able to draw proportionate human figure.

3) To develop the observation and rendering skills of the student.

4) To make the student, understand the difference between Memory Drawings, Painting and Illustration.

5) To make the use of human figures with various actions in illustration according to the need of the subject

6) To study how to use different media with various techniques and styles.

**ANATOMY (Pencil)**

Skull (Front, Side, Back)

Torso (Front & Back)

Full Skeleton (Front & back)

**ANTIQUÉ (Pencil& Glass marking)**

Planes Head

Head

Torso

Full Figure (Male)

Full Figure (Female)

**DRAWING FROM LIFE**

(Pencil & Colour, Lead Pencil & Glass marking ,Opaque & Transparent, Water colour)

Head (Male)

Head (Female)  
¾ Life Drawing  
Full Figure (Male)  
Full Figure (Female)

**PRINT MEDIA ADVERTISING (0 0 6 3) TOTAL NO. OF PERIODS: 90**

Corporate Advertisings – Logo, Visiting Card Letter head, Envelope, Brochure.

Campaign – Public service and product system and manual practice.

**VISUAL CAPTURING TECHNIQUES (0 0 6 3) TOTAL NO. OF PERIODS: 90**

Practical Classes: Different camera format manual and digital.

**PRESS LAYOUT AND COPY WRITING (0 0 6 3) TOTAL NO. OF PERIODS: 90**

**Objectives of the practical:**

- Understand types of news papers and types of newspaper advertisements.
- Understand elements and principles of design and its application to advertising design.
- Understand layout and types of layout.
- Understand the terminology used in press layout.
- Understand the processes involved from art work to actual printing.
- Understand the economical aspects of press release.

**Assignments:**

1. Newspaper advertisement for non commercial services like educational institutes, hospitals, consumer court etc. Copy based ( Emphasis to be give to copy) = 75%  
Typography + 25% pictorial Blake and white/ Size: 300sq. cms.( 15cms x 20cms) Vertical or horizontal
2. Magazine advertisement for consumer goods like personal hygiene or beauty products. Pictorial based advertisement = 75% pictorial + 25% Typography. Four Colour/ Size: Single page (Vertical) Femina 12
3. Magazine advertisement for commercial services like hotels, travel agency, hospitality etc. Four Color/ Size: Four Color/ Size: Single page (Vertical) standard size
4. Newspaper advertisement for consumer goods like food products or health care products. . Four Color/ Size: 300sq. cms.( 15cms x 20cms) Vertical or horizontal
5. Newspaper advertisement for public welfare like pollution ( air/water/sound), save forest, energy conservation and any other issues related to environmental, traffic rules etc. Four Color/ Size: 300sq. cms.( 15cms x 20cms) Vertical or horizontal
6. Magazine advertisement for consumer durables any home appliances like refrigerator, washing machine, microwave, mixer/grinders, air conditioners etc. Four Color/ Size: double spread (horizontal) India Today
7. Newspaper advertisement for consumer durables like mobiles, watches, automobiles, iphones etc. Four Color/ Size: 600sq. cms.( 15cms x 20cms) Vertical or horizontal
8. Magazine advertisement for public welfare for any relevant current issue. Four Color/ Size: Single page (Vertical) standard size

**Copy Writing (Assignments )**

1. Study of basic elements of copy (like headline, subhead line, baseline, slogan, captions, body copy etc,) and function of copy.  
Collection of 20 advertisements with (labelling) identification of each elements of copy in its function.
2. Creation of copy matter (headline, subhead line, baseline, slogan, captions, body copy etc,) for a given product or service brand based on the given set of USPs and copy platform.

## **Objective**

- To enable students to identify different elements of copy used in advertisements and understand their role in the same.
- To enable students to create their own basic copy elements for a given product/service/public welfare, subject based on the given theme and USPs.

## **BVA-SECOND YEAR – VISUAL COMMUNICATION DESIGN** **SEMESTER – IV (Detailed syllabus)**

### **ADVERTISEMENT BASICS (3 1 0 4) TOTAL NO. OF PERIODS: 60**

Elements of Advertising, Advertising Agency, Advertising Regulations and Advertising Company.

### **PRODUCT AND PACKAGING DESIGN (0 0 6 3) TOTAL NO. OF PERIODS: 90**

#### **Objectives of the practical:**

- Shapes for consumer products.
- Packaging for different products.

1. Identify the various elements which are included in label design.
2. Understand the terminology used in packaging design.
3. Understand the processes involved in packaging.
4. Explore materials used in packaging design.
5. Understand the economical and physical limitations of a package.
6. Experiment with box construction.
7. Understand suitability of the package design for the target audience.

#### **Assignments:**

1. Basics of Label Design with products like pickles, fruit jam, mineral water etc.
2. Processes involved in Packaging: Printing, Die-cutting and finishing with products like soap, CFL bulbs, crockery etc.
3. Exploring and comparing materials for packaging design with products like chocolates, gifts, stationery etc.
4. Practicality in Packaging with products like crockery, electronic goods, etc.
5. Unusual approaches to carton and box construction (folds, cuts, perforation, gluing and laminating) for products like baby care products, cosmetics, special edition products etc.
6. Packaging for Luxury Products for products like jewellery, wine, etc.
7. Packaging for the Mass for products like matchboxes, consumer durable products etc.
8. Packaging for food products like burgers, sandwiches, popcorn, rolls etc.

### **PUBLICATION DESIGN (0 0 6 3) TOTAL NO. OF PERIODS: 90**

#### **Assignments:**

- 1) Information about book (It's construction, different parts, technical terms)**
  - Information about grid structure and its use (Format & Page Design)
  - Colour book – (with the help of last year's 2-D & colour) or
  - Typo log or calligraphy book – (with the help of last year's Typo & calligraphy assignment)
- 2) Introduction of different types of books**
  - Recipe book or Food related book. Or
  - Health related book (Diet, Yoga etc)
- 3) Regular Book covers Design**
  - Wild life book or
  - Sports related book or
  - Company profile or book (Cosmetics, Art material etc)
- 4) Story Book Cover Design**
  - Prepare Book Cover Design based on a stories, articles, information etc. Or
  - Novel – Prepare a descriptive cover Design based on a Film or a Novel.

**Computer Graphics-Objectives**

1. To make student aware about the importance of computer for research and development.
2. For the development of research, creativity and quality study of computer is essential.
3. Theory has no fruit without practical and practical has no root without theory. Through the collaboration of basic principles of arts and techniques it gives rise to new ideas and concepts.
4. Use of information technology in art education to enhance personality development and to create eligibility amongst the aspiring students.

**Assignment :**

(2 assignments based on following) study of computer software applications to create designs / compositions, students must thoroughly study one of the software to create composition using vector format like coral draw, adobe illustrator, etc., students should convert their creative work into digital image.

**STUDY TOUR**

Study tour is compulsory to all students, they should submit sketches , drawings and photography which they see at the visit which is related to their subjects. At any circumstances if the student is not going they should attend the classes and get the attendance.

**BVA-THIRD YEAR – VISUAL COMMUNICATION DESIGN****SEMESTER – V (Detailed syllabus)****ADVERTISEMENT ART AND IDEAS (3 1 0 4) TOTAL NO. OF PERIODS: 60****OBJECTIVES;**

The social economic aspect of advertising, advertisement offers employment – promotes freedom of press – function of ads, information, freedom of choice. Ads selling reducing cost – quality of products – prestige, truth in advertising – standard of living and society.

**1. Marketing and Market Research**

- Nature and Scope of Marketing
- Preproduction, Planning and Prototype
- Consumer Reaction (satisfaction)
- Market Research and Channels of Distribution
- Motivation Research and Brand Image

**2. Selection of Advertising Media**

- Selection of Appropriate Media for Advertising
- Evaluation of the Media
- Major Media Analysis

**3. Methods of Production**

- Printing Processes- Letterpress, Gravure, Lithography and Offset
- Typography- Readability and Selection of Type

**4. Advertising in Operation**

- The Advertising Agency
- The Market
- Advertising and Marketing Plan
- Work of the Advertising Agency

**5.Campaign Planning:**

- Campaign Planning
- Basic Principles of Campaign Planning
- Financial Aspect of Campaign Planning
- Purpose of Campaign Planning
- The Market and Selling Methods



## **6.Creative Advertising:**

- Creative Advertising
- Planning and Execution
- Product Analyses
- Human Motives – Desire and Hope
- Copy Platform
- Visualization – Invention of Advertising Ideas
- Principles of Design and Layout
- Picture vs. Words Communication
- Pictures in Advertising
- The Hard-Sell - The Soft-sell.
- Types of Advertising

## **5. Visits**

- Visit to an Advertising Agency
- Visit to at least two exhibitions

## **OUT DOOR PUBLICITY (0 0 6 3) TOTAL NO. OF PERIODS: 90**

All forms of outdoor advertising both manual and system.

### **Objectives**

1. Understand the type of poster required for a specific purpose.
2. Understand the difference between Poster and Hoarding design
3. Identify the elements that should be incorporated in various types of posters and hoardings.
4. Explore various new methods of designing hoardings.
  - Students should understand proper execution, layout sense, Typographical sense.
  - Should understand how to carry concept in series.
  - Identify the elements that should be incorporated in various types of poster / hoarding.
  - Understanding direct & indirect approach in message.
  - Should be able to understand various types of Posters and Hoarding designs for specific purpose like Announcement, Introductory, Reminder, Occasional, To create Brand Awareness etc.
  - Carry out Market research and plan out the advertisement accordingly
  - It is expected that in this assignment students should understand aspects of outdoor advertisements

### **Assignments:**

1. Poster for a FMCG Product based Hoarding (Fast Movable Consumer Goods) product like hair oil, toothpaste, cosmetics etc.
2. Poster for Durable Products like furniture, kitchenware, electronics etc.
3. Poster for announcing an event like theatrical play, music festival, film festival etc.
4. Show card for public welfare like eating healthy food, garbage segregation etc.
5. Hoarding for a Service like banking, postal services internet etc. - Ex. Airline services, Mobile service providers, Café or Food chains Hotels etc.
6. Hoarding for a Perishable Product like milk.
7. Hoarding addressing environmental issues.
8. Event based Advertisement (Illustration based)
  - In this assignment students should be able to explore their creativity with the help of Illustrative Visuals
  - Topics should be covered like Events Ex. Fashion Show, New Year Bash, Rock Show, Film Festival etc.
9. Series of Hoarding (Service based advertisement) 4 Social Welfares
  - Topics of public welfares like Education Awareness, Environmental Issues etc. should be covered under this assignment.
10. Hoarding design using creative techniques like 3D protrusion, cut-out etc.

## **STORY BOARD, SHORT FILM AND PRESENTATION (0 0 6 3) TOTAL NO. OF PERIODS: 90**

### **Story Board**

#### **Objectives of the practical:**

Prepare concept sketches for Story Board.

Animation and Comic Strip.

Present and Ad film with proper concept script and story board.

· In the world of communication, student have to be aware about story boarding, hence subject has to be studied in detail

· To be a master in Animated, Sequential illustrations.

· To understand Story with creative content

#### **Assignments:**

1. Story Board of Television Advertisement (TVC) for FMCG (Fast Moving Consumer Goods). Like Toothpaste, Bath Soap, Washing Powder etc.

2. Story Board of Television Advertisement (TVC) for Service, like Transport Service, Post Office or Courier, Bank etc.

### **Short Film**

SHORT FILM MAKING (to be screened): Story board making – Observation, Concept Creation, Pre and Post production. Manual and System

### **Presentation**

## **PRODUCT AND PACKAGING DESIGN (0 0 6 3) TOTAL NO. OF PERIODS: 90**

#### **Objectives of the practical:**

- Shapes for consumer products.
- Packaging for different products.

1. Identify the various elements which are included in label design.

2. Understand the terminology used in packaging design.

3. Understand the processes involved in packaging.

4. Explore materials used in packaging design.

5. Understand the economical and physical limitations of a package.

6. Experiment with box construction.

7. Understand suitability of the package design for the target audience.

#### **Assignments:**

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2. Processes involved in Packaging: Printing, Die-cutting and finishing with products like soap, CFL bulbs, crockery etc.

3. Exploring and comparing materials for packaging design with products like chocolates, gifts, stationery etc.

4. Practicality in Packaging with products like crockery, electronic goods, etc.

5. Unusual approaches to carton and box construction (folds, cuts, perforation, gluing and laminating) for products like baby care products, cosmetics, special edition products etc.

6. Packaging for Luxury Products for products like jewellery, wine, etc.

7. Packaging for the Mass for products like matchboxes, consumer durable products etc.

8. Packaging for food products like burgers, sandwiches, popcorn, rolls etc.

**UI & UX DESIGN (0 0 6 3) TOTAL NO. OF PERIODS: 90**

**UI(User Interface) Design:**

Designing website, mobile and other application pages based on the wireframes. It involves color, font, icon and button styles etc.

**UX(User Experience) Design:**

User Experience involves Problem solving, creating wireframes according to the client needs and project requirements etc.

UI design will be done based on the wireframe created in UX process.

**Software used:** Photoshop & Illustrator is the basic software which we still use for image editing etc. But the core software we use for UI/UX design today is Adobe XD, Sketch, Figma etc. Adobe XD is a windows software and is free to use. Sketch & Figma are apple based.

**BVA-THIRD YEAR – VISUAL COMMUNICATION DESIGN**  
**SEMESTER – VI (Detailed syllabus)**

**MODERN VISUAL ART COMMUNICATION DESIGN (3 1 0 4) TOTAL NO. OF PERIODS: 60**

General principles of Ads – estimation of the effects of ads – Advertising layout – Law of Ads – Print making and colour separation – Radio and TV outdoor Ads- Arrangements of agencies of Advertising – indoor and outdoor photograph

**PROJECT BASED ILLUSTRATION (0 0 6 3) TOTAL NO. OF PERIODS: 90**

Illustration - Black and White – Water Colour, Pastel , Acrylic – photography, -Different media studies

**INDOOR AND OUTDOOR PHOTOGRAPHY (0 0 6 3) TOTAL NO. OF PERIODS: 90**

**Student should have knowledge of all the advanced cameras, including large format cameras and their use. They should be well versed with all the equipments and their functionality. Study of advanced lighting multi exposure and colour printing process is expected from the student. Student can select specific area like Indoor, Outdoor, Table top, Fashion, glamour, still,Industrial, Portrait , Nature & Wild life, editorial Photo Journalism, Advertising etc., - photography (still& videos) – colour photography – Diferent Locations – Digital camera , Manual & systems – Portrait, Landscape, manual & system**

**BOOK DESIGN (0 0 6 3) TOTAL NO. OF PERIODS: 90**

**Book design** is the art of incorporating the content, style, format, design, and sequence of the various components of a book into a coherent whole.

**Objectives:** To understand

- Book Structure (Content, Size, Subject etc.)
- Front cover, spine, and back cover of the dust-jacket
- Binding
- Page spread
- Print Space
- To provide a focused opportunity to examine different forms of book.
- To enable students to understand the Book Jacket in detail.

- Detailed information of Book Design
- Illustration on the based of the given story or copy matter or any subjective articles.
- To enable the students to create an appropriate page layout with illustration and copy.
- To enable students to tackle with different Medias as well as appropriate suitable techniques for the illustration.

**Assignment details:**

1. Design for Children Book - Cover page, and back
2. Design for Story Illustration - Inner page with illustration
3. Design for Book Jacket – Educational or Historical or Public welfare, recipe book or Fashion book
4. Design for Book – Title Page + Summary + Content + Introduction ( 4 pages)

**STUDY TOUR**

Study tour is compulsory to all students, they should submit sketches , drawings and photography which they see at the visit which is related to their subjects. At any circumstances if the student is not going they should attend the classes and get the attendance.

**BVA-FINAL YEAR – VISUAL COMMUNICATION DESIGN**  
**SEMESTER – VII (Detailed syllabus)**

**ADVERTISING PROFESSION AND PRACTICE (3 1 0 4) TOTAL NO. OF PERIODS: 60**

Campaign planning, appeal, objectives continuity – market research of analysis, types of copy and design approach of campaigning. Different functions of advertising Business Research and motivational research – present and future action importance of marketing and consumer behavior in advertising. Print media and electronic media potential – Television and Radio, Internet, Cell Phone, in the light of mass communication. Future of advertising – internet and E-mail advertising as career.

**CARTOON AND CARICATURE (0 0 6 3) TOTAL NO. OF PERIODS: 90**

Head expressions, shapes, Picture stories, Lettering

Cartoon used in packaging Designs, poster and press advertisings etc.,

**WEB & MULTI MEDIA DESIGN (0 0 6 3) TOTAL NO. OF PERIODS: 90**

Internet concepts, Web Browsers, Web page design, multi media concept, manual and system. Design template, Asp coding work Animation page, GIF animation, Final Design for uploading

**VFX & ANIMATION DESIGN (0 0 6 3) TOTAL NO. OF PERIODS: 90**

Animation-VFX Prime is a dual domain course that trains you end-to-end in all aspects of animation and visual effects to make you a job-ready professional. It gives you a thorough grounding in the fundamentals and techniques of VFX, animation – 2D and 3D, typography, digital filmmaking, Fx, and Dynamics & Simulation.

## **EDUCATIONAL DESIGN (0 0 6 3) TOTAL NO. OF PERIODS: 90**

The key concern of Educational Design is to apply appropriate learning theory to the design of learning materials and learning events to ensure that learning is maximised. Within universities Educational Design and Learning Design do have some differences. Educational Designers tend to work on a variety of projects from a wide range of subjects whilst Learning Designers focus on one Subject or one course. This means that an Educational Designer needs a greater variety of skills to meet the demands of their varied work. The Learning Designer may need to work more closely with the content so would need greater attention to detail.

**All these roles can be applied to eLearning.** ELearning covers the full spectrum of electronically supported learning and teaching. Information and communication systems, are the media used to implement the learning process.

## **BVA-FINAL YEAR – VISUAL COMMUNICATION DESIGN**

### **SEMESTER – VIII (Detailed syllabus)**

#### **ELECTIVE (0 0 6 3) TOTAL NO. OF PERIODS: 90** ( ANY ONE OF THE FOLLOWING)

( INDUSTRIAL PHOTOGRAPHY / INTERIOR DESIGN / PORTRAITURE / TYPOGRAPHY DESIGN / PRESS MAGAZINE)

#### **1.INDUSTRIAL PHOTOGRAPHY**

Student should have knowledge of all the advanced cameras, including large format cameras and their use. They should be well versed with all the equipments and their functionality. Study of advanced lighting multi exposure and colour printing process is expected from the student. Student can select specific area like Table top, Fashion , Industrial, Portrait , Nature & Wild life, Photo Journalism, Advertising etc.,

#### **2. INTERIOR DESIGN**

1 Freehand Drawing for Stall Design. Do a freehand Drawing by understanding, Perspective, Plan Elevation and Side View.

2 Use of different types of material. Eg. Mount board, Thermocol, Biopac, Card Board, Vinyl, Different Types of cloths, Plaster of Paris etc. To make variety of Different models, like Walls, Tiles, Tables, Furniture etc.

3 Make Drawing for Window Display with scale and proportion to understand Plan, Elevations, Side View, and front view.

4 Making a model for Window Display with the study of Plan, Elevation, Side View, Front view and use suitable different types +of Medias for making the model.

5 Make drawing with scale and proportions for Window Display / Stall Design with study of all aspects which we have covered in above assignments.

6 Making Model for Exhibition Display / Stall Design with proper understanding of Perspective, Plan Elevation and Side View etc.

7 Design a POP for Counter Display like for Cold drinks container / Bottles / Cosmetic materials, Stands, Shoe Rack.

8 Make a drawing for Mobile Van Display (Service or product ) eg. Nokia, Airtel, ICICI Bank, Fruity etc.

9 Making model for the above assignment with study of all aspects of Exhibition Display.

10 Create Backdrop of any program for Stage Display. Make proportionate Drawing or Model. Plan and Elevation, Mural Design 3D model Designs.

### **3.PORTRAITURE**

Advanced studies from life models of different age group (male and female).  
Enlargement from photographs.

### **4.TYPOGRAPHY DESIGN**

Expressing different thought and text in calligraphic ways. Experimenting with Calligraphy and Typography and its application in communication Design through various media. Type designing for specific purpose.

### **5. PRESS MAGAZINE**

#### **Objectives –**

- Students should understand proper execution, layout sense, Typographical sense.
- Should understand how to carry concept in series.
- Should study various advertisement appeals.
- Carry out Market research and plan out the advertisement accordingly.
- Should be able to develop the copy platform & should be able to execute it effectively.
- Understanding direct & indirect approach in advertising.

#### **1 Typography based assignment (Copy based assignment)**

- It is expected that in this assignment students should create their own copy platform according to the given subject.

- Font sense, expressive typography should be taken in consideration
- And student should study overall finishing and execution, layout sense.

#### **2 Social Welfare**

- In this assignment topics like Public awareness and Public welfare Should be covered

- Ex. Consumer Forum, Domestic Violence, Health related Issues

#### **3 Magazine Advertisement for Consumer Durable**

- It is expected that proper Market research to be done before handling any any subject.

- Study of Use of various appeals in advertising is expected. Ex. Emotional appeal like Humor, Sadistic, Fear etc.

#### **4 Series of Press Advertisement or Magazine Advertisement**

- In this assignment it is expected students should do 3 assignments which will carry the concept or will continue the concept

### **PROJECTWORK (0 0 24 12)**

**Topic to be discussed with the concerned class teacher and get their approval**

**The subject of their project should be related to Visual communication Design .**

**Topics other than Visual communication Design shall not be considered for assessment.**

**The period to complete the Project Work is Two Months.** Each student will work in the respective production houses for the period of Two months. The observations and the training will be recorded by the student periodically. The project report will be on the experience of the student along with the specimen copies of the original works produced in the production house.

**Each student should submit two copies of their project report in printed form as per university norms**

### **STUDY TOUR**

Study tour is compulsory to all students, they should submit sketches , drawings and photography which they see at the visit which is related to their subjects. At any circumstances if the student is not going they should attend the classes and get the attendance.

## INTERSHIP TRAINING - FOR STUDENTS – – Four week –

(Choose any one of the Following area under the Reference of Class in Charge/College Guide and External guide)

1. Lalit Kala Academy, Ovia Nunkalai Kulu, Govt Museums, Galleries, Eminent Artists, Renovation/Restoration of Paintings and Sculptures Centres, Art Studios, Arts & Crafts centres, Methods and Materials, Print Making-Etching-Silk Screen studios Archaeological and Architectural places, Cholamandalam Artist Village, Govt projects, Learn and Handling Different Software's, Govt Press, Graphic art Studios, State and Centre Govt Organisations...etc
2. Training from Weavers service centre, Khadi india. Knit Wear Units, Jute & Coir Industries, Pattamadai Mate, Bhavani Jamukkalam, Kanchipuram silk Industries, Kalamkari, Natural Dyes & Technical Units, ADTC, Garment and Apparel Units, Handlooms and Textiles organisations, Co Operative Handloom Weavers Societies, Sitra, Technical textile industries, Arts & Crafts centres, Govt projects, Avadi - Defence Clothing Factory, Methods and Materials, Learn and Handling Different Software's, State and Centre Govt Organisations and Other Textile Research Institutions... etc
3. Terracotta – Sculpture Studios, Refractory & Ceramic Industries, Arts & Crafts centres, Pottary and Terracotta Units, Methods and Materials, Viruthachalam Ceramic Units, Learn and Handling Different Software's, State and Centre Govt Organisations and Other Ceramic & Glass Research Institutions... etc
4. Various Sculpture Studios and Manufacturing Units, Govt Museums, Galleries, Eminent Artists, Renovation of Mural Paintings and Sculptures, Methods and Materials, Arts & Crafts centres, Learn and Handling Different Software's, Archaeological and Architectural places of India, State and Centre Govt Organisations and Other Sculpture Research Institutions... etc
5. Media Sectors, Press, Offset - Printing units & Publications, Advertising Agencies, Digital Photographic Studios, Cinematographic Sectors, Animation studios, Learn and Handling Different Software's, Interior/Exhibition Design - Methods and Materials, ... etc
6. Architectural Colleges, Archaeological and Architectural places of India, State and Centre Govt Organisations and Other Fine Arts / Visual Art Research Institutions... etc
7. ONE MONTH CAMP IN KV, TAMILNADU GOVT HIGH SCHOOL /HIGHER SEC SCHOOL TO CONDUCT PROGRAMME

In this programme the students from the Govt High/ higher Sec School, KV will be taught to execute the "THIRUKKURAL" in the form of art and Tamil Culture (Like Festival, Folk, Dance, ... etc...,) will be transformed in different artistic ways by students.

The other topics as mentioned below will also executed by students will be deputed in various govt schools to create awareness for various topics such as

1. Eco- Friendly
2. Degradable and Non degradable waste
3. Environmental awareness- Pollution
4. Save the Planet
5. Police, Traffic, Fire and safety rules
6. Save water and Tree
7. மழைநீரை குடிநீர் ஆக்குவோம் (Rain water harvesting system)
8. Save electrical power And Use Solar energy (Renewable energy)
9. Aids and awareness
10. Blood and organ Donation
11. Global warming
12. தினசரி இருமுறை குளிப்போம்,
13. மண்வளம் காப்போம்,
14. மாடிவீட்டுத் தோட்டம் அமைப்போம்,
15. கனிகளை உண்க- பிணிகளை நீக்குக
16. மரம் வளர்ப்போம் (Tree plantation).., etc.,

- At the end of the programme, there will be Art Exhibition consisting of the works done by the students of the school

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>>Class in charge Check the following documents of Students, while intership Training programme..  
Students bonafide certificate,

Declaration form with mentioning self supporting own financial arrangements  
(no financial claim from the govt authority)

>>During the training period, college guide (class in charge) , external guide will be review the programme..

>>After Completion of Internship Training cum mini project programme students should submit the report, minimum of 20 pages of printed form as per norms ( 2 copy) along with Internship Training cum mini project programme certificate and finally viva-voce conducted by semester External Examiner



**Suggested Text Books & References Books for Practical Subjects:**

1. Designing the 21<sup>st</sup> century
2. Digital video handbook
3. Design ideas for flooring
4. Arabian design
5. Exhibition design high impact solutions
6. Interior design course
7. Indian design
8. Time saver standards for urban design
9. Source book for contemporary architecture
10. Design development of Indian architecture
11. Design for aging review
12. Design styles
13. Complete guide to ceramic and stone
14. Colour harmony for interior design
15. Digital photography
16. Simple guide to 35mm photography
17. Complete digital photography
18. Sketch-plan-build
19. Homes and gardens decorating
20. Sculpting space house design
21. Contemporary world architecture
22. Industrial design A-Z
23. Modern best designed stained glass window
24. Food design
25. Smart approach to kitchen design
26. Spa & health club design
27. Bangkok design
28. Designs of railing
29. Design handbook-concepts and materials
30. Digital photographers hand book
31. The photographers hand book
32. fundamentals of figure drawing
33. Stone presentation and design no2
34. painter
35. The best of news paper design
36. 3D tons

37. Animation Art – from pencil to pixel
38. Complete graphic designer
39. Animation now
40. Product Design now
41. Best of the business cards
42. character design for mobile services
43. Animators survival kit
44. Designing typefaces
45. 41<sup>st</sup> publication design annual
46. What is graphic design
47. Experimental formats & packaging
48. Logo Design
49. Complete animation Course
50. Building Sci-fic moviescapes
51. Graphic logo Design
52. advertising digital lab
53. logos redesigned
54. What is product design
55. What is exhibition design
56. Complete animation course
57. Big book of illustration Ideas

**Reference for Theory papers:**

1. The Television PA's hand book – Avril Rowland – 1993.
2. Cartoon Animation – Preston Blair – 1994
3. Introduction to Aesthetics – Anand Amaladass – 2000
4. Communicating Globally – Don E. Schultz – 2003
5. Information Technology – Dennis P. Curtin – 2002
6. Multi Media System – C.V.Suresh Babu – 2003.
7. Desktop Publishing on PC – M.C. Sharma – 1997
8. Advertising Management – Rajeev Batra – 2005.
9. Advertising Theory & Practice – Chunnawala – 2003.
10. Mass Media Research – Roger D.Wimmer – 2003.