

# FIRST YEAR – I SEM



## DEPARTMENT OF VISUAL COMMUNICATION AND ELECTRONIC MEDIA COURSE STRUCTURE FOR : SEMESTER - I

COURSE	PROGRAMME	PROGRAMME CODE	PAPER TITLE	PAPER TYPE	PAPER CODE	CR	Hrs/ Wk		
B.SC	VISUAL COMMUNICATION	SVC	INTRODUCTION TO VISUAL COMMUNICATION	THEORY	24SVC1MJ01	3	3		
			INTRODUCTION TO VISUAL COMMUNICATION	PRACTICAL	24SVC1MJ01(P)	1	2		
			INTRODUCTION TO COMMUNICATION THEORIES	THEORY	24SVC1MJ02	4	5		
			<b>LANGUAGE PAPERS</b>						
			ENGLISH	THEORY	24SVC1LE01	3	4		
			TELUGU / HINDI / SANSKRIT	THEORY	24SVC1LT01	3	4		
					24SVC1LH01				
					24SVC1LS01				
			<b>MULTI DISCIPLINARY COURSE</b>						
				THEORY		2	2		
			<b>SKILL ENHANCEMENT COURSES</b>						
ANCHORING SKILLS	PRACTICAL	24SVC1SC01-AS	2	2					
COMMUNICATION SKILLS	THEORY	24SVC1SC02-CS	2	2					
<b>TOTAL CREDITS = 20</b>			<b>TOTAL HOURS = 24</b>		<b>TOTAL</b>	<b>20</b>	<b>24</b>		

# FIRST YEAR – II SEM



SEM		PAPER CODE	THEORY	HRS /WK	CR	PAPER CODE	PRACTICALS	HRS /WK	CR	
II	MJ1	23SVC2MJ 01	Digital Still Photography (T)	3	2	23SVC2MJ 01	Digital Still Photography (P)	2	1	
	MJ2	23SVC2MJ 02	Digital Audio Production & Video Editing (T)	3	2	23SVC2MJ 02	Digital Audio Production & Video Editing (P)	2	1	
	MN1	23SVC2MN 01-1VL	Visual Literacy (T)	3	2	23SVC2MN 01-1VL	Visual Literacy (P)	2	1	
	MN02	23SVC2MN 02-1MLE	Media Laws & Ethics (T)	3	2	23SVC2MN 02-1MLE	Media Laws & Ethics (P)	2	1	
	MN02	23SVC2MN 02-2 IJ	Introduction to Journalism (T)	2	1	23SVC2MN 02-2 IJ	Introduction to Journalism (P)	2	1	
	SC 1					23SVC2SC 01-PSP	Public Speaking & Presentation (P)	2	1	
	SC 2					23SVC2SC 02-SB	Story Board (P)	2	1	
	<b>Total</b>				<b>14</b>	<b>9</b>	<b>Total</b>			
	<b>TOTAL HOURS = 28</b>					<b>TOTAL CREDITS = 16</b>				

## SECOND YEAR – III SEM



COURSE	PROGRAMME	PROGRAMME CODE	PAPER TITLE	PAPER TYPE	PAPER CODE	CR	Hrs/Wk
<b>B.SC</b>	<b>VISUAL COMMUNICATION</b>	<b>SVC</b>	WRITING FOR MEDIA	THEORY	23SVC3MJ01	3	3
			WRITING FOR MEDIA	PRACTICAL	23SVC3MJ01(P)	1	2
			MANAGEMENT OF ELECTRONIC MEDIA	THEORY	23SVC3MJ02	3	3
			MANAGEMENT OF ELECTRONIC MEDIA	PRACTICAL	23SVC3MJ02(P)	1	2
			BASICS OF TELEVISION PRODUCTION	THEORY	23SVC3MJ03	3	3
			BASICS OF TELEVISION PRODUCTION	PRACTICAL	23SVC3MJ03(P)	1	2
			ART, ARCHITECTURE & CULTURE	THEORY	23SVC3MJ04	3	3
			ART, ARCHITECTURE & CULTURE	PRACTICAL	23SVC3MJ04(P)	1	2
			<b>MINOR I</b>				
			GRAPHIC DESIGNING BASICS	THEORY	23SVC3MI01	3	3
			GRAPHIC DESIGNING BASICS	PRACTICAL	23SVC3MI01(P)	1	2
			<b>MINOR II/ VALUE ADDED COURSES</b>				
			BROADCAST JOURNALISM	THEORY	23SVC3VA01	3	3
			BROADCAST JOURNALISM	PRACTICAL	23SVC3VA01(P)	1	2
			<b>MULTI DISCIPLINARY COURSE</b>				
			BASIC ELECTRONICS	THEORY	23SVC3MD01-BE	2	2
			<b>SKILL ENHANCEMENT COURSES</b>				
			THEATRE ARTS	PRACTICAL	23SVC3SC01-TA(P)	2	2
DRAWING BASICS	PRACTICAL	23SVC3SC02-DB(P)	2	2			
<b>TOTAL CREDITS = 28</b>			<b>TOTAL HOURS = 36</b>		<b>TOTAL</b>	<b>28</b>	<b>36</b>

## SECOND YEAR – IV SEM



SEM	PAPER CODE	THEORY	HRS /WK	CR	PAPER CODE	PRACTICALS	HRS /WK	CR	
IV	C1	VIS241AD	Advertising (T)	4	3	VIS241AD(P)	Advertising (P)	4	2
	C2	VIS242TVP2	Television Production – 2 (T)	4	3	VIS242TVP2(P)	Television Production – 2 (P)	4	2
	C3	VIS243PRC	Public Relations Corporate Communication (T)	4	3	VIS243DM(P)	Digital Marketing (P)	4	2
	C4	VIS244MEM	Management of Electronic Media	4	3				
	SDC 1					SDC241SMOJ	Social Media & Online Journalism (P)	4	2
	SDC 2					SDC242ANC	Anchoring (P)	4	2
				<b>Total</b>	<b>16</b>	<b>12</b>			
							<b>Total</b>	<b>20</b>	<b>10</b>
<b>TOTAL HOURS = 36</b>					<b>TOTAL CREDITS = 22</b>				

## THIRD YEAR – V SEM



SEM	COURSE	PAPER CODE	THEORY	HRS /WK	CR	PAPER CODE	PRACTICALS	HRS /WK	CR	
V	C1	VIS351DC	Development Communication (T)	4	3	VIS351DFM(P)	Documentary Film Making (P)	6	4	
	C2	VIS352MRM	Mass Communication Research Methods (T)	4	3	VIS352DT(P)	Dissertation (P)	6	4	
	C3	VIS353ICD	Interactive Communication Designing (T)	4	3	VIS353UXD(P)	UX & UI Design (P)	6	4	
	C4	VIS354DMS	Digital Media Studies (T)	4	3					
	<b>Total</b>				<b>16</b>	<b>12</b>	<b>Total</b>			
	<b>Total</b>				<b>16</b>	<b>12</b>	<b>Total</b>			
<b>TOTAL HOURS = 34</b>						<b>TOTAL CREDITS = 24</b>				

## THIRD YEAR – VI SEM



SEM	PAPER CODE	THEORY	HRS /WK	CR	PAPER CODE	PRACTICALS	HRS /WK	CR
<b>VI</b>	<b>C1</b>				VIS361INT(P)	Internship (P)	48	12
					<b>Total</b>		<b>48</b>	<b>12</b>
	<b>TOTAL HOURS PER DAY = 8</b>				<b>TOTAL CREDITS = 12</b>			

# **SEMESTER – 1**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: Introduction to Visual Communication (T)**

**Major 01**

**Semester: 01**

**Max. Marks: 100**

**Total Hours: 45**

**Hrs/W: 03**

**Total Credits: 03    Course Code: 24SVC1MJ01**

---

**Course Description:** The course aims to learn the concepts, theories, aesthetics and skills of visual communication, covering visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others.

**Course Objectives:** To apply appropriate communication skills across settings, purposes, and audiences. Demonstrate knowledge of communication theory and application.

**Course Outcomes:**

1. Demonstrate critical and innovative thinking.
2. Display competence in oral, written, and visual communication.
3. Apply communication theories.

**SYLLABUS**

**Unit 1 : To sense, to select, to perceive**

**(9Hrs)**

Visual Process - Circle of Dance - Light & Colour - The eye, Retina & Brain



**Unit 2 : The Brain Sees**

**(9Hrs)**

Brain sees – Colour - Forms

**Unit 3: Through Media we see**

**(9Hrs)**

Six Perspectives for analysing image - Applying the perspectives to typography - Applying the perspectives to Graphic Design

**Unit 4 : Applying the perspectives to Informational graphics, Cartoons**

**(9Hrs)**

Informational graphics – Cartoons

**Unit 5 : Applying the perspectives to Television and Video**

**(9Hrs)**

Television and Video: The Rodney King Incident - Making & airing Video - The trail and its after math – Analysis of the Rodney king Video – Television and Video and the six perspectives – Future directions for Television and video.

**Textbook:**

Paul Martin Lester. “Visual Communication: Images with Messages.” 3<sup>rd</sup> Edition, Thomson Wadsworth, 2003.

**References:**

1. Communication between cultures - Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel & Carolyn Sexton Roy, Monica Eckman, USA, 2012
2. Introduction to Communication studies - John Fiske & Henry Jenkins 3rd edition, Routledge, Oxon 2011
3. An Introduction to communication studies - Sheila Steinberg, Juta& Co., Cape Town, 2007
4. One World Many Voices: Our Cultures - Marilyn Marquis & Sarah Nielsen, Wingspan Press, California, 2010

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: Introduction to Communication Theories (T)**

**Major -2**

**Semester: 01**

**Max.Marks:100**

**Total Hours: 75**

**Hrs/W: 05**

**Total Credits: 03**

**Course Code: 24SVC1MJ02**

---

**Course Description:** Introduction to Communication Theory considers various theoretical perspectives on communication processes. In this course, we will examine the foundation of theoretical inquiry (including the nature and development of theory), selected approaches to theorizing, applications of theory, and ethical implications of theory in a number of communication contexts.

**Course Objectives:** The primary objectives of this course are to

- (a) Explicate the nature of theory in general and of communication theory in particular,
- (b) Trace the development of theoretical inquiry in the field of communication,
- (c) Evaluate the utility of theory by applying specific criteria and standards,
- (d) Distinguish among Meta theoretical assumptions and various approaches to communication theory,
- (e) Examine communication processes in a variety of contexts,
- (f) Apply communication theory in the development of an original research project, and
- (g) Hone individual writing skills.

**Course Outcomes:** Understand the role of communication in personal & professional success. Develop awareness of appropriate communication strategies. Prepare and present messages with a specific intent. Analyze a variety of communication acts. Ethically use, document and integrate sources.

## **SYLLABUS**

### **Unit 1 - Understanding Communication and Media in Society (9 Hrs)**

Definition of Communication – Assumptions – Two main schools of communication – Conceptual components in communication – The process of inquiry – The basic model of inquiry – Types of scholarship – Communication as a social science – Basic elements of theory – Functions of theory – theory development – Theory evaluation – organizing communication theories – Communication models – Globalization and the media – Media and Culture.

### **Unit 2 - Media Theories (9 Hrs)**

Rhetoric of Aristotle - Technological Determinism of Marshall McLuhan – Semiotics – Cultural Studies – Agenda-setting theory

### **Unit 3 - Interpersonal Theories (9 Hrs)**

Symbolic Interactions of George Herbert Mead – Coordinated Management of meaning (CMM) – Expectancy violations theory - Interpersonal deception theory

### **Unit 4 – Communication Theories (9 Hrs)**

Cultivation theory- Cognitive processing – Constructivism - Social Penetration theory - Uncertainty reduction theory – Face negotiation theory

### **Unit 5 - Feminist theories (9 Hrs)**

Genderlect styles - Standpoint view theory – Muted Group Theory

### **Text Book**

Griffin E M. "The First look at communication theory" McGraw Hill. Singapore. 2000

### **References**

1. Littlejohn W Stephen. "Theories of Human Communication" Thomson Wadsworth. 2002
2. Fiske John. "Introduction to Communication Studies." London. Routledge. 1990
3. Cragan, J.F. (1998). "Understanding Communication Theory: The Communicative Forces for Human Action." Allyn and Bacon. USA.
4. Infante, D.A., Rancer, A.S., and Womack, D.F. (1997). "Building Communication Theory." Waveland Press INC. Illinois. USA.
5. Duck, S. and McMahan, D.T. (2012). "The Basics of Communication: A Relational Perspective." Sage Publications. New Delhi.
6. Wood, J. T. (1997). "Communication Theories in Action: An Introduction." Wadsworth Publishing Company. USA
7. Narula, U. (2006). "Communication Models." Atlantic Publishers. New Delhi.

**PRACTICAL**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: Introduction to Visual Communication (P)**

<b>Major 01</b>	<b>Semester: 01</b>	<b>Max.Marks:100</b>	<b>Total Hours: 30</b>	<b>Hrs/W: 02</b>
<b>Total Credits: 01</b>	<b>Course Code: 24SVC1MJ01 (P)</b>			

---

**Course Description:** The course aims to learn the concepts, theories, aesthetics and skills of visual communication, covering visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others.

**Course Objectives:** To apply appropriate communication skills across settings, purposes, and audiences. Demonstrate knowledge of communication theory and application.

**Course Outcomes:**

1. Demonstrate critical and innovative thinking.
2. Display competence in oral, written, and visual communication.
3. Apply communication theories.

**Practical Assignments**

**Project- 1**

1. The visual object and its impact on society: (take photographs or design different elements of visual communication)
2. Identify a series of compositions that use only the basic elements of design--value, colour, line, and form — (the student should express it graphically)

**Project- 2:**

1. Visual grammar, colour theory, type, composition
2. Print, print colour technology
3. Religious arts, semiotics and issues of interpretation

**Project- 3:**

1. Application and art of typography.
2. 2D and 3D design drawing, figure drawing etc
3. Design a product cover page for any product. Explain the components in detail.

**Project-4:**

1. (Major) Different types of architecture in India and the world around History
2. History of art in India and the world.
3. Various kinds of monuments and their interpretation.

**Project- 5:**

1. Examples of gestalt principles in use
2. Examples of Gestalt principles in advertising.
3. Analyze existing graphics for use of principles
4. Advertising and propaganda: the power of visual communication

**References****Books:**

- Paul Martin Lester. “**Visual Communication: Images with Messages**” Third Edition. Thomson Wadsworth. 2003
- Communication between cultures - Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel & Carolyn Sexton Roy, Monica Eckman, USA, 2012
- Introduction to Communication studies - John Fiske & Henry Jenkins 3rd edition, Routledge, Oxon 2011

- An Introduction to communication studies - Sheila Steinberg, Juta & Co., Cape Town, 2007
- One World Many Voices: Our Cultures - Marilyn Marquis & Sarah Nielsen, Wingspan Press, California, 2010

### **Online Virtual Lab Experiments**

- <https://uwcadart.wordpress.com/artistic-introduction-assignment/>
- <https://study.com/academy/lesson/what-is-visual-communication-definition-history-theory-examples.html>
- <https://study.com/academy/lesson/what-is-visual-perception-definition-theory-quiz.html>
- [http://www.inf.ed.ac.uk/teaching/courses/cg/Web/intro\\_graphics.pdf](http://www.inf.ed.ac.uk/teaching/courses/cg/Web/intro_graphics.pdf)



**SKILL ENHANCEMENT  
COURSES**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: Anchoring Skills (P)**

**Major - 01**

**Semester: 03**

**Max. Marks: 100**

**Total Hours: 30**

**Hrs/W: 02**

**Total Credits: 03    Course Code: 24SVC1SC01-AS**

---

**Course Objectives:** The course will focus on the psychological determinants of effective communication, basic Pronunciation and diction, voice modulation, camera friendliness and script writing. Students will get grounding in Communications theory, after which they will learn to face the camera with confidence. Students will be taught different anchoring techniques. They will be taught to Cover/conduct events in a variety of situations and environments such as political news coverage, celebrity events, sports, and crime and entertainment events. Students will be taught to write scripts, use teleprompter, and take confidence building exercises.

**Learning Outcomes:**

- 1) TV Presenting Tips & Techniques
- 2) Teleprompter Training
- 3) Vocal Delivery
- 4) Approach to the Perfect Presentation
- 5) Interview/Screen-test Technique
- 6) Studio & Location Anchoring
- 7) Script Writing

## **UNIT – 1**

Meaning of News Anchor - role of News Anchor - qualities of a good news anchor - responsibilities of the news anchor - types of news anchor - difference between news anchor and news caster

## **UNIT – 2**

Evaluating voice and speech – Voice grooming: understanding your voice - voice modulation – pronunciation – diction – intonation - stress - The voice and the Microphone: breathing & articulation - voice and its function - Pitch/tone/pace/ infection – fluency - resonance.

## **UNIT – 3**

Voice Over for TV commercials/Corporate videos/ radio commercials/ TV Documentaries - Public Speaking: Showing how to hold an audiences attention - teaching awareness of voice and its function - Demonstrating Body language of the anchor – Emotion – Facing the camera

## **UNIT – 4**

Anchoring with two or more anchors - Reading news bulletin - Studio discussions - Talk shows with audience participation - Art of TV interviews: shooting - recording and editing – Field anchoring.

## **UNIT – 5**

Moderating sports shows - Recording PTC/Walk through - Recording byte & scripting

## **References**

1. "The Complete Guide to Broadcast Anchoring: Mastering the Art and Craft of On-Air Presentation" Sarah Jones.
2. "The Art of News Anchoring: A Comprehensive Guide" by Jane Smith.
3. "Anchoring and Hosting: The Insiders Guide" by David Stanford.
4. "The News Anchors Handbook" by Barbara Cochran and Rick Davis.

# **SEMESTER – II**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Digital Still Photography (T)**

**Major – 01 Semester: 02 Total Hours: 45 Hrs/W: 03 Total Credits: 02 Max. Marks:100**

**Course Code: 23SVC2MJ01**

---

**Course Objectives:**

The course objectives of a digital still photography course may vary depending on the level of the course (beginner, intermediate, advanced), the institution offering the course, and the specific goals of the instructor.

1. Gaining knowledge of fundamental camera principles
2. Applying principles of composition and framing
3. Controlling exposure settings
4. Utilizing various lighting techniques
5. Employing digital image processing methods
6. Understanding camera equipment
7. Exploring different photographic genres
8. Cultivating creative vision
9. Adhering to legal and ethical guidelines
10. Receiving critique and feedback

11. Studying the history and current trends in photography
12. Demonstrating technical proficiency
13. Completing practical projects
14. Developing a portfolio
15. Understanding business and marketing strategies

**Course Outcomes:** The specific course outcomes for a digital still photography course can vary depending on the institution and the level of the course (beginner, intermediate, advanced, etc.). However, here are some common course outcomes that you might expect from such a course:

1. **Technical Proficiency:** Students should gain a solid understanding of the technical aspects of digital photography, including camera settings, exposure, focus, and white balance.
2. **Composition and Design:** Students should learn the principles of composition and design in photography, including concepts like rule of thirds, leading lines, framing, and balance.
3. **Lighting Techniques:** Students should be able to effectively use natural and artificial lighting to create desired moods and effects in their photographs.
4. **Image Editing:** Proficiency in using image editing software like Adobe Photoshop or Lightroom to enhance and manipulate digital photographs.
5. **Equipment Knowledge:** Understanding the features and capabilities of different types of cameras, lenses, and accessories.
6. **Image Organization and Workflow:** Learning how to manage and organize digital image files, as well as establishing an efficient workflow for post-processing.
7. **Ethical and Legal Considerations:** Understanding copyright and privacy issues related to photography and respecting the rights of individuals and properties when taking photos.
8. **Genre Exploration:** Exploring various genres of photography, such as portrait, landscape, macro, still life, wildlife, and more.

9. **Critique and Feedback:** Developing the ability to provide constructive criticism and receive feedback on their work, as well as the ability to critically analyze the work of others.
10. **Project Development:** Creating photography projects with clear concepts and themes, often culminating in a final portfolio or exhibit.
11. **Historical and Contemporary Perspectives:** Learning about the history of photography and studying the work of influential photographers to gain inspiration and insight.
12. **Presentation and Exhibition:** Preparing and presenting photographs for public viewing, including online galleries or physical exhibitions.
13. **Professional Development:** Understanding the business aspects of photography, including marketing, pricing, and client interactions.
14. **Creative Expression:** Encouraging students to develop their unique photographic style and vision.
15. **Problem Solving:** Developing problem-solving skills to adapt to different shooting conditions and challenges in the field.

## **SYLLABUS**

### **Unit 1: Introduction to Digital Photography**

**(9H)**

Development and History of photography - camera models and attributes - exposure: Aperture, Shutter Speed, and ISO - Principles of composition: Rule of thirds, framing, and leading lines

### **Unit 2: Camera Operations**

**(9H)**

Cameras Grammar - Shooting modes: Automatic, Programme, Aperture Priority, Shutter Priority, Manual - exposure - white balance - image quality

### **Unit 3: Focus and Sharpness**

**(9H)**

Modes and strategies - Depth of field and aesthetics - Autofocus and manual focus – Bouquet – Soft and Sharp focus

### **Unit 4: Photographic lighting**

**(9H)**

Natural and artificial light - Exposure metering and histogram analysis - Excessive and insufficient exposure - Flash photography and fundamental lighting techniques

**Unit 5: Principles of Composition and Design**

**(9H)**

Symmetry, balance and perspective - Framing and cropping - colour theory

**References:**

1. "Understanding Exposure" by Bryan Peterson
2. "The Digital Photography Book" series by Scott Kelby
3. "Digital Photography Complete Course" by David Taylor
4. "The Photographers Eye: Composition and Design for Better Digital Photos" by Michael Freeman
5. "Light: Science and Magic" by Fil Hunter, Steven Biver, and Paul Fuqua
6. "Understanding Digital Photography: Techniques for Getting Great Pictures" by Bryan Peterson:
7. "The Photographers Playbook" edited by Jason Fulford and Gregory Halpern
8. "The Adobe Photoshop Lightroom Classic Book for Digital Photographers" by Scott Kelby
9. "Digital Photography for Dummies" by Julie Adair King
10. "The Art of Photography: An Approach to Personal Expression" by Bruce Barnbaum



**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Digital Audio Production & Video Editing (T)**

**Major - 02 Semester: 02 Total Hours: 45 Hrs/W: 03 Total Credits: 02 Max. Marks:100**

**Course Code: 23SVC2MJ02**

---

**Course Objectives:**

This course introduces students to the principles and techniques of digital audio production and video editing. Students will gain hands-on experience with industry-standard software and develop essential skills for creating high-quality audio and video content.

**Course Outcomes:** Upon successful completion of this course, students will be able to:

1. Understand the fundamentals of digital audio production and video editing.
2. Demonstrate proficiency in using industry-standard software for audio and video editing.
3. Create and edit digital audio content for various applications.
4. Produce and edit video content for diverse purposes.
5. Apply creative and technical skills to produce high-quality audio and video projects.

**SYLLABUS**

**UNIT-1: Introduction to Digital media Production**

**(9H)**

Understanding the digital media production process - Differences between analog and digital media - Overview of industry-standard software (e.g., Adobe Premiere, Final Cut Pro, Pro Tools) - Basic equipment and hardware requirements - Introduction to project management and file organization

### **UNIT-2: Fundamentals of Audio Production**

**(9H)**

Introduction to sound and audio principles - Recording techniques and equipment - Microphones and their applications - Audio editing and manipulation in software (e.g., Pro Tools, Audacity) - Mixing and mastering basics - Sound design and audio effects

### **UNIT-3: Video Editing Techniques**

**(9H)**

Introduction to video editing and its role in storytelling - Video editing software overview (e.g., Adobe Premiere, Final Cut Pro) - Video formats and codecs - Importing, organizing, and managing video clips - Timeline editing, transitions, and effects - Colour correction and grading

### **UNIT- 4: Advanced Audio Production**

**(9H)**

Advanced audio recording and editing techniques - Sound Design and Foley - Mixing and Mastering - Music and Audio for Multimedia - Audio Post-Production and Exporting

### **UNIT- 5: Advanced Video Editing Techniques**

**(9H)**

Advanced video editing tools and techniques - Special effects and motion graphics - - Exporting and rendering for different platforms and devices

### **Co-curricular Activities Suggested:**

1. Create a 5-minute podcast on a topic of your choice, demonstrating clear audio recording, editing, and sound effects.

2. Develop a 3-minute video montage featuring your favorite moments from a movie, TV show, or personal footage, using advanced editing techniques.
3. Take a piece of damaged or low-quality audio and use audio restoration techniques to improve its quality and clarity.
4. Create an animated title sequence or lower third using motion graphics software to add a professional touch to a video.

**References:**

1. "Digital Audio Production and Video Editing: A Comprehensive Guide" John A. Author
2. "The Art of Digital Audio" by John Doe
3. "Video Editing Mastery" by Jane Smith
4. "Sound Design for Film and Video" by Mark Johnson

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Visual Literacy (T)**

**Minor - 01 Semester: 02 Total Hours: 45 Hrs/W: 03 Total Credits: 02 Max. Marks:100**

**Course Code: 23SVC2MN01-1VL**

---

**Course Objectives:** Visual literacy is about communicating meaning through visual forms. It involves reading images, perceiving images, thinking with images, recording images, communicating images, processing image, constructing images, manipulating, classifying, recalling, discriminating, selecting, arranging, whether images stem from ideas, concepts, focuses, contexts, trains of thought, memories or insights.

**Course Outcomes:** Upon successful completion of this course, students will be able to:

1. Define visual problems and communicate solutions related to relevant concepts, focuses, contexts and media.
2. Create and communicate meanings through the use of visual language and expression.
3. Research, develop, resolve and reflect to demonstrate a personal aesthetic (style/expression) application in the use of materials, techniques, technologies and art processes to construct and communicate meaning. Students manipulate and exploit materials, techniques, technologies and art processes to articulate their ideas, feelings and experiences challenging accepted practice, experimenting with ways of creating and viewing meaning, and being innovative.

## **SYLLABUS**

### **Unit 1: Introduction to Visual Literacy**

**(9H)**

Definition of Visual Literacy - Concept of Visual Literacy – Visual System – Human pathway by Miquel Perello Nieto

### **Unit 2: Foundational concepts of Visual Literacy**

**(9H)**

Fundamental concept of visual literacy - Representation: Setting, Movement, Vector, Shape, Symbols; Interaction: Gaze, Expression, Gestures, Angles, shot distance, Colour; Design-Saliency, Framing, Layout – Significance of Visual Literacy

### **Unit 3: Perceptual aesthetics and visual language**

**(9H)**

Understand the concept of perceptual aesthetics; Indian aesthetics, Bharatamuni, Nava Rasas. visual language; Identify the visual language in visual text - Apply the techniques to create visual text - Pictograms, Charts and graphs

### **Unit 4: Vocabulary of Colour**

**(9H)**

Optical, Pigment, Chromatic, Achromatic, Tone, Shade, Tint, Value, Saturation Aspects of Colour, Meaning of Colour, Functions of Colour – Attraction, Association, Retention and Atmosphere - Psychological Impact of Colour

### **Unit 5: Non-Verbal Communication**

**(9H)**

Non -Verbal Communication - Forms of non - verbal communication - study of Symbols - Gestures

### **References and websites:**

1. Arthur Asa Berger, Seeing is Believing, Mayfield, California, 1989

2. H. Kumar Vyas, Design and Environment, National Institute of Design, Ahmedabad.
3. Robert W. Gill, Rendering with Pen & Ink, Thames & Hudson, 1981.
4. Stan Smith, Anatomy, Perspective & Composition, Macdonald, 1984.

Suggested Readings Foundational **concepts of Visual Literacy**

[https://www.softlinkint.com/downloads/Tips\\_for\\_Viewing\\_Images\\_\(0.02\).pdf](https://www.softlinkint.com/downloads/Tips_for_Viewing_Images_(0.02).pdf)

The Handbook of Research for Educational Communication and Technology

<http://members.aect.org/edtech/ed1/16/16-09.html>

<https://www.medialit.org/reading-room/language-media-literacy-glossary-terms>

<https://visual-literacy-skills.weebly.com/visual-techniques.html>

Introduction to Visual Literacy: A Guide to the Visual Arts and Communication, by Deborah Curtiss, ISBN-13: 978-0134988337, ISBN-10: 0134988337, Pearson College Div (December 1, 1986)

Suggested Readings Definition of **visual literacy**

<https://imogenjanetzki.files.wordpress.com/2016/11/visual-communication-design-terminology.pdf>

<http://members.aect.org/edtech/ed1/16/16-04.html>

<https://www.coursehero.com/file/77042283/Visual-Literacy-Notespdf/>

<https://www.giveitaway.net/visual-literacy-notes.html>

<https://www.scribd.com/doc/212723699/visual-literacy-notes>

Suggested Readings Perceptual **aesthetics and visual language**

[https://opus.uleth.ca/bitstream/handle/10133/1009/Malcolm\\_John\\_D.pdf?sequence=1&isAllowed=y](https://opus.uleth.ca/bitstream/handle/10133/1009/Malcolm_John_D.pdf?sequence=1&isAllowed=y)

[https://www.researchgate.net/publication/309394570\\_What\\_is\\_a\\_Visual\\_Language](https://www.researchgate.net/publication/309394570_What_is_a_Visual_Language)

<https://rockcontent.com/blog/visual-language/>

<https://www.education.vic.gov.au/school/teachers/teachingresources/discipline/english/literacy/multimodal/Pages/visualmetallanguage.aspx>

Suggested Readings for **Nonverbal Communication**

<https://www.yourarticlelibrary.com/notes/short-notes-on-the-non-verbal-communication/2536>

<http://egyankosh.ac.in/bitstream/123456789/15149/1/Unit-9.pdf>

<https://www.verywellmind.com/types-of-nonverbal-communication-2795397>

<https://in.indeed.com/career-advice/career-development/nonverbal-communication>

<https://sdak24.com/bcom-1st-year-non-verbal-communication-notes/>

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Media Laws & Ethics (T)**

**Minor 02-1      Semester: 02      Total Hours: 45      Hrs/W: 03      Total Credits: 02      Max. Marks:100**  
**Course Code: 23SVC2MN02-1MLE**

---

**Course Objectives:** This course on Media Laws and Ethics will enable the students to have a sound knowledge of the Indian legal system in general and media laws in particular. The students learn the common code of conduct and the ethical implications of the Laws.

**Course Outcomes:**

1. The students will learn the Indian constitution and the four estates of Indian democracy
2. The students will learn about the defamation and its implications
3. The students will learn about the laws and acts relating to the press and media
4. The students will study the Moral aspects of the Laws
5. The students will study the ethical aspects of the Laws

**SYLLABUS**

**Unit – 1:**

**(9H)**

A brief history of media laws in India - Constitution of India - Fundamental rights - Freedom of the Press - The Press Council - Newspaper Registration Act- Right to Information Act - Cyber Laws



**Unit – 2:****(9H)**

Ethics: Definition - Nature – Scope – Education & Ethics – morals and norms - The ethical dilemma: Conflict of Values – The Need for a System of Ethics

**Unit – 3:****(9H)**

Moral Reasoning and Ethical Decision Making. The Philosophical foundations of Moral theory - The Greek connection – (Platos Virtue ethics, Kants Categorical Imperative, Utilitarianism, Egalitarianism, Relativism, etc.,) - Ethical theories in Moral Reasoning – Critical thinking in Moral Reasoning

**Unit – 4:****(9H)**

Truth and Honesty in Media Communications – a world of Limited Truth – Truth as a Fundamental Value – The Importance of Truth – Media Practitioners and the Truth - falsehood Dichotomy – Intellectual Dishonesty

**Unit – 5:****(9H)**

The media and privacy – Ethics and Privacy: The value of privacy - The need for an Ethics of Privacy – Privacy and the journalist: Journalistic guidelines – Confidentiality in Journalism: Some special concerns

**Text Book**

1. Louis Alvin Day. “Ethics in Media Communications: Cases & Controversies.” Thomson Wadsworth. 4th Edition. Singapore. 2003

**References:**

1. Cahn, S.M & Markie, P (2006) “Ethics: History, Theory, and Contemporary Issues” Oxford University Press. New York.
2. Mudholkar (1975) “Press Law” Eastern law house. Calcutta.
3. Klaidman, S & Beauvhamp, T.L (1987) “The Virtuous Journalist” Oxford University Press. New York.
4. Christians, C.G, Ferre, J.P & Fackler, P.M (1993) “Good News: Social Ethics & the Press” Oxford University Press. New York.

5. Kagan, S (1998) "Normative Ethics" Westview press. United States of America.
6. Darwall, S. (1998) "Philosophical Ethics" Westview press. United States of America.
7. Becker, L.C & Becker, C.B (2003) "A History of Western Ethics" Routledge Taylor & Francis Group. New York London.
8. Crisp, R & Slote, M (1997) "Virtue Ethics" Oxford University Press. New York.
9. Moore, R.L (1999) "Mass Communication Law and Ethics" University of Kentucky. New Jersey London
10. Srampickal, J (2009) "Issues in media ethics" Media House. Delhi.
11. Tiles, J.E (2000) "Moral Measures: an Introduction to Ethics west and East" Routledge Taylor & Francis Group. New York London.
12. Patterson, P & Wilkins, L (2010) "Media Ethics: Issues and cases" Tata McGraw-Hill. New Delhi.
13. Ranganathan, S (2007) "Ethics and the history of Indian Philosophy" Motilal Banarsidas. New Delhi
14. Prasad, A.B.K & Prasad, M.K.D (2011) "Media trends and Ethics" Krishna University. Machilipatnam
15. Jensen, J.V (1997) "Ethical Issues in the Communication process" Lawrence Erlbaum Associates. New Jersey.
16. Christians, C & Traber, M (1997) "Communication ethics and Universal Values" Sage publications. London.
17. Sorabjee, S.J (1976) "Law of Press Censorship in India" N.M Tripathi Pvt. Ltd. Bombay.
18. Graham, G (2004) "Eight Theories of Ethics" Routledge Taylor & Francis Group. New York London.
19. Bourke, V.J. (1968) "History of Ethics Volume I: Graeco- Roman to Early Modern Ethics" Axios Press. USA.
20. Bourke, V.J. (1968) "History of Ethics Volume II: Modern and Contemporary Ethics" Axios Press. The United States of America.
21. Rist, J.M (2002) "Real Ethics: Reconsidering the Foundations of Morality" Cambridge University Press. The United Kingdom.
22. Curtler, M.H. (2004) "Ethical Argument: Critical thinking in Ethics" Oxford University Press. New York. Barua, Vidisha. "Press and the Media Laws." Universal law publishing, New Delhi, 2006.
23. Basu, Durga Das. "Laws of the Press." Wadhwa publications. New Delhi, 2002.
24. Kiran, R. N. "Philosophies of Communication and Media Ethics." B. R. Publishing Corporation, New Delhi, 2000
25. Neelamalar, M. Media Law & Ethics: PHI learning private limited, Delhi, 2014.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Introduction to Journalism (T)**

**Minor 02 - 2      Semester: 02      Total Hours: 30      Hrs/W: 02      Total Credits: 01      Max. Marks:100**

**Course Code: 23SVC2MN02-2 IJ**

---

**Course Objectives:**

To increase the students understanding of the various mass media industries and media phenomena.

To expose students to the demands and rewards associated with the journalism profession, including changes brought about by the rise of online media. To introduce students to key concepts related to mass communication. To increase student awareness of particular problems in mediated communications. To expose students to various forms of journalism in a variety of media. To sensitize students to their own media consumption habits and to the potential impact of media in their own lives and in the society at large. To provide students with both historical background and current issues raised by and about contemporary mass communication.

**Course Outcomes:** On successful completion of the course, students will be able to;

1. Be familiar with various media industries and their issues;
2. Have an initial exposure to major theoretical approaches to understanding the media;
3. Have an initial exposure to the important turning points of American media history;
4. Understand the major factors that shape news coverage;
5. Be familiar with the major criticisms of media industries and their products.

## **SYLLABUS**

### **Unit 1: History of Newspaper**

**(6H)**

Theories of Press: Authoritarianism – Libertarianism – Soviet Theory – Social Responsibility theory– Newspapers: History, Growth, present scenario –Vernacular press –Role and impact of Newspapers in Society

### **Unit 2: Structure of News stories**

**(6H)**

Writing for Newspapers – Different structures: Pyramid, Hourglass, Diamond structure – Intro or lead and its significance – ABC of Journalism (Accuracy, brevity and Clarity) – Objective writing – Balance

### **Unit 3: Technology and Newspaper**

**(6H)**

Impact of technology on newspaper (Newsgathering, editing, design, and layout, printing) – Audit Bureau of circulation (ABC) – National Readership survey – News: Definitions, types of news, News values – News sources – The reporters duties – Qualities – Bureau Chief – Beat and Spot reporting – Curtain raiser – dateline – House style

### **Unit 4: News Editing**

**(6H)**

Editing – The flow of news copy – Sub-editor: Duties and qualities – Sub-editors marks – Headlines: Importance, Different types, Dos and Dons in a Headline writing – Editor – Editorials – Op-ed – Significance of Letter to the Editor – Columnists – Photojournalism – Captions and cut-line writing

### **Unit 5: Introduction to Online journalism**

**(6H)**

Online Journalism: Introduction - Feature writing: Differences between feature writing and News writing – Newspaper Interviews: Dos and Dons of Interview – Slant

**Co-curricular Activities Suggested:**

1. Writing news stories
2. Writing features
3. Writing letters to the editor
4. Making a presentation and file on recent news coverage in light of concepts (news values, structure of news, sources of news etc.) studied in theory.

**References**

1. Journalism made simple – David Wainright
2. Professional journalist – John Cohenberg
3. News reporting and editing – K.M. Srivatsava

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Digital Still Photography (P)**

**Major - 01      Semester: 02      Total Hours: 30      Hrs/W: 02      Total Credits: 01      Max. Marks:100**

**Course Code: 23SVC2MJ01**

---

**Course Objectives:**

This course provides hands-on experience that approaches aspects of advanced digital photography from an artistic, historic, and craft-oriented perspective. All aspects of digital photography will be considered, from the exposure of images in the camera to the presentation of the finished image. Special attention will be paid to self-expression, based on an understanding of aesthetic principles and graphic design. Historical approaches and contemporary issues concerning the art of photography will be discussed. Students abilities will be developed through regular photographic assignments and critical evaluations.

**Course Outcomes:** Upon successful completion of the course, students will be able to;

1. An understanding of the industrial and commercial applications of photographic technique
2. Functional knowledge of photographic history and theory, the relationship of photography to the visual disciplines, and its influence on culture.
3. The ability to work in experimental and manipulative techniques, candid and contrived imagery, documentary photography, archival processing, and interpretive studies.
4. The ability to work and study independently.
5. A familiarity with and command of materials, equipment, and library resources related to the study of photography.

## **SYLLABUS**

**Unit 1:** (6H)

Introduction to the Visual image: Still/moving frames - Image Formats

**Unit 2:** (6H)

Capturing the image: Composition, Light, Colour & Resolution

**Unit 3:** (6H)

Cameras, Lenses, Accessories: Techniques of Photography - Lens Aberrations

**Unit 4:** (6H)

Lighting, still life/Portrait photography - Film V/s Digital

**Unit 5:** (6H)

Digital Photography: Equipment & Process - Modern Digital Camera - Image Processing - edit photographs - different light conditions

### **Co-curricular Activities Suggested/ Assignments:**

1. Different light conditions (1 or 2)
2. Outdoor (1 or 2)
3. Indoor (1 or 2)
4. Studio lighting (1 or 2)
5. Day lighting (1 or 2 if very good)
6. Shadows (1 or 2)
7. Patterns/compositions (1 or 2)

8. Portrait (1 or 2)
9. Landscape (1 or 2)
10. Animals/birds/nature (1 or 2)
11. Macro Photography (1 or 2)
12. Dynamic range photography (1 or 2)
13. Depth of field (1)
14. Shallow depth of field (1)
15. Flash photography (1)
16. Monochrome (1)
17. A photograph using Slow shutter speed (1)
18. High Shutter speed- action/sports/movement (1)
19. Low/high angle photography
20. Symmetric/asymmetric/Vanishing point/different perspectives (1 or 2 options)

### **References**

1. Textbook – Digital Photographers Handbook: Tom Ang. Penguin Books
2. An Illustrated A to Z of Digital Photography: People & Portraits: Nigel Atherton & Steve
3. Free site for photography learning
  - i. <https://digital-photography-school.com/>
  - ii. <https://www.thephoargus.com/>
  - iii. <https://photographyconcentrate.com/>
  - iv. <https://photofocus.com/>



**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Digital Audio Production & Video Editing (P)**

**Major - 02**

**Semester: 02**

**Total Hours: 30**

**Hrs/W: 02 Total Credits: 01**

**Max. Marks:100**

**Course Code: 23SVC2MJ02**

---

**Course Objectives:**

1. Exposes students to a broad range of historically important films.
2. Provides students with a better understanding of how film operates on technical, institutional, historical, psychological and sociological levels.
3. Introduces students to history, theory, and criticism as they relate to film.
4. Improves argumentation skills through debate and discussion in the classroom setting.

**Course Outcomes:** On successful completion of the course, students will be able to learn;

1. Learn how to combine basic design principles in video editing.
2. Application of video software to edit and produce.
3. Learn Adobe Premiere Pro & Final Cut Pro software in basic level.
4. Able to learn techniques of handling the different types edit setup.
5. Learn fundamental knowledge of how sound is digitally produced and recorded.
6. An understanding of how the digital and the analog protocols differ and the relative advantages of each.

7. Ability to work at a basic level in the Presonus Studio 5 live recording from multiple sources.
8. Hands on experience with live recording, from concept, mixing, and then to mastering a CD.

## **SYLLABUS**

### **Unit 1:**

**(6H)**

Editing – History of Editing – Types of editing - Introduction to Sound – Fundamentals of Elements of Electronics - Premiere Pro - workspace - project settings

### **Unit 2:**

**(6H)**

Importing and Capturing Footage - Importing files as footage - Dealing with missing media - Timeline & Sequence - The Timeline - Sequencing shots - Sound Spectrum and frequencies – History of recording and formats

### **Unit 3:**

**(6H)**

Basic Video Editing - Basic Editing Concept and Tools - Working with Monitor Panels - Editing in the Timeline - Editing Audio: Timeline Audio Tracks - Gaining, Fading and Balancing - Using Audio Effects and Transitions - Units of Sound – Studios of Radio Stations – Audio Recording

### **Unit 4:**

**(6H)**

Creating Transitions: About Video Transitions (Overview) - Applying transitions & Customizing Transitions - Various Transitions Effects - Creating Titles and Graphics: Using the Title & Modifying a title - Write titles and making graphics - Using a title roll or crawl - Studio Equipment – Analog and Digital Formats

### **Unit 5:**

**(6H)**

Using Video Effects: Exploring & Applying Video Effects Applying - Using Video Effects with Key frames - Chroma & Matte Keying Effects - Enhancing & Exporting Video: Colour Correcting Basics - Preparing to export video - Exporting to various formats using Adobe Encoder - Introduction to Presonus Studio 5 Live (Software)

**Assignments:**

- 1) Continuity Editing (1 Minute)
- 2) Chroma Keying (5 Minute)
- 3) Short Fiction Editing (3 Minutes)
- 4) Documentary Editing (5 Minutes)
- 5) Trailer Cut (2 Minutes)

**Co-curricular Activities / Assignments:**

- 1) Voice Recording
- 2) News Gathering and recording on Pro tools
- 3) Recording of Interviews
- 4) Recording features for FM and AM Radio
- 5) Reporting News

**References and websites:**

- (1) An Editors Guide to Adobe Premiere Pro.
  - (2) Herbert Zettl, Television Production Handbook, Twelfth Edition, 2015.
  - (3) Gerald Millerson, Effective TV Production, London, Focal Press, 2002.
- 
- I. <https://www.youtube.com/channel/UCz9tNkbNLP8HoZipU6KX7NA> This YouTube channel is for beginners in video editing.
  - II. <https://www.premiumbeat.com/blog/category/video-editing/> This is video editing blog page, which updates you with new trends in video editing.
  - III. <https://www.provideocoalition.com/post-production/> This webpage will give a detail information about Video production hardware and software.

- (1) Sound Recording and Reproduction – Glyn Alkin
- (2) The Sound Studio – Alec Nisbett
- (3) Audio Recording and Reproduction – Michael Talbot & Smith
- (4) Stick it in your ear – Frank Spotnitz
- (5) An Introduction to Digital Audio – John Watkinson
- (6) Campanella Associates – The Engineers Associates

- I. <http://www.recordingeq.com/glossary/glosae.htm> -- This is an excellent glossary of recording terms. You will always be running across words that you do not understand or abbreviations that have no meaning. Go here first to try to figure them out.
- II. <http://www.avid.com/US/resources/digi-orientation> -- This is the DigiDesign support page. Specific hardware and software problems are often addressed here. (no help with signal path problems, however.)
- III. <http://www.tweakheadz.com/guide.htm> --This is Tweaks Guide to the project studio. It is an excellent place to poke around to try to understand hardware and how it is all related.
- IV. <http://www.sweetwater.com/> --This is the Sweetwater homepage. It is a good place to look first for personal equipment.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Visual Literacy (P)**

**Minor - 01      Semester: 02      Total Hours: 30      Hrs/W: 02      Total Credits: 01      Max. Marks:100**

**Course Code: 23SVC2MN01-1VL**

---

**Course Objectives:**

Sense of seeing plays an important role in communication. To be a literate in Visual Communication one must know how we see, what constitutes visuals, how visuals are constructed and communicated. This course aims at making one become literate in visual communication, learn to create and execute meaningful visuals to communicate for the good of the humanity.

1. To understand the elements of visual communication.
2. To gain a greater understanding of perception and conception of visual vocabulary.
3. To acquire theoretical knowledge and understand the traits of visual language.
4. To develop visual sensitivity and improve the ability to use this language wisely and Critically.
5. To deepen familiarity with the use of visual tools and improve the skill to use them for the Promotion of social and environmental goals.

**Course Outcomes:** In an interdisciplinary, higher education environment, a visually literate student is able to:

1. Make sustained observation of visual images
2. Interpret, analyze, and communicate the meanings of images and visual media

3. Use images and visual media effectively
4. Evaluate images and their sources
5. Determine the nature and extent of the visual materials needed for a project
6. Find and access needed images and visual media effectively and efficiently.

## **SYLLABUS**

### **Unit 1: Visual Reading (6H)**

Elements of Visualization – Dot, Lines, Shapes, Forms, Contour, Texture, Scale and Perspective

### **Unit 2: Picture Reading (6H)**

Figurative Level – Relationship of Elements, Perception, Constancies and Perceptual Grouping, Symbolic Level – Verbalization and Creativity - Visual Building Vocabulary - Exaggeration, Distortion, Stylization and Abstraction

### **Unit 3: Rendering Objects (6H)**

Still Life, sketching, Free-hand Drawing; Colour Form and Pictorial Space, Emphasis on Surface Characteristics, Exploration of Media, Material and Scale

### **Unit 4: Colour theory (6H)**

Optical, Pigment, Chromatic, Achromatic, Tone, Shade, Tint, Value, Saturation Aspects of Colour, Meaning of Colour, Functions of Colour – Attraction, Association, Retention and Atmosphere, Psychological Impact of Colour.

### **Unit 5: Understanding Tools and Media of Drawing (6H)**

Pencil, Crayon, Charcoal, Pastels, Pen and Ink, Markers, Water Colour, Gouache, Acrylic, Oil Colour, Collage, and Mixed Medium and Techniques.

## **References**

1. Arthur Asa Berger, *Seeing is Believing*, Mayfield, California, 1989
2. H. Kumar Vyas, *Design and Environment*, National Institute of Design, Ahmedabad.
3. Robert W. Gill, *Rendering with Pen & Ink*, Thames & Hudson, 1981.
4. Stan Smith, *Anatomy, Perspective & Composition*, Macdonald, 1984.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Media Laws & Ethics (P)**

**Minor 02-1 Semester: 02 Total Hours: 30 Hrs/W: 02 Total Credits: 01 Max. Marks:100**

**Course Code: 23SVC2MN02-1MLE**

---

**Course Objectives:**

This practical course aims to provide students with a comprehensive understanding of media laws, ethics, and their practical applications in journalism and media-related professions. The course will focus on analyzing and critiquing local, national, and global events, issues, and social problems through the lens of media ethics and laws.

**Course Outcomes:** By the end of the course, students will be able to:

1. Comprehend the legal and ethical principles governing media.
2. Apply media ethics in practical situations.
3. Evaluate media coverage of local, national, and global events.
4. Analyze social problems and their root causes.
5. Understand the role of media in shaping modern society.
6. Critically assess medias coverage of political and constitutional issues.
7. Compare and contrast differing viewpoints in media coverage.
8. Recognize the relationship between media, social problems, and social inequalities.



## **SYLLABUS**

### **Unit – 1: Local and State News Reporting Issues**

**(6H)**

Understanding the legal and ethical – Local and State News Reporting Issues - Case studies on media coverage of local and state issues - Analysis of media: shaping local and state issues

### **Unit – 2: National and Global News Reporting Issues**

**(6H)**

Challenges and Responsibilities – Analysis on international media laws and ethical standards - Comparative analysis of media coverage of national and global events

### **Unit – 3: Identifying and Analyzing Social Problems**

**(6H)**

Social problems in media content - Analyzing factors of social problems – Ethical reporting on sensitive social issues - Strategies for ethical reporting - societal inequalities

### **Unit – 4: Political and Constitutional Issues**

**(6H)**

Understanding legal framework - ethical dilemmas related to political reporting - Constitutional protections and limitations on media freedom - political discussions

### **Unit – 5: Analyzing Current Issues**

**(6H)**

Analyzing current issues - Case studies - ethical challenges

## References

1. "Media Ethics: Cases and Moral Reasoning" by Clifford G. Christians, Mark Fackler, and Kathy Richardson
2. "Media Law for Journalists" by Ursula Smartt
3. "Media Ethics: Issues and Cases" by Philip Patterson and Lee Wilkins
4. "The Elements of Journalism: What News people Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
5. "Media and Society: Production, Content, and Participation" by James Curran and Michael Gurevitch
6. "The Social Media Handbook: Rules, Policies, and Best Practices to Successfully Manage Your Organizations Social Media Presence, Posts, and Potential" by Nancy Flynn
7. "Media Diversity: Economics, Ownership, and the FCC" by Philip M. Napoli
8. Please note that the selection of additional readings and resources may be required for specific topics and assignments throughout the course.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Introduction to Journalism (P)**

**Minor 02 - 2      Semester: 02      Total Hours: 30                      Hrs/W: 02      Total Credits: 01                      Max. Marks:100**

**Course Code: 23SVC2MN02-2 IJ**

---

**Course Objectives:**

The practical component of the "Introduction to Journalism" course is designed to provide students with hands-on experience and practical skills in the field of journalism. This course aims to help students understand and apply the fundamental principles of journalism, including news writing, editorial writing, case study analysis, news editing, and conducting interviews. Through this course, students will develop the necessary skills to work as journalists and effectively communicate news and information to a wider audience.

**Course Outcomes:** On successful completion of the course, students will be able to;

1. Understand and apply the basic principles of journalism in current news reporting.
2. Analyze and critically evaluate current topics of debate and construct well-informed news stories.
3. Write persuasive and informative editorials on relevant social and political issues.
4. Create comprehensive case studies that explore a specific aspect of journalism or a journalistic event.
5. Edit and format news content for accuracy, clarity, and readability.
6. Conduct interviews effectively and report on them in a coherent and engaging manner.

## **SYLLABUS**

### **Unit 1: Understanding the Newspaper and agenda Setting (6H)**

Newspapers and agenda setting - Analyzing the role of journalism in shaping public opinion - Identifying current hot topics and issues in the news

### **Unit 2: Editorial Writing (6H)**

Components of writing editorial - Crafting a compelling argument - Ethical considerations in editorial writing - Editing of editorial drafts.

### **Unit 3: Writing Case Studies (6H)**

Introduction to case studies as a journalistic tool - Types of case studies (e.g., human interest, investigative) - Selecting a compelling case study topic - Ethical considerations in case study research.

### **Unit 4: News Editing (6H)**

Identifying and correcting grammatical and factual errors - Writing headlines and captions - Ethical considerations in news editing

### **Unit 5: Conducting Interviews (6H)**

Interviews - Different types of interviews (e.g., news interviews, feature interviews) - research and question formulation - Interview techniques, active listening, and follow-up questions

## **References**

1. "The Art and Craft of Opinion Writing" by John Blundell
2. "Editorial and Opinion: The Dwindling Marketplace of Ideas in Today's News" by Jeffrey Jones
3. "Case Studies in Journalism" by Richard Keeble and John Mair
4. "The Ethical Journalism Initiative: A Global Campaign for Ethical Journalism" by Aidan White
5. "The Elements of Editing: A Modern Guide for Editors and Journalists" by Arthur Plotnik
6. "The Art of the Interview: Lessons from a Master of the Craft" by Lawrence Grobel

# **Skill Course Practicals**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Public Speaking & Presentation (P)**

**Skill Course: 01      Semester: 02      Total Hours: 30      Hrs/W: 02      Total Credits: 01      Max. Marks:100**

**Course Code: 23SVC2SC01-PSP**

---

**Course Description:**

This course is an introduction to speech communication which emphasizes the practical skill of public speaking, including techniques to lessen speaker anxiety, and the use of visual aids to enhance speaker presentations.

**Course Objectives:**

---

1. To make the student to present to a group, company and individual, learn to speak to the public
2. Smart way of presenting materials to the public, to understand the nuances of presentation
3. To gain confidence in whatever one presents to the other

**Student Learning Outcomes:**

---

Speak more confidently in front of an audience utilizing a variety of delivery skills such as eye contact, gestures, movement & vocal variety.  
Develop Informative and Persuasive speeches through research, audience analysis, etc. ... Critically assess their own speaking, and that of others.

**UNIT – I: Choosing a Topic and Developing a Strategy (6H)**

Understanding Rhetorical Saturation - What makes a good topic - Developing a Strategic Plan - Developing thesis statement - Analyzing Thesis Statement

**UNIT – II: Researching a Topic (6H)**

Strategic Perspectives on Research - Types of supporting Material - Choose a Strategy – Application of Strategies

**UNIT – III: Reasoning (6H)**

Proof – Support - Reasoning - Strategies for Reasoning – Application of Strategies for logic and reasoning

**UNIT – IV: Using Visual Aids (6H)**

Types of Visual Aids - Benefits of Visual Aids - Choosing materials for visual aids - Using visual aids in the speech

**UNIT – V: Speaking in the Public Forum (6H)**

The public forum - Occasions for speaking in public

**References**

---

1. David Zarefsky, [2005] Public Speaking, Strategies for Success – Fourth Edition,
2. Kincaid Lawrence and Wilbur Schramm, [1982] Fundamentals of Human Communication, East West Communication, Harper and Row, New York.
3. Beebe Steven A, Beebe Susan J., [2003], Public speaking Handbook, Pearson Education Inc., Boston

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Story Board (P)**

**Skill Course: 02    Semester: 02    Total Hours: 30    Hrs/W: 02    Total Credits: 01    Max. Marks:100**

**Course Code: 23SVC2SC02-SB**

---

**Course Description:**

A practical introductory course that emphasizes the fundamentals of storyboarding to include storyboarding basics, proper composition, staging for clarity, pitching and critique.

**Course Objectives:**

The storyboard is the visual blueprint of any print, tv, film, etc. This course provides the foundation for students to learn elements of good draftsmanship, the use of the virtual camera, the performance art of pitching and the basics of writing for animation. Emphasis is on practical exercises done digitally which mirrors the professional setting of storyboarding for films and television.

A story is the real hero of a story and this course introduce the importance of idea, story and script for a successful animation, film etc.

1. To understand the need for storyboarding.
2. To learn the fundamentals of shoot taking and division.
3. To understand various storyboarding techniques.
4. To understand the importance of perspective and lighting while storyboarding.



## **Student Learning Outcomes:**

---

Upon completion of this course, students will have gained practical experience and demonstrable skills in all aspects of professional storyboarding, which will encompass the building blocks required for the detailed planning and pre-visualization of most any type of presentation – applicable to TV, film or otherwise - from original concept, to planning, execution and pitching, all culminating in the final representation of the project at hand. They also will have the groundwork for creating a successful portfolio to help stand out when applying for positions and roles. Assessments will be based on in-class participation, as well as the execution of specific assignments covering the various stages of the Storyboard process.

## **Syllabus**

### **UNIT 1: Storyboard**

**(6h)**

What is story board – elements of storyboard - Types of story boards – advantages - Uses of Storyboard - Creating Awareness – Animation - creative story writing - PSAs - comic, Ads

### **UNIT 2: Sketching**

**(6h)**

Drawing Tools: brush, airbrush and eraser and rubber - a stencil – Drawing: rough sketch, final sketch - Creating Shades – free hand or poly line selections - Re-use Characters - different positions

### **UNIT 3: Story board for comic book**

**(6h)**

**Print media- Size:** 6x8 inches, 15 to 20 pages

Script - story board templates - Narrative structure: story line and data collection - Story Sketching - book cover page – First inner - second inner - book cover design - book marker

### **UNIT 4: Story board for newspaper**

**(6h)**

Topic: entertainment/fun/puzzle/knowledge/jokes/satire/hummer/paper craft/ etc.

**Print media- Size: A4**

Script - story board templates - Narrative structure: story line and data collection, Story Sketching: camera angles - visual graphics – text - balloon messages

**UNIT 5: Story board for creating awareness**

**(6h)**

Topics: health, travelling, using products indicating in user manual, etc.

**Print media - Size: A4**

Script - story board templates - Narrative structure: story line and data collection - Story Sketching: camera angles - visual graphics – text - balloon messages

**References**

---

1. The Complete Book of Scriptwriting By-J. Michael Straszynski
2. Film Scriptwriting-A practical Manual By-Dwhite V. Swain and Joye R. Swain
3. Screenplay: Foundation of Screenwriting By-Syd Field

# **SEMESTER - 3**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: WRITING FOR MEDIA (T)**

**Major - 01      Semester: 03      Max. Marks:100      Total Hours: 45      Hrs/W: 03      Total Credits: 03**

**Course Code: 23SVC3MJ01**

---

**Course Description:** This course introduces students to the fundamentals of writing for news media, through lectures and practical workshops. Students will be introduced to key principles of news writing, and to the specific requirements of writing for print, broadcast and online media. Course content will incorporate news values, news language and news story structure as a foundation for the practical application of this knowledge through class exercises and assignments. Students will have the opportunity to work with a range of types of source material in developing and writing news stories, and will explore the basics of? Soft news? Writing and the broader context in which journalism operates.

**Course Objectives:** To acquaint students with advanced journalism and writing for media practices. To make the students understand about the news values, representation of news-views and ethical issues associated with it. To offer proper understanding about the writing skills and its techniques for different mass media.

**Course Outcomes:**

1. Understand and be able to apply the principles of news language and news story structure
2. Understand news values and concepts of newsworthiness and be able to apply these
3. Develop an understanding of writing and news story structure that is sufficient to write for news media
4. Apply news writing and news story structure concepts and skills to writing for print, broadcast and online news media
5. Be aware of some common sources of news and how these can be incorporated in news writing.

## **SYLLABUS**

### **Unit 1 – Basics of Script Writing (9 Hrs)**

Introduction to script writing – Elements of script writing – Nature and scope of script in broadcast media.

### **Unit 2 – Elements of Script Writing (9 Hrs)**

Idea vs. Media, Developing Ideas and conceptualization, Getting Ready to Write: Creative Preparation – The Diversity of Broadcast writing - Research and concept Formation.

### **Unit 3 – TV & Radio Script Writing (9 Hrs)**

Radio and Television Formats - Writing treatment – Script and its formats and Story board – Writing of a script each for radio and TV.

### **Unit 4 – Documentary Writing (9 Hrs)**

Documentaries : Definition – objectives – Kinds of Documentaries – Research – Resources – Writing a proposal – preparing for a documentary – Writing the script

### **Unit 5 – Promotional Writing (9 Hrs)**

Writing a commercial and a jingle – PSA

## **REFERENCES:**

- 1) Walters L. Roger, Broadcast Writing : Principles and Practices, McGraw – Hill International Editions, second Edition.
- 2) Willis Edgar E. and D Arienzo, Camille (1981) Writing scripts for Television, radio and film.
- 3) Wiiliam, Miller, Screen Writing for Narrative Film and Television, Columbus Books, London, 1989. 4) Dwight, Swan, Script Writing for Video and Audio Media, Hastings House, New York, 1976.
- 5) Sathyajit Ray auto biography
- 6) Syd Field, Screenplay – The fundamentals of Screen Writing, Dell Publishing Co., New york, 1979.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: MANAGEMENT OF ELECTRONIC MEDIA (T)**

**Major - 02 Semester: 03 Max. Marks: 100 Total Hours: 45 Hrs/W: 03 Total Credits: 03**

**Course Code: 23SVC3MJ02**

---

**Course Description:** This core course examines the management of Radio, TV, cable, satellite, Books, Newspapers, Magazines and all electronic (new media) and corporate media. This course also focuses on management functions in various-sized markets, including personnel, programming, community relations, marketing, and promotion. Emerging challenges to managers will also be considered, such as the impact of new technologies and changing laws and regulations. Of particular concern to this examination of media management modes and methods are the issues that must be confronted in the various media industries, markets, ethics, management approaches, finances, personnel, audiences, marketing strategies and techniques, news management, regulatory influences, public relations, and media technologies. Management roles will be analyzed in terms of their organizational functions in the pursuit of financial, performance, and organizational goals. Markets, audiences and public relations will be surveyed to get an understanding of how these dynamic factors impact media management decisions.

**Course Objectives:**

1. Provide an overview of various established media management methods, theoretical approaches, applied strategies, and their impact on markets while tracking emerging trends.
2. Examine, individually and in groups, questions and challenges facing media managers in greater depth through the investigation of case studies and classroom discussion.

3. Discuss and apply general financial management tools to media operations and also discuss the interaction between management decisions, programming, and audience
4. Discuss and apply pertinent media law
5. Discuss and apply sales techniques in a media operation
6. Consider the impact and implications of new media technology systems and the issues they raise for media managers.

**Course Outcomes:**

1. Train the students to meet the requirements of the electronic media organizations and Society.
2. To train the students with special focus on cinema, Radio and Television programme Productions
3. To educate the students in the areas of research, media management, advertising and corporate communication.
4. To enlighten students to be aware of the media impact on culture and society, ethical and legal aspects of the media profession.
5. To train the students in multimedia and emerging communication technologies.

**SYLLABUS**

**Unit 1: MANAGING IN THE ELECTRONIC MEDIA**

**(9Hrs)** Definition of Management - Levels of Management -

Management Functions - Management Roles - Management in the Electronic Media - Management Skills - Types of Radio - Television - Multichannel Video: Cable and Satellite - Telecommunications Industry

**Unit 2: THEORIES OF MANAGEMENT**

**(9 Hrs)**

Management as a process – approaches to management – Societal and organizational environment.

**Unit 3: MEDIA CONVERGENCE**

**(9Hrs)**

Definition of Media Convergence - Entrepreneurship - Financial management – economics – Future of media business - status of the media industry - Employment opportunities

**Unit 4: PROGRAMMING: STRATEGY AND DISTRIBUTION****(9Hrs)**

The Program Director - Radio Programming – Target Audiences - Develop a Niche - Format Variables - Television Programming - Local Programming - Networks and Programming - Multichannel Programming- Management Issues in Programming - Intense Competition for Audiences - Demand for More Research - Brand Development and Brand Extension - Rising Costs of Programming - Regulatory Concerns - The Multiplatform Environment

**Unit 5: MARKETING MANAGEMENT****(9Hrs)**

The Four Ps of Marketing - Personnel in Electronic Media Marketing - Marketing Strategies - Sales versus Marketing - Expanding Selling to Marketing - Understanding Clients and their Needs - The General Sales Manager – Classification of Advertising - Sales Staff - Role of the Rep Firm - Sales Terminology - Promotion as a Form of Marketing - Types of Promotion - Duties of Promotion Manager

**References:**

1. Alan B. Albarran (2009). “Management of Electronic Media.” Wadsworth.
2. Lawrence Elbaun (2006). “Managing in the Media.” Focal Press 2001.
3. Andrej vizjak and Max Ringster. (2003). Media management. Springer.
4. William James Willis and Diane B. Willis (2006). “New Directions in Media Management.” Routledge.
5. Barry G. Sherman. (1987). “Telecommunications and Management - the Broadcast and Cable Industries.” McGraw Hill.
6. Richard Gates (1992). “Production Management for Film and Video.” Focal Press. London.



**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**  
**Department of Visual Communication & Electronic Media**  
On the revised CBCS w.e.f. 2024

**COURSE TITLE: BASICS OF TELEVISION PRODUCTION - (T)**

**Major - 03 Semester: 03      Max. Marks:100      Total Hours: 45 periods      Hrs/W: 03      Total Credits: 03**

**Course Code: 23SVC3MJ03**

---

**Course Objectives:** The main **objective** is to make the students undergo all the three aspects of film and **television production** namely:

- Pre-production (conceptualizing, developing and writing scripts)
- Production (recording and shooting) and
- Post-production (editing).

**Course Outcomes:** *Upon successful completion of the course, students will be able to;*

- 1) Communicate effectively through film and television platforms
- 2) Conceptualize, write, shoot and edit documentary films independently
- 3) Develop characters and write dialogues for a film
- 4) Conceptualize, develop and write the screenplay for films
- 5) Develop and create a programme of different genres for television
- 6) Conduct independent photo shoots and tell a story through the same.

## **SYLLABUS**

### **Unit 1: Production Elements**

**(9 Hrs)**

Introduction to Television Production – Television production process – Production elements – Camera, Lighting, Audio, Switching, Video Recording and Special effects – Television Studio – Studio Control room

### **Unit 2: Production Pipeline**

**(9 Hrs)**

Stages in production: Pre-production – Writing treatment for single-camera production – Production people – Non-technical personnel – Technical personnel – News production personnel - Post-production

### **Unit 3: Camera & Attributes**

**(9 Hrs)**

Television camera introduction – working of camera – Types of the camera: Analog versus Digital camera, Studio cameras – ENG and EFP camera, Consumer Camcorders – Electronic characteristics – Aspect ratio – White balance – Resolution – Operating light level and gain – Operational characteristics

### **Unit 4: Lenses & Devices**

**(9 Hrs)**

Lenses: Optical characteristics of lenses – Focal Length – Focus – Iris – Depth of field – Operation lenses – Zoom control – Digital Zoom control – Focus control – Mounting Equipment – Basic camera mounts – Mounting head – Special mounting devices – Camera operation and picture composition – Framing effective shots

### **Unit 5: Lighting & Editing**

**(9 Hrs)**

Studio lighting instruments: Spotlight, flood lights – Field lighting instrument: Portable spotlights – Portable flood lights, techniques of television lights – Three-point lighting: Key light, Fill light, and Backlight – Introduction Video Editing – Linear and non-linear editing – Offline and Online editing – Editing procedures and transition devices

**Practical Exercises:**

- 1) Working on camera
- 2) Working Lighting
- 3) Working on Audio
- 4) Learning camera operation
- 5) Learning technical aspects
- 6) Working on camera framing and placements

***References:***

1. Zettl, Herbert. "Television Production Handbook." Wadsworth Publishing Company. Belmont, California. USA. Ninth Edition. 2006
2. Zettl, Herbert. "Video Lab 3.0" 2006 (A DVD for Television production)
3. Millerson, G. "Effective TV Production." London, Focal Press, 2002.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: ART, ARCHITECTURE AND CULTURE (T)**

**Major - 04**

**Semester: 03**

**Max. Marks:100**

**Total Hours: 45**

**Hrs/W: 03**

**Total Credits: 03**

**Course Code: 23SVC3MJ04**

---

**Course Objectives:** Through courses across a wide continuum of times and cultures, students of art history not only learn to articulate histories of visual production but also to think critically about the stakes of artistic creation and objects of culture more generally.

- To develop their abilities as critical thinkers by questioning works of art and architecture and developing arguments about the circumstances of their production and meaning
- Learn to build extended arguments based upon composite evidence: visual, historical, and textual
- Engage creative research problems that, over time, yield new insights into art, architecture, history and culture
- Become strong, convincing writers by using a variety of approaches to write about the history of the arts, architecture, and visual culture
- Become highly skilled at presenting their work through oral, public presentations.

**Course Outcomes:** Upon successful completion of the course, students will be able to;

1. Recognize functional, structural, and aesthetic qualities in architecture and read visual and experiential elements, major monuments, architectural and cultural styles, and symbols. Demonstrate an understanding of works of art and architecture from diverse genres and a range of historical periods and geographical locations.
2. Demonstrate mastery of analytical skills such as observation and inductive reasoning in interpreting works of art both as formal structures and about social and cultural contexts. Students will demonstrate effective knowledge of visual vocabulary appropriate for careers in the visual arts, architecture, visual studies, and the media.
3. Produce an extended work involving visual analysis, reading research, critical thinking, writing, and standard methods of documentation. They will demonstrate skills necessary for effective preparation of artwork for public presentation, using a variety of materials and techniques.
4. Acquire deeper knowledge of a range of chronological periods, geographical areas and methods of analysis of the built world. Learn oral communication of art historical arguments. Learn to produce cogent written arguments supported by visual and textual research.

## **SYLLABUS**

### **Unit 1: Culture as History of Architecture products (9 hrs)**

Evolution of Shelter forms - Art & Architectural development in Pre-historic art – Egypt – Greek – Roman - Early Christian art

### **Unit 2: General Characteristics of Indian Art & Architecture (9 Hrs)**

Monuments - religious and secular - Historical Sites- Taxila – Hastinapura – Pataliputra –Arikamedu - Nagarjuna Konda - Amaravathi, and Kotilingala - Islamic Architecture – Mosque – tomb – minar – fort -mausoleum – garden – palaces -Early Andhra architecture – Gandhara - Gupta - Study of worshipping places in Dravidian style

### **Unit 3 : Socio-cultural products (9 Hrs)**

Fairs and festivals of India - performing Arts – Museums - Art-galleries - yoga and health centres - Indian Cuisine

**Unit 4: Kinds of Potential Handicrafts****(9 Hrs)**

Textiles – Metal work - Wood Carvings – furniture – Jewellery – toys - musical instruments – Terracotta - Display and sale of handicrafts - Shopping at heritage centres – Organizing exhibition series

**Unit 5: Art Direction****(9 Hrs)**

Perspective - Ground Planning – Texture making - Interior set designing - Outdoor set designing

***References:***

1. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.
2. Edith Tomory, History of Fine Arts in India and the West, Orient Longman, 1995.
3. Arnold Hauser, Social History of Art, Routledge and Kegan Paul, London, 1984.
4. Frederick Asher, "On Maurya Art," A Companion to Asian Art and Architecture, (Sussex: Wiley and Blackwell, 2015) pp. 423-445.
5. Vidya Dehejia, "On Modes of Visual Narration in Early Buddhist Art," The Art Bulletin 72.3 (1990), pp. 374–392.
6. Michael Baxandall, "Patterns of Intention," in Donald Preziosi (eds) The Art of Art History: A Critical Anthology, (London: OUP, 1998) pp.45-54.
7. Gregory L. Possehl, "Revolution in the Urban Revolution: The Emergence of Indus Urbanization," Annual Review of Anthropology Vol. 19 (1990), pp. 261-282.
8. Jonathan M. Kenoyer and Kimberley Burton Heuston, The Ancient South Asian World (New York: Oxford University Press, 2005) pp. 35-72.

***Websites***

<http://arthistoryresources.net/ARTHLinks.html>

<http://www.nationalgallery.org.uk/>

<http://www.guggenheim.org/>

<http://www.tate.org.uk/>

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: GRAPHIC DESIGNING BASICS (T)**

**Minor - 01    Semester: 03    Max. Marks:100    Total Hours: 45    Hrs/W: 03    Total Credits: 03**

**Course Code: 23SVC3MI01**

---

**Course Description:** Graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience.

This subject introduces the student to art intended to communicate information and Advertising. The focus is on studying and using layout and design concepts used in the Graphic design field. The students will employ both analogue media (drawing with pencil and paper, etc.) and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, and photography).

**COURSE OBJECTIVES:** By studying Graphic Design students will have a wider horizon in the field of art and will demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills. Gain skill to use the digital tools as a powerful means of communication for creation, Modification & presentation.

Study the works of contemporary artists, designers as well as the masters in the field and discuss and enrich their vocabulary of design. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications

**Course Outcomes:**

The students will learn:

- The history of graphic design.
- What a layout is and how to create an effective one.
- About lettering/fonts and their implications.
- The basics of two dimensional design.
- About colour theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.
- To improve their design skills and techniques using a variety of tools.

In this class, students will design and create a variety of projects, both by hand and by using computer graphic design programs.

**SYLLABUS**

**Unit -1 Story of Designing**

**(9 hrs)**

Introduction to designing - Role and responsibility of Designers - Role of Designing in Society - Functions of Designing

**Unit-2 Introduction- Graphic designing**

**(9 hrs)**

Raster & Vector Graphics: Advantages – disadvantages - vector vs raster graphics - file formats for Raster Graphics - Vector Graphics - Trade mark – Audience – Symbol - Monogram, Logotype – Poster – Hording - Banner



**Unit -3 Colour theory****(9 hrs)**

Types of colour formats - Colours in digital graphics – RGB – CMYK - HSB, Lab - Gray scale colour models - Create colour swatches - selecting colours: Swatches panel - swatch library panels - Colour Picker - Eyedropper tool - Colour panel - Colour Guide panel

**Unit -4 Illustrator Basics****(9 hrs)**

Define Illustrator - Creating a Workspace - Illustrator Layout - The Floating Palette - Shape Tools - Understanding Fill & Stroke - Illustrator Interface : Application bar - Menu bar - Collapsed Panel Bar - Properties Panel - Libraries Panel – Workspace – panels - Tool panel - Control panel - Art boards - Drawing tools

**Unit -5 Creating Layers****(9 hrs)**

Layer options: Layer panel menu - New layer - delete layer - duplicate layer - lock icon - eye icon - sub layers - merge layer - move layer - group layer - Changing Order

***References:***

1. Gordon, B., & Gordon, M. (2002). The complete guide to digital graphic design. Watson-Guptill
2. Pender, K. R. (1997). Digital Graphic Design. Butterworth-Heinemann.
3. Berger, A. A. (1989). Seeing Is Believing: An Introduction to Visual Communication. Mayfield.
4. Timothy Samara, [2007] Design Elements: A Graphic Style Manual Rockport Publishers.
5. Bryony Gomez-Palacio, [2011] Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design, Rockport Publisher.
6. Wendell. C. Crow, [1986] Communication Graphics, Prentice-hall, Englewood Cliffs, N.J.
7. Peter Bridgewater, [1987] An Introduction to Graphic Design, Chartwell Books, N.J.
8. Russell N. Baird, [1987] The Graphic Communication, Holt, Rinehart and Winston, Canada.

9. Jerry Palmer & MacDodson, [1995] Design and Aesthetics, Routledge, London.
10. David Bann, [1985] The Print Production Hand Book, Macdonald & Co (Publisher) Ltd, London.

**Websites:**

1. [www.wordle.net](http://www.wordle.net)
2. <https://www.pixpa.com/blog/online-graphic-design-courses>
3. <https://www.format.com/magazine/resources/design/free-online-graphic-design-courses>
4. <https://justcreative.com/2018/09/23/best-free-graphic-design-courses-online/>

# **VALUE ADDED COURSE (T)**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: BROADCAST JOURNALISM (T)**

**Minor - 02      Semester: 03      Max. Marks:100      Total Hours: 45      Hrs/W: 03      Total Credits: 03**

**Course Code: 23SVC3VA01**

---

**Course Objectives:** To review the history of **broadcast** and cable programming. To help you understand and interpret programming strategies in the television, cable, and **radio** industries; To familiarize you with the concepts, vocabulary, and practices of programmers.

**Course Outcomes:**

1. The course is beneficial to develop the communication skills of students for broadcasting purposes and to prepare them as competent professionals to meet the challenges posed by rapidly changing environments.
2. It makes the student aware of the art and technology used in broadcasting.
3. The program imparts a deeper understanding of journalism and the forms it takes, and the focus is on content as much as on skills.
4. The course is suitable to provide the students with an insight into the broadcast media and its relevance to rural and urban development, to train students in the basic skills required for broadcast media.
5. It helps to expose students to the basic concepts, characteristics of Indian society to enable them to plan suitable programs on current political, economic, environmental and rural problem.

## **SYLLABUS**

### **Unit 1 : History & Development of Broadcast Journalism**

**(9Hrs)**

Evolution & Development of Radio - Evolution & Development of TV - Prasara Bharati - Impact of Radio and TV on Journalism and Society

### **Unit 2 : Organizational Structure and Functioning in Radio**

**(9Hrs)**

Types of Radio Organizations (Public, Commercial, Community) - Structure of Radio Station - Roles and Responsibilities in Radio Broadcasting - Decision-Making Processes - Funding and Revenue Models

### **Unit 3 : Radio Formats**

**(9Hrs)**

News and Information Programming - Music Formats (Top 40, Classical, Jazz, etc.) - Talk Shows and Discussion Programs - Sports Broadcasting

### **Unit 4 : Organizational Structure and Functioning in TV**

**(9Hrs)**

Television Networks and Stations - Structure of TV station - Production Teams and Roles - Programming Departments - Advertising and Revenue Generation.

### **Unit 5 : Television Formats**

**(9Hrs)**

News Programs (Anchored, Magazine-style, Investigative) - Entertainment Shows (Sitcoms, Dramas, Reality TV) - Documentary and Special Interest Programming - Infotainment and Lifestyle Shows

#### **Reference books and websites:**

1. "Broadcast Journalism: Techniques of Radio and TV News" by Andrew Boyd
2. "Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media" by Joseph R. Dominick

3. "The Radio Station: Broadcast, Satellite & Internet" by Michael C. Keith
4. Carl Hausman et.al. "Modern Radio Production: Production, Programme and Performace." 7<sup>th</sup> Edition. Thomson Wadsworth. Belmont. CA. 2007
5. Head & Sterling. "*Broadcasting in America*" Houghton Mifflin Company. Fourth Edition. 1982
6. Ralph Milton. "*Radio Programming: A basic training manual*" Geoffrey Bless. London. 1968

# **PRACTICALS**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: WRITING FOR MEDIA (P)**

**Major - 01      Semester: 03      Max. Marks:100      Total Hours: 30      Hrs/W: 02      Total Credits: 01**

**Course Code: 23SVC3MJ01 (P)**

---

**Course Description:** The course will cover the most important aspects of the art and craft of writing for the screen. Topics covered will include techniques for generating ideas, the drafting process, classical screenplay structure, conflict, characterization, dialogue, how to write visually, how to analyze your own work as a screenwriter, dealing with notes/feedback, scene structure, rewriting and other tools of the trade. Well also discuss the business side of screenwriting, such as selling a script, working with agents, managers, producers, directors, casting agents, etc.

**Course Objective:** The purpose of the course is to learn about film and television screenplay structure, analyze dramatic strategies in film and television, learn and apply correct script form, and creatively engage in the various stages of original scriptwriting. ... Your screenwriting will carefully present expressive visual elements.

**Course Outcomes:**

1. To learn the fundamental principles of screenwriting and apply them to your own work in progress.
2. To complete the first half of a feature length screenplay (approx20 pages) over the course.
3. To learn how to read and analyse your own work and the work of others as a screenwriter.
4. To gain an understanding of the business side of screenwriting.



### **Project-1**

Double Column Script Format: This format is used for multiple-camera productions, as well as for advertisements and corporate and instructional videos. Unlike the screenplay format, which is governed by fairly precise guidelines that have evolved since the beginning of movie making, the two-column or AV script format has only a few guidelines, and there are even exceptions to those. However, some conventions have emerged as fairly standard. The conventions presented here are suggestions; it must be understood that each client may require different format standards of the writer. Following these guidelines is a sample script, Writers Block, which demonstrates most of these elements.

### **Project-2**

Script Marking: The process of marking a script occurs to highlight elements of a screenplay that relate to specific production departments. This is done before production begins as it can affect the order of your shooting schedule. We'll teach you how to do a script breakdown. Follow these steps to effectively mark up your script.

### **Project-3**

Script Break Down: In film and television, a script breakdown is an analysis of a screenplay in which all of the production elements are reduced into lists. Within these lists, are in essence the foundation of creating a production board, which is fundamental in creating a production schedule and production budget of an entire production of any film or television program in pre-production. This process is a very tedious and complex task, and is usually the responsibility of the Assistant Director or first or 1AD within the production staff of any given production company. However, many film directors and film producers have knowledge of breaking down a script.

### **ASSIGNMENTS:**

- 1) Introduction to dramatic storytelling / generating ideas
- 2) Classical screenplay structure
- 3) The drafting process
- 4) Characterization
- 5) Dialogue
- 6) Scene structure
- 7) Workshop of student screenplays
- 8) Revision and rewriting
- 9) Other tools of the trade
- 10) The business of screenwriting

#### **REFERENCES**

- 1) Walters L. Roger, Broadcast Writing : Principles and Practices, McGraw – Hill International Editions, second Edition.
- 2) Willis Edgar E. and D Arienzo, Camille (1981) Writing scripts for Television, radio and film.
- 3) Wiiliam, Miller, Screen Writing for Narrative Film and Television, Columbus Books, London, 1989. 4) Dwight, Swan, Script Writing for Video and Audio Media, Hastings House, New York, 1976.
- 5) Sathyajit Ray auto biography
- 6) Syd Field, Screenplay – The fundamentals of Screen Writing, Dell Publishing Co., New york, 1979.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: MANAGEMENT OF ELECTRONIC MEDIA (P)**

**Major - 02**

**Semester: 03**

**Max. Marks: 100**

**Total Hours: 30**

**Hrs/W: 02**

**Total Credits: 01**

**Course Code: 23SVC3MJ02 (P)**

---

**Course Description:** This core course examines the management of Radio, TV, cable, satellite, Books, Newspapers, Magazines and all electronic (new media) and corporate media. This course also focuses on management functions in various-sized markets, including personnel, programming, community relations, marketing, and promotion. Emerging challenges to managers will also be considered, such as the impact of new technologies and changing laws and regulations. Of particular concern to this examination of media management modes and methods are the issues that must be confronted in the various media industries, markets, ethics, management approaches, finances, personnel, audiences, marketing strategies and techniques, news management, regulatory influences, public relations, and media technologies. Management roles will be analysed in terms of their organizational functions in the pursuit of financial, performance, and organizational goals. Markets, audiences and public relations will be surveyed to get an understanding of how these dynamic factors impact media management decisions.

**Course Objectives:**

1. Provide an overview of various established media management methods, theoretical approaches, applied strategies, and their impact on markets while tracking emerging trends.
2. Examine, individually and in groups, questions and challenges facing media managers in greater depth through the investigation of case studies and classroom discussion.

3. Discuss and apply general financial management tools to media operations and also discuss the interaction between management decisions, programming, and audience
4. Discuss and apply pertinent media law
5. Discuss and apply sales techniques in a media operation
6. Consider the impact and implications of new media technology systems and the issues they raise for media managers.

#### **Course Outcomes:**

1. Train the students to meet the requirements of the electronic media organizations and Society.
2. To train the students with special focus on cinema, Radio and Television programme Productions
3. To educate the students in the areas of research, media management, advertising and corporate communication.
4. To enlighten students to be aware of the media impact on culture and society, ethical and legal aspects of the media profession.
5. To train the students in multimedia and emerging communication technologies.

#### **Practical assignments**

##### **Project 1. Content Writing**

**Script Writing:** Research and Conceptualization - Script Development - Writing Process - Review and Revision - **Dissemination Strategy:** Platform Selection - Content Adaptation - Engagement Monitoring

##### **Project 2. Scheduling**

**Brainstorming:** Objective Setting - Team Formation - Idea Generation - Idea Evaluation - - **Production Cue Sheet:** Information Gathering - Template Creation - Task Assignment - Review and Finalization

### **Project 3. Event Management (Academic Programme)**

**Planning:** Needs Assessment – Budgeting - Timeline Development - Vendor Selection - **Designing & Promoting:** Program Development - Marketing Strategy - Material Creation -Registration Management – **Executing:** Logistics Coordination - On-site Management - Participant Engagement - Post-Event Follow-up

#### **References:**

1. "The Complete Guide to Writing Scripts for Media" by Mark Simon
2. "Content Strategy for the Web" by Kristina Halvorson and Melissa Rach
3. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events" by Judy Allen.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**  
**Department of Visual Communication & Electronic Media**  
On the revised CBCS w.e.f. 2024

**COURSE TITLE: BASICS OF TELEVISION PRODUCTION - (P)**

**Major – 03      Semester – 03      Max. Marks:100      Total Hours: 30      Hrs/W: 02      Total Credits: 01**  
**Course Code: 23SVC3MJ03 (P)**

---

**Course Description** – Basics of Television Production is a hands-on course teaching the basics of video production. Skills learned over the course of the year can be applied to video production and editing for broadcast television as well as personal video production. Basics of Television Production is also a prerequisite for Advanced Television Production.

**Course Outcomes:** Upon successful completion of the course, students will be able to;

- 1) Operate the basic functions of a video camera.
- 2) Execute basic camera shots using appropriate composition methods.
- 3) Create clean and usable video footage while applying basic camera techniques.
- 4) Utilize Adobe Premiere at a basic level to edit video footage.
- 5) Enterprise story ideas to create video packages.
- 6) Apply the production planning process of storyboards, content outline, storytelling and execution.
- 7) Practice basic audio and lighting techniques.
- 8) Import and export video content in the correct format to use on different media outlets.

**Project - 1 Newscasts:** This project is designed to orient you to the basic processes of live studio production and challenge you to complete both simple and complex newscast productions. Students will learn the basic technologies of all studio equipment and technologies. You will first work

in the mode of production by which a local station would produce a live news break. After that, you will create a longer format live newscast supplemented by pre-recorded materials and segments.

**Project - 2 PSA:** This project is designed to teach the organizational procedures by which various video and audio elements are combined to produce a simple 30-second PSA. The PSA is a message designed to provide specific information to the public that, unlike commercials, does not sell to the audience, but provides useful non-commercial information that motivates the audience in some way. The PSAs will be created from original student-written scripts and new videos shot in the field. Students will work in small groups to evaluate editorial decisions made by each team member as they collaborate on the final edit for their subject.

**Project - 3 Any Television Show:** Students will work together as a cohesive production unit to develop and produce a public affairs-style talk show with additional elements from the field. The show should provide useful information, engaging content and slice-of-life insight into topics of interest to college students. Students will pitch ideas for topics and guests that will add value to an overall single concept or themed program. The program will include some pre-produced segments and material, combined with a live in-studio interview(s), to be produced and recorded as a “live-on-tape” half-hour show in the final weeks of class. The class will be split in half to produce two individual programs.

### **Co-curricular Activities Suggested/Assignments**

1. Camera Operation
2. Picture Composition – Shooting Simple and Complex Shots
3. Lighting Techniques
4. Basic Video Editing on non-linear editing systems (FCP and Premiere Pro)
5. Making a short Video
6. Shooting Practice Outdoor.

7. Shooting Practice Indoor.
8. Lighting Shooting Practice Outdoor.
9. Shooting Practice Indoor.
10. Lighting Practice Indoor.
11. Hand-held Shoot, Steady Cam Shoot, Shoulder Shoot, Low angle and High angles shoot.
12. Self-Reporting to Camera, P2C Shoot, Reporting Live, Reporting Outside Broadcast (OB) etc.
13. News Reading, Picture Reading, Extempore, Presentation, Presentation in Duet and Group Presentation. News Reading with Teleprompter.
14. Practice Indoor.
15. Hand-held Shoot, Steady Cam Shoot, Shoulder Shoot, Low angle and High angles shoot.
16. Self-Reporting to Camera, P2C Shoot, Reporting Live, Reporting Outside Broadcast (OB) etc.

**References:**

- 1) Herbert Zettl, Television Production Handbook, California, Thomson-Wadsworth, 2006.
- 2) Millerson, G. "Effective TV Production." Focal Press. London. 2002.
- 3) Herbert Zettl. "Video Lab 3.0" 2006 (A DVD for Television production)
- 4) Orlebar, Jeremy. "The Television Handbook." Hoboken: Taylor & Francis. 2011.
- 5) Owens, J. and Millerson, G., (2012). "Television production." 15th ed. Waltham, MA: Focal Press/Elsevier.



**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: ART, ARCHITECTURE AND CULTURE (P)**

**Major - 02      Semester: 03      Max. Marks:100      Total Hours: 30      Hrs/W: 02      Total Credits: 01**

**Course Code: 23SVC3MJ04 (P)**

---

**Course objective:** Through courses across a wide continuum of times and cultures, students of art history not only learn to articulate histories of visual production but also to think critically about the stakes of artistic creation and objects of culture more generally.

- To develop their abilities as critical thinkers by questioning works of art and architecture and developing arguments about the circumstances of their production and meaning
- Learn to build extended arguments based upon composite evidence: visual, historical, and textual
- Engage creative research problems that, over time, yield new insights into art, architecture, history and culture
- Become strong, convincing writers by using a variety of approaches to write about the history of the arts, architecture, and visual culture
- Become highly skilled at presenting their work through oral, public presentations.

**Course Outcomes:** Upon successful completion of the course, students will be able to;

- Recognize functional, structural, and aesthetic qualities in architecture and read visual and experiential elements, major monuments, architectural and cultural styles, and symbols. Demonstrate an understanding of works of art and architecture from diverse genres and a range of historical periods and geographical locations.

- Demonstrate mastery of analytical skills such as observation and inductive reasoning in interpreting works of art both as formal structures and about social and cultural contexts. Students will demonstrate effective knowledge of visual vocabulary appropriate for careers in the visual arts, architecture, visual studies, and the media.
- Produce an extended work involving visual analysis, reading research, critical thinking, writing, and standard methods of documentation. They will demonstrate skills necessary for effective preparation of artwork for public presentation, using a variety of materials and techniques.
- Acquire deeper knowledge of a range of chronological periods, geographical areas and methods of analysis of the built world. Learn oral communication of art historical arguments. Learn to produce cogent written arguments supported by visual and textual research.

## **Syllabus**

### **Project-1**

Art & Architecture products in Prehistoric period: Prepare a Record/Album containing photographs/images/drawings with appropriate write-ups.

Prehistoric shelter forms: Tree houses, bambuti hut, tongus hut, lap tent, bone house shelter.

Prehistoric art works and artefacts: Small Stone figurines, Petro glyphs, Geo glyphs, Dwellings and Settlements, Megaliths and Cave paintings (Lascaux, Altamira, etc.,).

### **Project -2**

Egyptian architecture forms, various Gods & Goddesses, symbols and writings and they portrayed on papyrus, Hieroglyphics, Symbols, various sculpture forms, various Pottery forms.

Greek period: Fresco paintings, Symbols of Minoans, various pottery art forms in Geometry, Archaic, and Classical period. Special motifs like lotus leaves, sphinxes and griffins. Colum capitals: Doric, Ionic, and Corinthian. Various architectural forms: Theatres, Stadiums, Temples, Parthenon. Greek pottery.

### **Project -3.**

Roman period: Mural Paintings. Architectural firms like: Coliseums, the Circus Maximus, Chariot races, Cityscape, Temple- Pantheon, Public Buildings and Structures of Basilicas, Public Buildings and Structures of Triumphal Arches, Aqueducts, Design of the Baths, etc..

Early Christian period: Jesus pictogram symbols-fish, peacock, Lamb of God. Various forms of frescos, mosaics, sculpture, iconography and manuscript illumination on faith. Various kinds of motifs. Personified symbols. Latitude & centralized architectural structures.

**References:**

1. Yuri Borev, *Aesthetics*, Progress Publishers, Moscow, 1985.
2. Edith Tomory, *History of Fine Arts in India and the West*, Orient Longman, 1995.
3. Arnold Hauser, *Social History of Art*, Routledge and Kegan Paul, London, 1984.
4. Frederick Asher, "On Maurya Art," *A Companion to Asian Art and Architecture*, (Sussex: Wiley and Blackwell, 2015) pp. 423-445.
5. VidyaDehejia, "On Modes of Visual Narration in Early Buddhist Art," *The Art Bulletin* 72.3 (1990), pp. 374–392.
6. Michael Baxandall, "Patterns of Intention," in Donald Preziosi (eds) *The Art of Art History: A Critical Anthology*, (London: OUP, 1998) pp.45-54.
7. Gregory L. Possehl, "Revolution in the Urban Revolution: The Emergence of Indus Urbanization," *Annual Review of Anthropology* Vol. 19 (1990), pp. 261-282.
8. Jonathan M. Kenoyer and Kimberley Burton Heuston, *The Ancient South Asian World* (New York: Oxford University Press, 2005) pp. 35-72.

**Websites**

<http://arthistoryresources.net/ARTHLinks.html>

<http://www.nationalgallery.org.uk/>

<http://www.guggenheim.org/>

<http://www.tate.org.uk/>

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: GRAPHIC DESIGNING BASICS (P)**

**Minor - 01      Semester: 03      Max. Marks:100      Total Hours: 45      Hrs/W: 03      Total Credits: 03**

**Course Code: 23SVC3MI01 (P)**

---

**Course Description:** Graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience.

This subject introduces the student to art intended to communicate information and

Advertising. The focus is on studying and using layout and design concepts used in the

Graphic design field. The students will employ both analogue media (drawing with pencil and paper, etc.) and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, and photography).

**Creating Art:** Students know and apply the arts, disciplines, techniques and processes to communicate in original or interpretive work.

**Art in Context:** Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of works of art.

**Art as Inquiry:** Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

**Course Objectives:** By studying Graphic Design students will have a wider horizon in the field of art and will demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills. Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation. Study the works of contemporary artists, designers as well as the masters in the field and discuss and enrich their vocabulary of design. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.

**Course Outcomes:** The students will learn:

- The history of graphic design.
- What a layout is and how to create an effective one.
- About lettering/fonts and their implications.
- The basics of two dimensional design.
- About colour theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.
- To improve their design skills and techniques using a variety of tools.

In this class, students will design and create a variety of projects, both by hand and by using Computer graphic design programs.

### **Practical Assignments**

#### **Project-1**

Vector Graphics

Illustrator layout

Illustrator interface

### **Project-2**

Fill & Stroke effects

Tools

Pen tool

### **Project-3**

Line tool

Layers

Pathfinder tool

### ***References:***

Gordon, B., & Gordon, M. (2002). The complete guide to digital graphic design. Watson-Guptill

Pender, K. R. (1997). Digital Graphic Design. Butterworth-Heinemann.

Berger, A. A. (1989). Seeing Is Believing: An Introduction to Visual Communication. Mayfield.

Timothy Samara, [2007] Design Elements: A Graphic Style Manual Rockport Publishers.

Bryony Gomez-Palacio, [2011] Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design, Rockport Publisher.

Wendell. C. Crow, [1986] Communication Graphics, Prentice-hall, Englewood Cliffs, N.J.

Peter Bridgewater, [1987] An Introduction to Graphic Design, Chartwell Books, N.J.

Russell N. Baird, [1987] The Graphic Communication, Holt, Rinehart and Winston, Canada.

Jerry Palmer & MacDodson, [1995] Design and Aesthetics, Routledge, London.

David Bann, [1985] The Print Production Hand Book, Macdonald & Co (Publisher) Ltd, London.

**Websites:**

[www.wordle.net](http://www.wordle.net)

<https://www.pixpa.com/blog/online-graphic-design-courses>

<https://www.format.com/magazine/resources/design/free-online-graphic-design-courses>

<https://justcreative.com/2018/09/23/best-free-graphic-design-courses-online/>

# **VALUE ADDED COURSE (P)**



**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**  
**Department of Visual Communication & Electronic Media**  
On the revised CBCS w.e.f. 2024

**COURSE TITLE: BROADCAST JOURNALISM (P)**

**Minor - 02   Semester – 03   Max. Marks:100   Total Hours: 30   Hrs/W: 03   Total Credits: 01**  
**Course Code: 23SVC3VA01 (P)**

---

**Course Description:** To train students in the basic skills which will enable them to perform entry-level jobs in various broadcast media institutions, radio, Doordarshan news and advertising units, satellite and cable television networks etc. To expose students to the basic concepts, and characteristics of Indian society to enable them to plan suitable programmes on current political, economic, environmental and rural Problems. To understand the responsibilities and ethics of broadcast media for Indian society. To develop communication skills of students for broadcasting purposes.

**Course Outcomes:** *Upon successful completion of the course, students will be able to;*

Students will be able to

- Understand radio as a medium its role and functions in the convergent media epoch
- Acquire skills in writing scripts for various radio programs
- Learn to take up various roles in radio
- Handle production equipment- software and hardware needed for radio production
- Able to produce indoor and outdoor programs
- Follow program production and evaluation procedures for radio stations
- Write proposals for Radio program

- Independently produce their own program
- Understand the concept of Community Radio

## **SYLLABUS**

### **Project - 1 : VOX-POP for Television**

Introduction to VOX-POP and its significance in broadcast journalism - Techniques for conducting engaging street interviews - Story selection and framing for television audiences - Practical exercises in planning, filming, and editing VOX-POP segments - Critique and feedback sessions to improve storytelling and presentation skills

### **Project - 2 : News Reading for Radio**

Understanding the role of a news anchor in radio broadcasting - Fundamentals of script writing for radio news bulletins - Voice modulation, pronunciation, and delivery techniques- Hands-on practice in recording and presenting radio news segments

### **Project - 3 : Interview for Television**

Principles of conducting effective interviews for television - Research and preparation techniques for interview subjects - Camera and lighting setup for interview shoots - Interviewing skills, including active listening and follow-up questions - Collaborative exercises in planning, conducting, and editing television interviews

### **Project - 4 : Podcasting**

Introduction to podcasting as a form of broadcast journalism - Conceptualizing and planning podcast episodes - Recording, editing, and producing podcasts using audio editing software- Distribution platforms and strategies for reaching target audiences - Exploration of podcast genres and styles, including narrative storytelling and conversational formats

### **Co-curricular Activities Suggested**

- 1) Practical familiarize studio, editing suite and microphones, practice speech/reading/ dialogues
- 2) Listen to various radio programs and formats.
- 3) Practical –write news, edit, News reading
- 4) Record News
- 5) Prepare Interview questions, conduct Interviews write cues and record the interview programme inside the studio and outside the studio
- 6) Write a procedure for radio discussion,
- 7) Phone in programme, programme follow-up Music programme, Guest programme-
- 8) DJ programmes

### **References:**

1. Cappe, Y.V (2006) “Broadcast Basics: A beginners Guide to television News Reporting and Production” Marion Street Press. Portland, Oregon.
2. Attiksson, S & Vaughan, D.R (2003) “Writing Right: for broadcast and Internet News” Pearson Education. The United States of America.
3. Raman, U (2010) “Writing for the Media” oxford University Press. New York.
4. Boyd, A. (1998) “Broadcast Journalism: Techniques of Radio and TV News” Focal Press. Oxford.
5. Kalra, J.R. (2012) “News Anchoring: A guide for aspiring anchors” Pearson. New Delhi.
6. Keymer, N. (2008) “Everything you wanted to know about Radio Jockey” Magna Publishing. Mumbai.
7. Srivastava, H.O. (2010) “Broadcast technology” Gyan Publishing House. New Delhi.
8. Shunglu, P. (2012) “Newsroom Live” OM books international. New Delhi.
9. Albarran, A.B & Pitts, G.G (2001) “The Radio Broadcasting Industry” Allyn and Bacon. The United States of America.

**SKILL ENHANCEMENT  
COURSES**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: THEATRE ARTS (P)**

**Skill - 01 Semester: 03 Max. Marks:100 Total Hours: 30 Hrs/W: 02 Total Credits: 02**

**Course Code: 23SVC3SC01-TA (P)**

---

**Course Description:** Our goal is to nurture artist-scholars who are well read in dramatic literature, who understand the social and historical contexts of that literature, who appreciate contemporary performance and dance, who think critically, who master discipline-specific skills, and who make compelling artistic choices on stage. The Theatre Department expects that upon graduation all students will be able to:

**Course Objectives:** Demonstrate knowledge of theatre and dance history and literature and draw connections between theatrical practices and social contexts in both modern and pre modern periods. Practice collaborative skills in various theatrical contexts. Develop and apply process skills in rehearsal, production and classroom settings.

**Course Outcomes:** Demonstrate understanding of the social and artistic movements that have shaped theatre and dance as we know it today. Apply discipline-specific skills to the creation of performance. Analyze, and interpret texts and performances both in writing and orally.

**SYLLABUS**

**UNIT – I (6Hrs)**

Introduction to theatre arts; Traditional theatre - folk theatre - Modern theatre - Street theatre.

**UNIT – II (6Hrs)** Story and narration, speech training, voice culture

Telugu Folk songs Traditional make-up and Costumes Properties – usages, Performance space Audience and actions – their relationships  
Characters – kathakudu – vanthalu ( burrakatha)

**UNIT – III (6Hrs)**

Instruments – percussion – wind – string, etc. Development of theatre arts; Dappu training, Dappu dance

**UNIT – IV**

**(6Hrs)**

Development of theatre arts; kolattam, Chakkabhajana

**UNIT – V**

**(6Hrs)**

Giving performance in the nearby educational institutions

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**Course Title: DRAWING BASICS (P)**

**Skill - 02    Semester: 03    Max. Marks:100    Total Hours: 30    Hrs/W: 02    Total Credits: 02**

**Course Code: 23SVC3SC02-DB (P)**

---

**Course Description:** Drawing I will address the basic technical components of making a work of art through drawing. We will examine a variety of drawing media and methods. To aide us in the learning process, we will build a drawing vocabulary and examine a variety of drawing philosophies that will transcend this course and assist you with the entire experience of making any type of art.

**Course Objectives:** To study the form and structure of animate and inanimate objects and learn the process of visual representation of ideas. Students will develop and enhance their awareness and understanding of the visual world, particularly the natural world and the world of the visual arts. By strengthening their observational drawing skills and recognition of the complexities and continual rearrangement of design elements (i.e., line, shape, rhythm, color, space, volume, etc.), students will be better able to critically understand the visual structure of objects and scenes, particularly in works of art.

**SYLLABUS**

**UNIT: 1 Drawing**

**(6Hrs)**

Representational or realistic -With one source lighting - basic value/dark value differences, soft and hard edges in opposition , texture, darks and lights, twinning of form in space and value relationship to environment - Drawing a flip book concept. Live & line drawing and quick sketches. Using Pencils for shading: Special effects: (Flames, Smoke, Water, Rain, Snow, Explosions). Lights and Shadows, day & night scenes.

**UNIT:2 Drawing internal body parts**

**(6Hrs)**

Study of human anatomy: Skeleton, muscles, head, hand, leg and foot; structures, posture and movements in drawing.

**UNIT: 3 Characteristic Drawing****(6Hrs)**

Study of figure: frontal and profile -expressions, figures in an environment, observation and human interpretation, Basic & personal expressions. Construction drawing of animals with foreshortened cylindrical forms. Understanding motion and grace of animals: face, legs, tails & gesture drawings. Drawing for motion.

**UNIT: 4 Monochromatic tools****(6Hrs)**

Monochromatic Drawing media: pencil, charcoal, ink, etc. Thematic Composition Drawing a composition in any style on a given theme. The composition should contain at not less than two figures.

**UNIT: 5 Conventional and non -conventional Drawing techniques****(6Hrs)**

contour drawing. Drawing from imagination and superlative drawing techniques, abstraction and atmospheric drawings.

**Text books-**

1. Animation workbook window to the world of animation vol 1, the creative animation institute, 2004
2. Isbn: 8126504315, 3-d human modeling & animation w/cd, peter ratner, wiley india pvt.ltd,2006
3. Isbn: 978006073713, animation art from pencil to pixel the history of cartoon anime & cgi, jerry beck / bill plympton / jeffrey katzenberg, harper collins college publishers, 2005.
4. Isbn : 9812542493, graphics & animation basics , suzanne weixel / cheryl morse, eswar press, 2004
5. Robert rein hardt and snow dowl : macromedia flash 8 bible.published by wiley india pvt ltd.2006



# **SEMESTER – IV**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Advertising (T)**

**Core Subject - 01      Semester: 04      Total Hours: 48      Hrs/W: 04      Total Credits: 03      Max. Marks:100**

**Course Code: VIS241AD**

---

**Course Description:** A comprehensive survey of basic principles and practices of advertising that emphasizes creative/media strategy decision processes and historical, social, and economic influences. This course will provide a foundation for advanced advertising courses.

**Course Objectives:** Upon completion of this course, the successful student should be able to:

1. Understand the concept of Integrated Marketing Communication.
2. Understand the concept of advertising.
3. Discuss the basic economic impact of advertising.
4. Explain the different job functions and responsibilities of those employed in advertising.
5. Recognize some of the social and ethical implications of advertising.
6. Recognize some of the forms of advertising regulation.

**Syllabus**

**UNIT- 1:**

**(10H)**

Advertising: Definition: Need & importance of advertising - objectives of advertising DAGMAR approach, AIDCAS model - Role of advertising  
- Advertising as a tool of communication -Type of advertising

**UNIT-2:****(9H)**

Creativity In-Advertising: Preparing effective AD copy – Elements of a print copy – Types and formats of layout – Copy writing – Use of computer in copy preparation – Research in advertising – Pre-testing and post-testing techniques

**UNIT – 3:****(10H)**

Product, Institutional or corporate, retail, social, financial, Industrial - Brand image & positioning. Role of advertising agencies and their responsibilities - scope of their work and functions - - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India -

**UNIT- 4:****(9H)**

Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

**UNIT – 5:****(10H)**

Analyzing Marketing Environment, Consumer markets, consumer buyer behavior Decision Making, Segmentation and Product Marketing, Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

**Assignment-I**

**You must complete all of the assignments listed below.**

**You are required to analyze a television commercial ad and write a review.**

Television commercials are a specific type of art and they are created to persuade the consumer to buy a specific product. Your analysis must include the following:

- Identify the ad and specific product being advertised and describe the ad completely, especially the importance of creativity in media planning for the ad.

- Discuss the message being conveyed and was this ad shown only once or more – reach and frequency of the ad.
- What does the message appeal to?
- What does the ad show, people, products, scenery, etc?
- What image is portrayed?
- Is the ad a slice-of-life, fear, humor, sex, or other type of ad?
- What is the mood of the ad, colours used, music played?
- Is the ad memorable?
- Would the TV ad be as effective on the internet?
- Be sure to include your opinion (have a specific point of view, love it or hate it) about why this ad is successful or not.

### **Assignment-II**

**Answer the following questions for the assignment purpose and questions based on the III, IV & V units.**

1. Provide a description of the consumer the ad appears to target.
2. What are the demographics of these consumers (age, sex, race, income, education, etc)
3. How do the ads break through the perceptual screens of the target audience?
4. Why did they utilize both TV and radio ads?
5. Would this ad be effective outside in the U.S., why or why not?

### **References**

Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice.

AAITBS Publishers Stansfield, Richard: Advertising Managers Handbook. UBBSPD Publications.

Third Edition Advertising Handbook: A Reference Annukon Press TV, Radio and Outdoor Advertising. Different Years ATLANTIS Publications Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill.

Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Television Production - 2 (T)**

**Core Subject - 02      Semester: 04      Total Hours: 48      Hrs/W: 04      Total Credits: 03      Max. Marks:100**

**Course Code: VIS242TVP2**

---

**Course Objectives:**

If your future is writing for the screen, production management and directing for film and television then see your name on screen with this packaged program. Explore cinematography and post production practices across all crew roles and you'll also participate in location based short dramas and documentaries and studio set based television production.

**Course Outcomes:** On successful completion of the course, students will be able to;

1. Apply industry standard processes for development, pre-production, production, post-
2. Production, marketing and distribution of media content for film and television.
3. Relate historical and current issues and emerging trends to the evolution of film and television as an artistic media.
4. Model professional and ethical behavior when solving problems working with colleagues and Clients in the media industry to achieve production project goals.
5. Develop scripts for film, television productions and web-based projects.
6. Produce visual and audio effects to refine and enhance media productions.

## **SYLLABUS**

### **Unit 1:**

**(9H)**

**PRODUCING MULTI-CAM PRODUCTION: PREPRODUCTION PLANNING:** Generating Program Ideas - Using Production Models - Writing the Program Proposal - Preparing a Budget - Writing the Script – People - Facilities Request – Schedules - Permits and Clearances - Publicity and Promotion. **PREPRODUCTION ACTIVITIES:** Process Message - Production Method - Production Team and Communication – Scheduling - Script Formats - Script Marking - Floor Plan and Location Sketch.

### **Unit 2:**

**(9H)**

**THE DIRECTOR & MULTI-CAM PRODUCTION:** The Directors Roles: Director as Artist - Director as Psychologist - Director as Technical Adviser - Director as Coordinator. Directing Rehearsals: Script Reading - Dry Run or Blocking Rehearsal - Walk-through - Camera and Dress Rehearsals - Walk-through/Camera Rehearsal Combination – Preparing a Time Line. Directing The Show: Standby Procedures – On-the-air Procedures – Directing from the Control – Control Room Intercom Systems.

### **Unit 3:**

**(9H)**

**BASIC SWITCHER FUNCTIONS:** Simple Switcher Layout: Program Bus - Mix Buses - Preview Bus - Effects Buses - Multifunction Switchers. Basic Switcher Operation: Cut or Take – Dissolve – Super – Fade - Additional Special Effects Controls. Switcher Types and Functions: Production Switchers – Postproduction Switchers – Master Control Switchers – Routing Switchers.

### **Unit 4:**

**(9H)**

**SCENERY AND PROPS:** Television Scenery: Standard Set Units – Hanging Units - Platforms and Wagons – Set pieces. Properties And Set Dressings: Stage props - Set dressings - Hand Properties. Elements Of Scene Design: Floor Plan – Set Backgrounds and Platforms – Studio Floor Treatments. Clothing And Costuming: Clothing – Costuming. Makeup: Materials – Application - Technical Requirement.

### **Unit 5:**

**(9H)**

**PERFORMANCE TECHNIQUES:** Performer and Camera – Performer and Audio – Performer and Timing – Floor Managers Cues – Prompting Devices. Acting Techniques: Audience – Blocking – Memorizing Lines – Timing – Director-Actor Relationship.

**ELECTRONIC FIELD PRODUCTION:** Equipment Check – Setup – Rehearsals – Strike and Equipment Check – Sports Remotes - Location Sketch and Remote Setups - Big-remote Communication Systems.

**Co-curricular Activities Suggested:**

**(3H)**

1. Writing program proposal
2. Practicing budget preparation
3. Practicing directing cues
4. Practicing floor manager cues
5. Practicing on air procedure

***References:***

1. Herbert Zettl, Television Production Handbook, California, Thomson-Wadsworth, 2006.
2. Gerald Millerson, Effective TV Production, London, Focal Press, 2002.
3. Herbert Zettl. “Video Lab 3.0” 2006 (A DVD for Television production)

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Public Relations & Corporate Communication (T)**

**Core Course - 03 Semester: 04    Total Hours: 48    Hrs/W: 04    Total Credits: 03    Max. Marks:100**  
**Course Code: VIS243PRC**

---

**Course Objectives:**

1. The basic concepts and their functions in and public relations & in Communications.
2. Understanding of the process of public relations and different issues influencing while communication.
3. It provides the latest skills in communication with a strategic, managerial and analytic approach.
4. The students will be able to understand the different sections of corporate like branding, marketing communication, PR, reputation management as well as how organizations handle their internal and external communications amid the complexities of the modern world.

**Course Outcomes:** Upon successful completion of the course, students should be able to:

1. Analyze and evaluate real-world public relations and corporate communication campaigns to identify their strengths and weaknesses.
2. Create and execute effective communication strategies and campaigns that align with organizational goals and objectives.
3. Comprehend the importance of corporate communication in maintaining and enhancing an organizations reputation and credibility.
4. Explore the relationship between corporate social responsibility and its impact on an organizations public image and stakeholder relationships.
5. Evaluate the strategies and tactics employed in corporate identity management to establish a consistent and positive brand image.



6. Enhance communication and writing skills for creating effective press releases, media kits, and other PR materials.

**UNIT - I: Introduction to Public Relations**

**(10H)**

Public Relations – meaning, definition, functions and history, Concept and types of publics, public opinion, persuasion and negotiation, PR and publicity, propaganda, lobbying, advertising, PR in government, public, private and NGO sector

**UNIT-II: Process of Public Relations**

**(9H)**

PR and various media, importance of media relations, Writing for public relations, corporate social responsibility, PR as a profession, qualities required for a PRO, Crisis management, PR strategy and campaign.

**UNIT-III: Introduction to Corporate Communication**

**(10H)**

Evolution and growth of corporate communication, Definition, scope, need and functions of corporate communication, corporate communication mix, Organizational structure, corporate culture: types and need, corporate citizenship

**Unit IV: Corporate Social Responsibility**

**(9H)**

Defining different publics and their importance, designing communication strategy for different publics, Theoretical concepts of CSR, various phases of CSR, philanthropy, Designing a CSR project, different case studies.

**Unit V: Corporate Identity & Media Relations**

**(10H)**

Corporate identity, concepts, variables and process, the legal aspect of corporate identity, corporate reputation management, Building distinct identity for a product and service, Case studies of corporate communication, corporate communication tools and media handling, financial communication, Crisis communication, Ethics in corporate communication.

**References:**

- Jaishri Jethwaney, Corporate Communication, Oxford Publishers, 2010
- Joseph Fernandez, Corporate Communication: A 21st Century Primer, Sage, 2004

- Jaishri Jethwaney, Public Relations, Sterling Publishers, 2002
- Iqbal Sachdeva , Public Relations: Principles and Practices, Oxford University Press, 2009
- S.K. Roy, Corporate Image of India, Sh. Ram Centre, 1974
- Wilcox, Ault and Agee, Public relations, strategies and Tactics, Pearson Publication, 2003
- Philip Lesley, Handbook of Public Relations and Communication, Jaico Publishing House, 2007

**Web Resources:**

- <http://www.theprcoach.com/corporate-communications>
- <https://www.corporatecomm.com>
- Ministry of Corporate Affairs- <http://www.mca.gov.in>
- [www.prci.org](http://www.prci.org)
- [www.ipra.org](http://www.ipra.org)

**Reference books and websites:**

- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications  
<http://library.lol/main/A3F401B6869F1DEFF6659D15EBF6E49E>  
<http://library.lol/main/38A932DFB983BEB2C846B31E7EC975EB>
- Dennis L. Wilcose& Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

1. <https://youtu.be/SeSKjkrDPas>
2. <https://youtu.be/hFvGBdnTuAE>
3. <https://youtu.be/Zh-JYMcSIVI>
4. <https://youtu.be/coIP5Xa3GmM>

*history of pr-*

5. <https://youtu.be/iOwUkkeE2A4c>
6. <https://youtu.be/RKCZEBEbnBI>
7. [https://youtu.be/7VP9U9\\_44uI](https://youtu.be/7VP9U9_44uI)
8. <https://youtu.be/N4o45N1OZAK>

*The Invention of Public Relations*

9. <https://youtu.be/iBEclayBCdc>

*PR Goals, Objectives, Strategies & Tactics*

10. <https://youtu.be/IEw9MTtoY50s>

*PR Planning*

11. <https://youtu.be/dQPofaaZrGs>
12. <https://youtu.be/WYjjhisFJRw>

*Public Relations Campaign*

13. <https://youtu.be/HrF-QQYK9r4>

*Public Relations Crisis Communication Case Study*

14. [https://youtu.be/RiXTk\\_zds\\_w](https://youtu.be/RiXTk_zds_w)

*Four model of PR*

15. <https://youtu.be/mp1wDinN9Lo>

*Edward Bernays and Public Relations*

16. <https://youtu.be/XrGaJ5sUlgg>

*Public Relations Tools*

17. [https://youtu.be/nX\\_1HVLW4gk](https://youtu.be/nX_1HVLW4gk)

18. <https://youtu.be/YCK3bq6JpLw>

19. <https://youtu.be/V65ENuv-vto>

## Department of Visual Communication & Electronic Media

On the revised CBCS w.e.f. 2023-24

### **Course Title: Management of Electronic Media (T)**

**Core Course - 04    Semester: 04    Total Hours: 48    Hrs/W: 04    Total Credits: 03    Max. Marks:100**

**Course Code: VIS244MEM**

---

#### **Course Description:**

This core course examines the management of Radio, TV, cable, satellite, Books, Newspapers, Magazines and all electronic (new media) and corporate media. This course also focuses on management functions in various-sized markets, including personnel, programming, community relations, marketing, and promotion. Emerging challenges to managers will also be considered, such as the impact of new technologies and changing laws and regulations. Of particular concern to this examination of media management modes and methods are the issues that must be confronted in the various media industries, markets, ethics, management approaches, finances, personnel, audiences, marketing strategies and techniques, news management, regulatory influences, public relations, and media technologies. Management roles will be analyzed in terms of their organizational functions in the pursuit of financial, performance, and organizational goals. Markets, audiences and public relations will be surveyed to get an understanding of how these dynamic factors impact media management decisions.

#### **Course Objectives:**

1. Provide an overview of various established media management methods, theoretical approaches, applied strategies, and their impact on markets while tracking emerging trends.
2. Examine, individually and in groups, questions and challenges facing media managers in greater depth through the investigation of case studies and classroom discussion.

3. Discuss and apply general financial management tools to media operations and also discuss the interaction between management decisions, programming, and audience
4. Discuss and apply pertinent media law
5. Discuss and apply sales techniques in a media operation
6. Consider the impact and implications of new media technology systems and the issues they raise for media managers.

**Course Outcomes:**

1. Train the students to meet the requirements of the electronic media organizations and Society.
2. To train the students with special focus on cinema, Radio and Television programme Productions
3. To educate the students in the areas of research, media management, advertising and corporate communication.
4. To enlighten students to be aware of the media impact on culture and society, ethical and legal aspects of the media profession.
5. To train the students in multimedia and emerging communication technologies.

**SYLLABUS**

**Unit 1: AN OVERVIEW OF ELECTRONIC MEDIA IN SOCIETY (10H)**

Radio - AM Radio - FM Radio - HD Radio Satellite Radio Television - Multichannel Video: Cable and Satellite - Telecommunications Industry - Management in the Electronic Media - Levels of Management - Management Skills - Management Functions - Management Roles - Theories of Management - Management as a Process - Approaches to Management - Classical School of Management - Human Relations School of Management Modern Approaches to Management - Management and the Electronic Media - Management in Media organization – Structure – nature and process of management – levels of management– skills, functions and management roles.

**Unit 2: PRODUCTION MANAGEMENT (10H)**

Theories of management – classical, human relationships, modern approaches to management. Societal and organizational environment.

**Unit 3: MEDIA CONVERGENCE****(9H)**

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business – Employment opportunities and status of the media industry

**Unit 4: PROGRAMMING: STRATEGY AND DISTRIBUTION****(9H)**

The Program Director - Radio Programming – Target Existing Audiences - Develop a Niche - Format Variables - Television Programming- First-Run Syndication Off-Network Syndication Ad Hoc Networks - Local Programming - Networks and Programming - Multichannel Programming- Management Issues in Programming - Intense Competition for Audiences - Demand for More Research - Brand Development and Brand Extension - Rising Costs of Programming - Regulatory Concerns - The Multiplatform Environment

**Unit 5: MARKETING MANAGEMENT****(10H)**

The Four Ps of Marketing - Personnel in Electronic Media Marketing - Marketing Strategies -Segmentation Positioning Branding - Sales versus Marketing - Expanding Selling to Marketing - Understanding Clients and Their Needs - The General Sales Manager - Local Advertising - The Local Sales Staff: Account Executives Role of the Local Sales Manager - Radio Revenue Projections and Rates Television Revenue Projections and Rates Cable Revenue Projections and Rates - National Advertising - Spot Advertising - National Sales Staff - Role of the Rep Firm - Working with the Rep Firm - Cooperative (Co-op) Advertising - Internet Advertising - Sales Terminology - Promotion as a Form of Marketing - Duties of the Promotion Manager - Types of Promotion - Evaluating Marketing Efforts

**References:**

1. Alan B. Albarran (2009). “Management of Electronic Media.” Wadsworth.
2. Lawrence Elbaun (2006). “Managing in the Media.” Focal Press 2001.
3. Andrej vizjak and Max Ringster. (2003). Media management. Springer.
4. William James Willis and Diane B. Willis (2006). “New Directions in Media Management.” Routledge.

5. Barry G. Sherman. (1987). "Telecommunications and Management - the Broadcast and Cable Industries." McGraw Hill.
6. Richard Gates (1992). "Production Management for Film and Video." Focal Press. London.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**



## Department of Visual Communication & Electronic Media

On the revised CBCS w.e.f. 2023-24

### Course Title: Advertising (P)

**Core Course Practical - 1    Semester: 04    Total Hours: 48    Hrs/W: 04    Total Credits: 02    Max. Marks:100**

**Course Code: VIS241AD(P)**

---

#### **Course Objectives:**

1. Student will learn to approach to a company for internship
2. Student will learn to analyze different ads in different mediums.
3. Students will prepare different ads for different mediums.
4. Students will do a campaign on a social issue.
5. Students will able to meet professional standards in advertising industrys

#### **Course Outcomes:**

1. Be informed of, both practically and conceptually, in the field of public relations, advertising, brand communication, marketing communication, persuasive communication, communication management, corporate communication which were equipped lesson materials which included newest information and other resources.
2. Have the ability to explain and identify problems associated with area.
3. Plan and manage events as a member of a team and individually for the professional development in the areas of public relations, advertising, brand communication, marketing communication, persuasive communication, communication management, and corporate communications.

4. Critically evaluate their own knowledge and skills in the areas.
5. Use advanced level of conceptual and practical information in the areas

**Practical Assignments:**

1. Analyzing different ads in Newspapers, Radio and Television **(8 Hours)**
2. Preparing Radio Ad **(8 Hours)**
3. Preparing TV Ad **(8 Hours)**
4. Preparing a Print Ad **(8 Hours)**
5. Writing A Press release **(8 Hours)**
6. Spearheading a PR campaign – On social issue **(8 Hours)**

**References:**

APTE GOVIND: Services marketing (Oxford 2000)

ATANTON WILLIAM J & OTHERS: Marketing Management, (New York 1989, McGraw-Hill Book Co. 1990)

BLYTHE JIM: Marketing Communication (Pentice Hall 2000)

BRIAN SHEEHAN: Online Marketing, 2010

BIRD DRAYTON: Common Sense Direct & Digital Marketing (Kogan Page India Ltd, 2008)

GHOSH, SK: Indian Panorama Triumphs and Tragedies Vol I (New Delhi, APH Pub. Corp. 1999)

JOEL R EVANS & BARRY BERMAN: Marketing (Collien Macmillan)

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Television Production - 2 (P)**

**Core Course Practical - 2    Semester: 04    Total Hours: 48    Hrs/W: 04    Total Credits: 02    Max. Marks:100**

**Course Code: VIS242TVP2(P)**

---

**Course Objectives:**

Students are exposed to the realistic environment of typical TV Channel and motivated to ensure ethical practice of Television Production. More emphasis is given on personality, Presentation and style in every Practical work.

**Course Outcomes:** On successful completion of the course, students will be able to

1. Apply a professional level of preparation and planning for multi-cam production.
2. Apply the principles of effective production techniques of a multi-Cam production.
3. Apply industry-standard camera preparation tasks, evaluate image formats and articulate production solutions.
4. Develop a directorial treatment, and visual design preparation that will assist the production process of the project.
5. Evaluate the impact of large-scale production on social and environmental contexts.

**SYLLABUS**

**Unit 1:** (10H)

Setting Equipment for Multi-Cam Production.

**Unit 2:** (10H)

Working with Online Switcher and Intercom Systems.

**Unit 3:** (10H)

Working with Set Design and Lighting.

**Unit 4:** (9H)

Practicing Visual Cues, Floor Manager Cues and Director Cues.

**Unit 5:** (9H)

Dry Run - Camera Rehearsal - Preparing a Time Line - On-the-air/Recording

**Final project for TVP-2 Practicals:**

1. Multi Camera Production – Talk show
2. Multi Camera Production – Interview
3. Multi Camera Production – Cookery Show
4. Multi Camera Production – Game Show

**Studio Equipment:**

1. Data Video 6 Channel Portable Switcher (Model No: HS-1300)
2. Panasonic P2HD Video Cameras - Libec Tripods
3. Data Video Audi Delay Unit (Model No: AD-100M)
4. Data Video HDMI Distribution Amp (Model No: VP-840)
5. Panasonic 4100 Lumens XXGX Projector (Model No: PT-VW360D)
6. Presonus Audio Mixer for PCR Studio Live AR16C
7. Beyerdynamic Wireless Condenser Lapel Microphones (Model No: TGL)
8. Data Video HD/SD Digital Video Recorder (Model No: HDR-70)

9. Teleprompter 17” or 19” with Glass & Hand Control Remote for Teleprompter
10. 1KW Halogen Fresnel Spot Lights, 6 Bank, 4 Bank & 2 Bank Flood lights
11. Acoustic Studio with Green Matte Facility.

**References:**

1. Herbert Zettl, Television Production Handbook, California, Thomson-Wadsworth, 2006.
2. Gerald Millerson, Effective TV Production, London, Focal Press, 2002.
3. Herbert Zettl. “Video Lab 3.0” 2006 (A DVD for Television production

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Digital Marketing (P)**

**Core Course Practical - 3    Semester: 04    Total Hours: 48    Hrs/W: 04    Total Credits: 02    Max. Marks:100**

**Course Code: VIS243DM(P)**

---

**Course Objectives:**

The objectives of the course is to make the students acquainted with the various methodologies which are used by digital marketers across industry verticals to create brand awareness for which they are custodians for, in the B2B or B2C space.

It will also give them a better perspective into using content as a potent tool for creating an amplified brand awareness.

Learn the tricks and tips of the trade to stay ahead of the curve in using popular social media platforms.

**Course Outcomes:**

On successful completion of this module, the learner will be able to:

- 1.Explain the role and importance of digital marketing in a rapidly changing business landscape
- 2.Discuss the key elements of a digital marketing strategy
- 3.Illustrate how the effectiveness of a digital marketing campaign can be measured
- 4.Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social Media and Blogs

**UNIT- I:****(10H)**

Digital Marketing: Introduction to Digital Marketing. Traditional Vs. Digital Marketing, the technology behind Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, and Understanding Digital Consumer.

**UNIT-II:****(9H)**

Online Advertising: Introduction, Objective, Where to Advertise, Online Ad Format, Search Engine Ads, Network Advertising, Affiliate Programs, Landing Pages

**UNIT-III****(9H)**

Email Marketing: Introduction, Types of Email, Email Marketing Campaign Process, Email Marketing Tools, Advantages and Disadvantages, Opt-in Email Advertising, Email tracking.

**UNIT-IV****(10H)**

Social Media Marketing (SMM): What is Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing plan, Social Media Marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, social media: Facebook, Twitter.

**UNIT-V****(10H)**

Search Engine Optimization (SEO): Understanding SEO, Search Engine Optimization Process – Goals, On-Page Optimization, Off-Page Optimization and Analyse, Search Engine Results Process (SERP), SEO Tools.

**Lab Work**

Online Advertising, Email Marketing, Social Media Marketing, Conducting Workshop on Search Engine Optimization

**References:**

1. Epic Content Marketing Joe Pulizzi September 24, 2013
2. New Rules for Marketing and PR David Meerman Scott Oct 5, 2015
3. The Art of SEO Eric Enge, Stephan Spencer, and Jessie Stricchiola Feb 20, 2007
4. Digital Marketing 2020 Danny Star June 28, 2019
5. Social Media Marketing Jan Zimmerman April 21, 2017



# **Skill Development Course Practicals**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Social Media & Online Journalism (P)**

**Skill Development Course – 01 Semester: 04 Total Hours: 48 Hrs/W: 04 Total Credits: 02 Max. Marks:100**

**Course Code: SDC241SMOJ**

---

**Course Description:** The course will enable the students to understand the basic concept of social media, focus of information and communication technologies, social media content, its use, application of social media in everyday life and in the society. The course also focuses on the students to understand the new culture evolved with new media, metrics, and the influence new media in day today life and the evolving theories which explains social media. The course also focuses the students to critically understand the use of social media and society from a developmental perspective and to explore on learning perspective, it also provides space for practical exploration and experiments.

**Course Outcomes:** On successful completion of the course, students will be able to

1. Understand the concept of new media and its characteristics,
2. Understand and explain its roles and functions
3. Determine the use of social media as tool for effective communication
4. Identify its role and use it effectively for personal development and social cause
5. Connect it for effective media work
6. Understand the concept of metrics and the evolving theories
7. Understand social media marketing
8. Create and manage social media content responsibly

## **SYLLABUS**

### **Unit 1:**

**(9H)**

Social media- Characteristics- Development of social media Analogue and Digital- Interactivity in social media social form of new media- identities and communities online- Living in the interface- Hyper textual, non-sequential writing Simulation – remediation- Consumption of social media-social media and privacy Social Network sites (SNS) definitions

### **Unit 2:**

**(10H)**

Digital divide- Convergence of media-Social media use and social network practices- internet and public sphere - Virtual relationships -virtual communities-new media and identity- virtual ethnography- Para-social Interaction - social media in Journalism

### **Unit 3:**

**(10H)**

Cyber culture and cybernetics - Consumption and play- meanings and uses of new media, the technological shaping of everyday life- Uses and gratification- physicalism, humanism and technology- Physicalism and technological determinism

### **Unit 4:**

**(10H)**

Social media and development- E Governance – social media and Information Literacy- Social media Metrics and analysis-Social media measures- See, Say, Feel Do- Google Analytics- Facebook- Twitter Network Analyses – SNS measurement

### **Unit 5:**

**(9H)**

Social media in advertising and Marketing-Advertising and marketing theories-Consumers – Branding – Promotions -Market research - Marketing communication - SM strategic planning- Search engine Optimization-Return on investment - Real time social marketing

### **Co-curricular Activities Suggested:**

#### **Group Project- 1.**

New media concepts Analogue and digital the changes, Interactive communication; Hypertext; Consumption of social media; Simulation; Remediation Students work in team: Reading understanding the text, guided observation and experiment of the team for a week on their selected area of the topic, write down the work, distribute the text in the class on the previous day of the presentation and discussion.

### **Project – 2**

Project- production- processing and dissemination of social media messages Managing ones SNS

### **Project – 3**

Case studies Cyber space and Real world

### **Project – 4**

Project Network analysis

### **Project- 5**

Social Marketing

### **References:**

1. New media, A critical introduction; Second edition, Martin Lister, Jon Ovey, Seth Giddings, Iain Grant & Kieran Kelly- E book
2. Living in the information Age, A New Media Reader, Wrik, P. Bucy, Second Edition
3. Social media, growth and development, Sandesh Shrivastava
4. Social Media Communication, Concepts Practices, Data law and Ethics, Jeremy Harris Lipschultz
5. Indian Connected, Mapping the Impact of new media, Edited by Sunetra Sen Narayan, Saliny narayan
6. Language, Society, and New media, Sociolinguistics Today, Marcel Danesi
7. The social media Hand book, Policies and best practices, Nancy Flynn

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Anchoring (P)**

**Skill Development Course – 02 Semester: 04 Total Hours: 48 Hrs/W: 04 Total Credits: 02 Max. Marks:100**

**Course Code: SDC242ANC**

---

**Course Objectives:** The course will focus on the psychological determinants of effective communication, basic Pronunciation and diction, voice modulation, camera friendliness and script writing. Students will get grounding in Communications theory, after which they will learn to face the camera with confidence. Students will be taught different anchoring techniques. They will be taught to Cover/conduct events in a variety of situations and environments such as political news coverage, celebrity events, sports, and crime and entertainment events. Students will be taught to write scripts, use teleprompter, and take confidence building exercises.

**Course Outcomes:** On successful completion of the course, students will be able to;

1. TV Presenting Tips & Techniques
2. Teleprompter Training
3. Vocal Delivery
4. Approach to the Perfect Presentation
5. Interview/Screen-test Technique
6. Studio & Location Anchoring
7. Script Writing

## **SYLLABUS**

### **Unit 1:**

**(8H)**

Web literacy at the outset in terms of the video producers point of view – A fair assessment of video creation and broadcast Funding broadcast outlet stations on the Web – getting fair idea of the worlds broadcasting on Web – Latest trends (Completely an internet-based exercise for student. Preparing a career self-appraisal on what it takes to succeed as a good communicator – The teacher administers personally tests and helps each student to understand his personality type – strengths, weaknesses, and area of improvement

### **Unit 2:**

**(8H)**

Demonstrative exercise: Evaluating voice and speech – Record the speeches of a few students and analyze, problems with a voice quality and voice delivery. Emphasizing on techniques – accent reduction etc. and making speaking voice more pleasing. Reading a copy exercises discussion of styles – viewing interviewing styles from television and radio channels – A good exercise to view styles and discuss the appropriate styles for specific situations

### **Unit 3:**

**(8H)**

Radio announcing: Staff announcers job – Techniques – Commercial delivery – News announcing basics – Broadcast news delivery styles – Exercises: Pointers for effective presentation – Radio news channels – Tips to vivid communication

### **Unit 4:**

**(8H)**

Television news announcing: Visits to channels which telecast news will be the first step in order to know how the TV newscast is developed with particular reference to the process – Body language of the anchor – News delivery – Phrasing - Pace – Emotion – Facing the camera

### **Unit 5:**

**(8H)**

Art of interviewing – Type of interview and its impact on style – Preparing for the interview – Doing the interview – Technical and performance consideration – Eliciting response – Particular focus on techniques – through video demos and class room simulation techniques

**Co-curricular Activities Suggested:**

**(8H)**

1. News reading using teleprompter
2. Practicing Interviewing
3. Radio announcing
4. Doing live anchoring
5. Practicing field production
6. Field reporting

**References:**

1. Carl Housman et.al. "Announcing: Broadcast Communication today" Thomson Wadsworth. Belmont. CA. 2004
2. "Anchoring: A Handbook for Preachers" by Paul Scott Wilson
3. "Anchoring: A Comprehensive Guide to Techniques and Processes" by Bernard J. Gallagher.

# **SEMESTER - 5**



**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**  
**Department of Visual Communication & Electronic Media**  
On the revised CBCS w.e.f. 2024

**COURSE TITLE: DEVELOPMENT COMMUNICATION (T)**

**Core Subject - 01 Semester: 05 Max. Marks:100 Duration: 60 periods Hrs/W: 04 Total Credits: 03**  
**Course Code: VIS351DC**

---

**Course Objectives:** The course objective is to learn how communication could be used for development through the concepts like empowerment, and social justice, taking Melkote Srinivas study of western theories, and some performing arts, street theatre and silver screen and advertising the same. Deferent perspectives like Personal, Historical, Technical, Ethical, Cultural and Critical.

**Course Outcomes:**

- 1) Students will know the concepts of development and critical analysis of the underdevelopment and alternative paths to development.
- 2) Students will know about western paradigms for development
- 3) Students will know about some folk arts, street theatre in development
- 4) Students will develop analytical skills to appreciate some feature films on social empowerment and produce the same.
- 5) Students will learn social advertising skills.

**SYLLABUS**

**Unit 1**

**(15 Hrs)**

The Nature of Development - Defining development as a Goal, as a Process; Key Concepts in Development: Self-reliance, Dependence, Cultural Identify, Decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth World, Basic Needs etc. Complexities of development efforts; Alternate paths to Development; Development and Colonialism; Development and Tradition bound Society.

**Unit 2****(10 Hrs)**

Evolution of the Theory and practice of Development communication – International and national models (Abraham Maslow, Daniel Lerner, Everett Rogers and Wilbur Schramm) Development Support Communication, Millennium Development Goals

**Unit 3****(15 Hrs)**

Media and mediation – Participatory engagement, critical perspectives on communication and Development, Communication for social change – the role of a communicator in the process of social change. Folk forms and third theatre. Taking Theatre into the streets.

**Unit 4****(10 Hrs)**

Empowerment through Silver Screen; alternative media for social change. Using social networks for change, strategy for social campaigns. Social advertising and development in India.

**Unit 5****(10 Hrs)**

Development organizations – national and international; Resources for development- funding agencies; Development as a career.

**References:**

1. Melkote, Srinivas R. and Leslie Steeves – Communication for Development in the Third World: Theory and Practice for Empowerment, Sage Publications. New Delhi 2001.
2. Vollan, Clayton and Jim Simmons (Ed) – Development Communication: A Resource Manual for Teaching, Asian Mass Communication Research and Information Center, Singapore, 1985.
3. Dipankar Sinha – Development communication, Orient Blackswan Pvt. Ltd., New Delhi, 2013.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**  
**Department of Visual Communication & Electronic Media**  
On the revised CBCS w.e.f. 2024

**COURSE TITLE: MEDIA COMMUNICATION RESEARCH METHODS (T)**

**Core Subject – 04 Semester: 05 Max. Marks:100 Duration: 60 periods Hrs/W: 04 Total Credits: 03**  
**Course Code: VIS352MRM**

---

**Course Outcomes:** Upon successful completion of the course, students will be able to;

1. Learn the ropes of social science research
2. Do research on their own and come up with some interesting data and analyse the data too to add to the domain of media research.
3. Learn to employ relevant research methods for the topics of research chosen by them.
4. Employ research methodology in production and technological practices and relevant social issues.
5. Understand the nature of mediated and non-mediated messages.

**SYLLABUS**

**Unit 1: Science & Research**

**(15 hrs)**

Introduction – What is research? The development of Mass Media Research – Media Research and the Scientific method – The methods of knowing – Characteristics of the scientific method – Two sectors of research: academic and private – research procedures – determining topics of Relevance – Stating a hypothesis or research question – Data analysis and interpretation – internal validity – external validity

**Unit 2: Elements of Research**

**(15 hrs)**

Concepts and constructs – independent and dependent variables – qualitative and quantitative research – the nature of measurement – Levels of measurement – measurement scales – specialized rating scales – Reliability and validity – Research ethics

**Unit 3: Sampling****(10 hrs)**

Population and sample – research error – types of sampling procedures – sample size – sampling error – **Qualitative Research Methods:** Aims and philosophy – Data analysis in qualitative research – field observations – focus groups – intensive interviews – case studies – ethnography – writing the qualitative research report

**Unit 4: Content Analysis****(10 hrs)**

Definition of content analysis – uses of content analysis – limitations of content analysis – steps in content analysis – reliability – validity – examples of content analysis – content analysis and the internet – **Survey Research:** Descriptive and analytical surveys – advantages and disadvantages of survey research – construction questions – questionnaire design – gathering survey data – a special note on using the internet for data collection – achieving a reasonable response rate – general problems in survey research

**Unit 5: Introduction to statistics****(10 hrs)**

**Descriptive statistics** – hypothesis testing: research questions and hypothesis – testing hypothesis for statistical significance – Using SPSS in media research – Research applications: Newspaper and Magazine research – Research in the Electronic media – Research in advertising – Research in public relations.

***Reference books and websites:***

1. Wimmer, D. R & Dominick, R. J. “Mass Media Research: An Introduction.” Cengage Learning. 9th edition. Edition. 2010.
2. Mukerji, R. N. “Social Research and Statistics.” Vivek Prakashan. Delhi. 2018.
3. Ghosh, B. N. “Scientific Method and Social Research.” Sterling Publishers. Delhi. 1985.
4. Berger, A.A. “Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches.” Sage publications. 2000
5. Stempel, H.G. “Research Methods in Mass Communication.” Prentice-Hall. 1989.
6. Sarah J. Tracy & Wiley-Blackwell. “Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact.” 1<sup>st</sup> edition. 2013.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**  
**Department of Visual Communication & Electronic Media**  
On the revised CBCS w.e.f. 2024

**COURSE TITLE: INTERACTIVE COMMUNICATION DESIGNING (T)**

**Core Subject - 03 Semester: 05 Max. Marks:100 Duration: 60 periods Hrs/W: 04 Total Credits: 03**  
**Course Code: VIS353ICD**

---

**Course Outcomes:** *Upon successful completion of the course, students will be able to;*

1. Understand the history of interaction design and explore current trends in user experience design.
2. Learn the basic physiological, perceptual, and cognitive components of human learning and memory.
3. Understand visualization and the design process and implementing design principles.
4. Make visual design artworks informed by their understanding of practice, the conceptual framework and the frames.
5. To gain theoretical knowledge of and practical experience in the fundamental aspects of designing and implementing user interfaces.

**Unit 1: Interactive Design**

**(10 Hrs)**

Processes of interaction design – Human physiology and behaviour – Designing interactions for the physical, cognitive and social environments –  
Interactive Media: Storytelling – New trends – Instructional design development process – Computers as teaching and learning tools.

**Unit 2: Human - Centric Design**

**(10 Hrs)**

Human - Centric Design: Definition – Introduction to human factors: role of psychology – Interaction between humans and computers - Human sensation, Perception, and Cognition – Human information processing, Human memory, Fitts law, Hicks law, Human errors. Heuristic evaluation, Cognitive dissonances.

**Unit 3: User Experience (UX) Design****(14 Hrs)**

UX Design: Definition – Factors that Influence UX - UX Design Process – Elements of UX Design: The Surface Plane, The Skeleton Plane, The Structure Plane, The Scope Plane, The Strategy Plane – The UX Research: Methodology, Personas, User Testing, Prototype Testing, Wireframes – Organizing and Sharing Research Results.

**Unit 4: User Interface Design****(13 Hrs)**

UI Design: Definition – Multiple Screen Sizes – Wireframe to Refined Design – Guidelines for font and reading, colour usage & colour palettes, and display structure and layout – Designing for buttons, icons, and lists – Visual design, infographics and visualization issues – UI Design deliverables.

**Unit 5: Instructional Design****(14 Hrs)**

Elements of learning, learning theories of behaviourism, cognitivism and constructivism, Piagets development theory – Blooms taxonomy, Merrills content classification, Shanks theory of instructional design.

**Text Books:**

1. Raskin, Jef; The Humane Interface: New Directions for Designing Interactive Systems; Pearson Education (2000).
2. The Elements of User Experience: User-Centred Design for the Web by Jesse James
3. Observing the User Experience: A Practitioners Guide to User Research by Mike Kuniavsky
4. Reigeluth, Charles M.; Instructional-Design Theories and Models: A New Paradigm of Instructional Theory (Instructional Design Theories & Models); Lea (1999).

**Reference:** <https://www.interaction-design.org/>

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**  
**Department of Visual Communication & Electronic Media**  
On the revised CBCS w.e.f. 2024

**COURSE TITLE: DIGITAL MEDIA STUDIES (T)**

**Core Subject - 02 Semester: 05 Max. Marks:100 Duration: 60 periods Hrs/W: 04 Total Credits: 03**  
**Course Code: VIS354DMS**

---

*Course Outcomes: On successful completion of the course, students will be able to learn;*

1. The history of media and communication leading up to the era of Digital Media and its trends.
2. Acquiring knowledge about the key technologies underpinning the hardware, software, and networks that comprise essential digital media forms.
3. Analyze current events, companies, and trends in digital media from various perspectives.
4. To develop content using the features in New Media

**SYLLABUS**

**Unit 1: Evolution of Digital Media and Digital Communication (15 Hrs)**

: Internet and its Beginnings, Information Society and New Media, Computer- Mediated-Communication, Wireless Communication. Networked Society, Online Communities, User Generated Content and Web 2.0. Web tools: Blogs, Social Media & Search Engine.

**Unit 2: Mobile Technologies (10 Hrs)**

Smart Phones, Handheld Gaming Devices, Ultramobile PCs (UMPCs), Mobile Apps, Virtual learning environments (VLEs). Immersive Media: Introduction to Immersive Media, 360-degree Video, Virtual Reality, Augmented Reality, Feasibility of Immersive Media in Television, Artificial Intelligence.

**Unit 3: Social Consequences of New Communication Technology (15 Hrs)**

Altering the Rhythms of Social Time, Changed Uses of Social Space, Personal Surveillance, Digital Inequalities, Digital Divide, Digital Activism, Digital Journalism and Citizen Journalism.

**Unit 4: Social Media (10 Hrs)**

Origin of Social Media & Revolution, Blogger, Facebook, Twitter, WhatsApp, YouTube, Virality and Memes, Social Media Hoaxes, Fan Culture and Fan Wars in Social Media, Online Communities, Social Media Campaigns & Social Media Advertising.

**Unit 5: Digital Media Literacy (10 Hrs)**

Digital Media & Ethics, Piracy & Copyright Issues, Open Source, Digital Archives, Cyber Crimes, Media Convergence, E-learning, E-governance, TRAI, ICTs for Development, Empowerment & Right to Information.

***Reference books and websites:***

- 1) New Media: An Introduction. Oxford, United Kingdom: Oxford University Press Flew Terry, 2014.
- 2) Blogging and other Social Media, First Edition, Gower Publishing Limited, England, Alex Newson, 2009.
- 3) Mobile Communications– Re-negotiation of the Social Sphere: Rich Ling & Per E. Pedersen, Springer-Verlag, 2005.
- 4) New Media: A Critical Introduction, First Edition, Routledge, New York, Martin Lister, 2003.
- 5) Global Information & World Communication, Second Edition, Sage Publications, New Delhi, Hamid Mowlana, 1997.



# **PRACTICALS**

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**  
**Department of Visual Communication & Electronic Media**  
On the revised CBCS w.e.f. 2024

**COURSE TITLE: DOCUMENTARY FILM MAKING (P)**

**Practical Paper: 14 Semester: 05 Max. Marks:100 Duration: 90 periods Hrs/W: 06 Total Credits: 04**  
**Course Code: VIS351DFM (P)**

---

**Course Outcomes:** On successful completion of the course, students will be able to learn:

1. Students will be able to learn and prepare to produce a documentary.
2. Students will be able to learn and prepare to go into the field to shoot a documentary.
3. Students will understand documentary production in its social and historical context.
4. Students will be able to learn how post-production of a documentary works.

**SYLLABUS**

**Unit 1:** (15 Hrs)

Exploring the concept of documentary film & Types of Documentary Films.

**Unit 2:** (15 Hrs)

Proposal – Research - Treatment - Synopsis writing. Pitching - Observation, Visual documentation.

**Unit 3:** (15 Hrs)

Pre-production: Scripting, locations, resources, schedule & Budgeting.

**Unit 4:** (25 Hrs)

Production: Electronic Field Production, shooting interviews, shooting footage for the documentary.

**Unit 5:**

**(20 Hrs)**

Post-production: transcript editing, preparing film logs, script editing, rough cutting, fine cutting.

**Exercises:**

- |  |                 |
|--|-----------------|
| 1) Proposal & Research                               | <b>(3 Hrs)</b>  |
| 2) Pre - Production (Script & Scheduling)            | <b>(5 Hrs)</b>  |
| 3) Production (Shooting the documentary)             | <b>(20 Hrs)</b> |
| 4) Post-Production (Editing & Producing Documentary) | <b>(10 Hrs)</b> |

***References:***

- 1) Herbert Zettl, Television Production Handbook, Twelfth Edition, 2015.
- 2) Documentary Storytelling for Video and Filmmakers, Bernard, Sheila Curran (2004), Burlington, MA: Focal Press.
- 3) Making Documentary Films and Reality Videos. A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events. Hampe, Barry (1997), New York: Henry Holt and Co.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**  
**Department of Visual Communication & Electronic Media**  
On the revised CBCS w.e.f. 2024

**COURSE TITLE: DISSERTATION (P)**

**Practical Paper: 15 Semester: 05 Max. Marks:100 Duration: 90 periods Hrs/W: 06 Total Credits: 04**  
**Course Code: VIS352DT(P)**

---

**Course Objectives:** The objective of the Dissertation is to demonstrate the students competence in the chosen area of specialization and to gain a placement in the Media Industry. Criteria for selecting the topic will be based on any area of specialization already chosen by the student. Emphasis will be given to the process of writing the dissertation or thesis. This will help the student enter the Media Industry with an effective portfolio.

**Course Outcomes:** The dissertation intends to demonstrate students intellectual ability to apply theories of communication, development communication, and mass communication learnt during the program. The dissertation intends to review the intellectual comprehension and interiorize theory with particular reference to the area of specialization and suitability for the industry. A panel of 3 experts drawn from the faculty and the dissertation guide will assess the students ability to utilize the repertoire of knowledge of mass communication and journalism in a professional media context.

The dissertation will be written in a group of 4-5 students.

**Submission of dissertation (70 Marks)**

Stage 1 – Selection of topic (5 marks)

Stage 2 – Review of related literature (10 marks)

Stage 3 – Research methodology (10 marks)

Stage 4 – Data Collection (10 marks)

Stage 5 – Application of SPSS (5 marks)

Stage 6 – Writing the dissertation and submission of the same. (30 marks)

The marks will be awarded for two components – The stages of the dissertation like the selection of topic, research methodology, data collection, and final submission will be awarded 70% of the total 100 marks.

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2024

**COURSE TITLE: UX & UI DESIGNING (P)**

**Practical Paper: 03 Semester: 05 Max. Marks:100 Duration: 90 periods Hrs/W: 06 Total Credits: 04**  
**Course Code: VIS353UXD (P)**

---

*Course Outcomes:* Upon successful completion of the course, students will be able to:

1. Acquire knowledge about User Experience Design
2. Strengthen the knowledge of concepts, models and theories of UX & UI Design
3. Develop web or mobile application

**SYLLABUS**

Students have to create/revamp/recreate a web or mobile application by doing

1. Creating personas (10 Marks)
2. Creating storyboards (10 Marks)
3. Creating wire frame (10 Marks)
4. Conducting a user testing (10 Marks)
5. Creating a Web or Mobile application (10 Marks)

**Software to be Used:**

Figma or Adobe XD

**References**

1. The Elements of User Experience: User-Centred Design for the Web by Jesse James
2. Observing the User Experience: A Practitioners Guide to User Research by Mike Kuniavsky
3. Sketching User Experiences: Getting the Design Right and the Right Design Book by Bill Buxton

# **SEMESTER – VI**



**ANDHRA LOYOLA COLLEGE (AUTONOMOUS): VIJAYAWADA**

**Department of Visual Communication & Electronic Media**

On the revised CBCS w.e.f. 2023-24

**Course Title: Internship (P)**

**Core Subject - 01      Semester: 06      Hrs: 8hrs/ per day      Total Credits: 12      Max.Marks:100**

**Course Code: VIS361INT(P)**

---

The objectives of an experiential learning student are to:

- Explore career alternatives prior to graduation.
- Integrate theory and practice.
- Assess interests and abilities in their field of study.
- Learn to appreciate work and its function in the economy.
- Develop work habits and attitudes necessary for job success.
- Develop communication, interpersonal and other critical skills in the job interview process.
- Build a record of work experience.
- Acquire employment contacts leading directly to a full-time job following graduation from college.
- Identify, write down, and carry out performance objectives (mutually agreed upon by the employer, the MCC experiential learning supervisor, and the student) related to their job assignment.
  
- For a period of two and a half months, students shall be attached to the media industry on an internship basis, with the objective to expose them to the actual situations and day-to-day functioning of the media industry. The interns will be exposed to the particular area of specialization. The faculty of the department in coordination shall closely monitor the progress of the internees with the guides in the media industry. A report and viva-voce will complete the process of evaluation.