



Unit-1 :

Communication – Definition, Functions, Elements, Models, Types; Human Communication–Verbal and Non-verbal Communication; Barriers of Communication; Visual Communication, Types, Elements, Perception, Illusion, Gestalt's Theory, Gestalt's Principles.

Unit-2 :

Visual Analysis – Semiotics – Saussure, Peirce, Barthes; Psychoanalysis–Freud, Lacan, Jung; Feminism – Laura Mulvey; Marxism – Marx, Gramsci, Althusser; Post-modernism – Derrida, Baudrillard.

Unit-3 :

Drawing – Principal Elements; RGB, CMYK; Principles of Design and Composition; Iconology, Formalism; Painting Movements; Theories of Rasa; Indian Schools of Art; Design Software – Flash, Dreamweaver, Photoshop, Coreldraw; 2D Animation–Drawing and Painting Tools, Manipulating Objects.

Unit-4 :

3D Animation – Standard and Extended Primitives, Material Editor, Modifier, Modeling, Special Effect; Matte Extraction, Colour Correction, Rendering, Rotoscopy; VFX Basics, Editing – Types, Using AVID, FCP.

Unit-5 :

Photography – Types of Camera, Parts and Functions of Camera, Depth of Field, Aperture, Exposure, Focus, Rule of Third, Golden Mean; Videography – Types of Camera, Camera Shot, Angle, Movement; White Balance, Colour Temperature; Types of Lens, Aspect Ratio, Framing.

Unit-6 :

Editing Techniques – Continuity Editing, Montage, Rules of Editing; Radio and Television Production – Formats, Genres, Three Stages of Production; Podcasting; Scriptwriting – Story, Plot, Treatment, Three-Act Structure, Freytag's Pyramid, Basic Types of Stories.

Unit-7 :

Audiography – Nature of Sound, Frequency, Wavelength, Amplitude; Acoustic Materials, Echo, Noise Control; Types of Mics, Dubbing, Live Recording, Equalizer, Protocol; Advertising – Definition, Strategies, Unique Selling Proposition, Promotional Mix, Campaign.



Unit-8 :

Copywriting, Event Management, Public Relations; Media Laws and Ethics – Copyrights, Privacy, Slander; Right to Information Act, Prasar Bharati Act, Information Technology Act, Intellectual Property Rights; Censorship Laws, Cyber Laws.

Unit-9 :

Film Studies – History of Early Cinema – Lumiere Brothers, Edqin S Porter, George Melies, D W Griffith; German Expressionism, French Impressionism, Surrealism, Soviet Montage Cinema, Hollywood Studios, Italian Neo-realism, French New Wave.

Unit-10 :

Indian Cinema – Early Cinema, Mythologicals, Socials, New Wave, Hindi Cinema; Tamil Cinema – Major Directors, Prominent Films; Documentary; Film Techniques, Genres, Stylistics; Deep Focus Photography, Long Take, One-point Perspective.