St. PETER'S UNIVERSITY

St. Peter's Institute of Higher Education and Research
(Declared Under Section 3 of the UGC Act, 1956)
AVADI, CHENNAI – 600 054
TAMIL NADU

M.Sc. (VISUAL COMMUNICATION)
Code No. - 430
(Effective From **2009 – 2010**)
(Distance Education)

Regulations and Syllabi
(I to IV Semester)

St. PETER'S INSTITUTE OF DISTANCE EDUCATION
Recognized by Distance Education Council and
Joint Committee of UGC – AICTE - DEC, New Delhi
(Ref. F. No. DEC/SPU/CHN/TN/Recog/09/14 dated 02.04.2009 and
Ref.F.No.DEC/Recog/2009/3169 dated 09.09.2009)

St. PETER'S UNIVERSITY
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Chennai – 600 054.

Code No. – 430
M.Sc. (VISUAL COMMUNICATION)
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Regulations and Syllabi
(Effective from 2009 – 2010)

1. **Eligibility:** A Candidate who has passed any Degree Examination of this University or an examination of some other University accepted as equivalent thereto, are eligible for Admission to Two Year M.Sc. Programme in Visual Communication.

2. **Duration:** Two Years.

3. **Medium:** English is the medium of instruction and examination.

4. **Methodology:** The methodology of distance education includes the supply of self-instructional study materials in print format and in CD, face-to-face instruction for theory and practicals for a limited period during week ends and on holidays, provision of virtual class in phased manner, dissemination of information over e-mail, Student - Support Service at various Centers of the University, Continuous Assessment and End Assessment conducted by the University at various parts of India.

5. **Weightage for Continuous and End Assessment:** There is no Weightage for Continuous Assessment (CA) unless the ratio is specifically mentioned in the scheme of Examinations. The End Assessment (EA) has 100% weightage.

6. **Credit System:** Credit system be followed with 36 credits for each Year and each credit is equivalent to 25-30 hours of effective study provided in the Time Table of the formal system.

7. Scheme of Examinations

First Semester

Code No.	Course Title	Credit	Marks	
			EA	**Total**
	Theory		**EA**	**Total**
109PVCT01	Introduction to Human Communication	2	100	100
109PVCT02	Elective I:Media Aesthetics	2	100	100
109PVCT03	Elective II: Indian Cinema	2	100	100
109PVCP01	Computer Graphics & Animation -1(3D Max, Maya) Record	4	90 10	100
109PVCP02	Visualization & Storyboard Record	4	90 10	100
109PVCP03	Principles of Animation Record	4	90 10	100
	Total	**18**	**600**	**600**

Second Semester

Code No.	Course Title	Credit	Marks	
	Theory		**EA**	**Total**
209PVCT01	Film Language	3	100	100
209PVCT02	Story Development & Scriptwriting	4	100	100
209PVCT03	Elective III: Visual Culture in India.	2	100	100
209PVCT04	Elective IV: World Cinema	2	100	100
209PVCP01	Character Animation & Camera Techniques Record	3	90 10	100
209PVCP02	Computer Graphics & animation –II Designing with Maya Record	4	90 10	100
	Total	**18**	**600**	**600**

Third Semester

Code No.	Course Title	Credit	Marks	
			EA	Total
	Theory		EA	Total
309PVCT01	Visual Research Methods	4	100	100
309PVCT02	Elective V: Entertainment & Society	3	100	100
309PVCT03	Elective VI: Film Analysis & Criticism	4	100	100
309PVCP01	Practical-I: Special Visual Effects	3	90	100
	Record		10	
309PVCP02	Practical-II: Video Editing	4	90	100
	Record		10	
	Total	**18**	**600**	**600**

Fourth Semester

Code No.	Course Title	Credit	Marks	
	Theory		EA	Total
409PVCT01	Project Management	4	100	100
409PVCT02	Gaming & Game Design	2	100	100
409PVCP01	Practical-I: Computer Graphics & Animation III Record	3	90 10	100
409PVCP02	Practical-II: Sound Recording & Editing Record	3	90 10	100
409PVCP03	Project : Specialization Record	3	90 10	100
409PVCP04	Research Project Work Record	3	90 10	100
	Total	**18**	**600**	**600**

8. Passing Requirements: The minimum pass mark (raw Score) be 50% in End Assessment.

9. Grading System: Grading System on a 10 Point Scale be followed with 1 mark = 0.1 and the conversion of the Grade Point as given below.

$$\text{Overall Grade Point Average (OGPA)} = \frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}}$$

$$= \frac{\Sigma\,(EA)C}{\Sigma C}$$

10. The Overall Grade: The Overall Grade and Classification of candidates be arrived at from the Overall Grade Point Average as stipulated in the following conversion Table.

Grade	Over all Grade Point Average(OGPA)	Over all weighted Average marks	Classification
0	9.00 to 10.00	90.00 to 100	First Class
A	8.00 to 8.99	80.00 to 89.99	First Class
B	7.00 to 7.99	70.00 to 79.99	First Class
C	6.00 to 6.99	60.00 to 69.99	First Class
D	5.00 to 5.99	50.00 to 59.99	Second Class
F	0.00 to 4.99	0.00 to 49.99	**Fail**

The Grade Sheets of the candidates provide particulars such as (1) Overall weighted Average Marks, (2) Overall Grade Point Average, (3) Overall Grade and (4) the Overall classification.

11. Pattern the Question Paper: The question paper for the End Assessment will be set for three hours and for a maximum of 100 marks with following divisions and details.

> **Part A:** 10 questions (with equal distribution to all the units in the syllabus). Each question carries 2 marks.
> **Part B:** 5 questions with either or type (with equal Distribution to all the units in the syllabus). Each question carries 16 marks.

The total marks scored by the candidates will be Reduced to the maximum prescribed in the Regulations.

12. Syllabus

109PVCT01: INTRODUCTION TO HUMAN COMMUNICATION

Unit 1:   Nature and Scope of human communication

Unit 2:   Theories of Interpersonal Communication

Unit 3:   Theories of Persuasion (Elaboration Likelihood Model, Cognitive Dissonance)

Unit 4:   Public Communication (Rhetoric Model), Models of Mass Communication

Unit 5:   Visual Persuasion-Semiotic Approach (Sign, Meaning, Iconography)

ELECTIVE SUBJECT - I
109PVCT02: MEDIA AESTHETICS

Unit 1:   Principles of design and applied media aesthetics, contextualization and perception

Unit 2:   Structuring Light and Lighting

Unit 3:   Structuring color, functions, compositions and feel

Unit 4:   Structuring space-area and frames, depth and volume

Unit 5:   Study of two and three dimensional space and its visual Possibilities

ELECTIVE SUBJECT – II
109PVCT03: INDIAN CINEMA

Unit 1:   Early Cinema-Indian Cinema Beginning to Independence

Unit 2:   Post Independence Era—1970s-Regional, Parallel Cinema

Unit 3:   European, Asian and Latin American Cinema-Directors

Unit 4:   Indian Films-Decades 1980s, 1990s

Unit 5:   Contemporary Indian Cinema-Directors

109PVCP01: COMPUTER GRAPHICS & ANIMATION IN (3D MAX, MAYA)

Unit 1: Basics of computer graphics, key concepts/terminologies

Unit 2: Introduction to 3dsmax, Interface and Viewpoints-Maya Interface

Unit 3: Objects, Materials, Reflections/Refractions Bump, maps, UVW mapping, unwrapping

Unit 4: Traditional lighting techniques in depth, Different types of lights and their purpose

Unit 5: Photometric Lights and Shadow, Interior and exterior rendering, Hyper-shade

Unit 6: Modeling, Patch& NURBS, Polygon, Units and bitmap reference, Box/Spline Modeling

109PVCP02: VISUALIZATION & STORYBOARD

Unit 1: Drawing Terminology-Tools and Basic Techniques-Ideation & Creativity

Unit 2: Storyboard, Characterization, Shots, Layouts, Composition and Staging

Unit 3: Point of View, Horizons, Perspectives, Vanishing Point, Foreshortening, Plane

Unit 4: Figure Composition, Frame, Light and Shade Logics

Unit 5: Storyboard Tips and Techniques—Animatics

109PVCP03: PRINCIPLES OF ANIMATION

Unit 1: Key Poses, Breakdowns, In-between Counts, charts, slow-in-out

Unit 2: Extreme Position, Arcs, Path of Action, Holds-Timing

Unit 3: Emphasis, Anticipation, Flexibility, Weighted/Flow Joint Movement

Unit 4: Action Generic Walks/Cycle, Runs/Cycles, Overlapping Action

Unit 5: Personality, Expression, Eyes, Silhouetting, Dialogue, Laughter, Takes

SECOND SEMESTER

209PVCT01: FILM LANGUAGE

Unit 1:   Film Language as a visual communication system

Unit 2:   Basic elements and tools (Scene, shots, movement, distance,), Camera Movements

Unit 3:   Editing-Triangle Principles (Timing, Montage) visual punctuation, transition,

Unit 4:   Signs, Syntax, Montage Codes, Framed Images, Diachronic Shots, Scene motion

Unit 5:   Guidelines and Rules of Filming (staging), dialogue, matching, glances.

209PVCT02: STORY DEVELOPMENT & SCRIPTING

Unit 1:   Story Problems-Terminology of Story Design, Ideation-Originality-Creativity

Unit 2:   Elements of Story (Structure, Genre, Character, Meaning, Hero's Journey)

Unit 3:   Principles of Story Design (Acts, Scene Design, Composition)

Unit 4:   Scriptwriting Tools and Techniques, Formats- Dialogue Writing, Action-Description

Unit 5:   Script Analysis-Exercises, Drills, Case Studies

ELECTIVE SUBJECT - III

209PVCT03: VISUAL CULTURE IN INDIA

Unit 1:   Visual Culture in India-Cultural Studies Approach-Images, Ideology, Representation

Unit 2:   Film Culture (Celebrity/Hero-worship/Gender/Politics)

Unit 3:   Popular Culture in India, Folk Media and Narratives

Unit 4:   Cartoon and Comic Traditions in India.

Unit 5:   Contemporary Visual Culture/Urban Culture

ELECTIVE SUBJECT - IV

209PVCT04: WORLD CINEMA

Unit 1:   Early Cinema-World-Indian Beginning to World War

Unit 2:   Post-War Films- Hollywood Cinema

Unit 3:   European Films and Film Makers

Unit 4:   Asian and Latin American Cinema-Directors

Unit 5:   Contemporary Cinema (Korean)

209PVCP01: CHARACTER ANIMATION & CAMERA TECHNIQUES (USING MAYA, 3D MAX)

Unit 1:   Character Design, Personality, Character Modeling (Shape, Proposition, Head Heights)

Unit 2:   Rigging and IK systems, Skeletons Constraints, Key-frame, Curves, Editors,

Unit 3:   Skinning & Character Sets, Deformations & Animation Effects (Morphing)

Unit 4:	Types of camera, Camera matching animation, Setup, Settings, Angles/Motion
Unit 5:	Material Baking and Renderings, Videography Techniques for CG (Blue Matte etc.)

209PVCP02: COMPUTER GRAPHICS & ANIMATION II DESIGNING WITH MAYA

Unit 1:	Principles of Movement Dynamics and particles, Types of particles and Space warps
Unit 2:	Rigid-body and soft-body dynamics Particle creations and settings
Unit 3:	2D and 3D Paint effects, Atmospheric effects, Fluid effects pre- build effects
Unit 4:	Emitters, Fields and Collisions, Environmental Modeling
Unit 5:	Hair, Cloth- Maya, Maya Fur and Hair, Maya nCloth, Scripting (MEL)

THIRD SEMESTER

309PVCT01: VISUAL RESEARCH METHODS

Unit 1:   Research Process, Design, Basic Terminology, Applications

Unit 2:   Content Analysis of Visual Images-Measurement and Coding

Unit 3:   Social Semiotic Approach to Visual Analysis-Meaning Categorization

Unit 4:   Audience Survey, Reception Analysis

Unit 5:   Researching for Story.

309PVCT02: ELECTIVE V – ENTERTAINMENT & SOCIETY

Unit 1:   Entertainment Definition-Characteristics of Mass Mediated Entertainment

Unit 2:   Pleasure Principle, Narrative Theory, Dramatic Theory

Unit 3:   Understanding Entertainment Audiences

Unit 4:   Media Effects (Cultivation/Cultural Effects), News as Entertainment

Unit 5:   Business of Entertainment—Markets, Trends, Regulations, Interactive Media

309PVCT03: ELECTIVE VI – FILM ANALYSIS & CRITICISMS

Unit 1:   Film as Art and Mass Communication

Unit 2:   Early Film Theories, Structuralisms, Expressionism

Unit 3:   Cinema Vetier Realism, Neo-Realism, Critical Marxist Approaches

Unit 4:   Post-modern approaches, Feminist Approaches

Unit 5:   Contemporary Cinema, Digital Cinema & Aesthetics

309PVCP01: SPECIAL VISUAL EFFECTS (PRACTICAL) (USING TOOLS LIKE COMBUSTION)

Unit 1: Compositing-principles and pipelines, integration with compositing software

Unit 2: Paint, Particles Creating simple composites Matte Paintings, Animatronics, Sets, Etc

Unit 3: Pre-Production and Post-Production, Keying and Color correction

Unit 4: VFX and its Constitutes, Techniques of Compositing-Exercises

Unit 5: Compositing Techniques, Finishing Tools and Techniques

309PVCP02: VIDEO EDITING (PRACTICAL) (FCP, AVID or ADOBE PREMIER)

Unit 1: Basic Editing Principles &Techniques

Unit 2: Clipping, cutting, moving video clips & images, Fine tuning

Unit 3: Transitions and Effects

Unit 4: Non-linear Editing Software Interface and Functionalities

Unit 5: Exercises and Practice- Editing Problems/Solutions

FOURTH SEMESTER

409PVCT01: PROJECT MANAGEMENT

Unit 1: Market-Industries, Applications (Movies, Television, Web, Education)

Unit 2: Project Management-Stages and Process-(Progress Charts etc.)

Unit 3: Team/ Talent Management –Roles/Responsibilities, Work Flow-Piping

Unit 4: Scheduling, Time Management, Delivery, Distribution, Contingency Plan

Unit 5:   Project Finance and Budgeting, Licensing, Copyright, Contracts Ownership

409PVCT02: ELECTIVE VII – GAMING & GAME DESIGN

Unit 1: Gaming History, Models of Games

Unit 2: Social and Cultural implications of games

Unit 3: Game   design-Structure-Storytelling- Interactivity-Difficulty   Level

Unit 4: Techniques, Stages and Process of Design- Game Scripting/Writing

Unit 5:   Mobile Gaming, On-line Gamig-Social Games.

409PVCP01: COMPUTER GRAPHICS & ANIMATION III (PRACTICAL) (ADVANCED TECHNIQUES/PORTFOLIO/PROJECT)

Unit 1: Finishing Tools, Special Effects, Scripting

Unit 2: Advanced Tips and Techniques with Maya/3D Max/Combustion

Unit 3: Basic Animated Character, Movements shots (walk, run etc,) Logos/Titles

Unit 4: TV Commercial/Promotions, Public Service Announcements

Unit 5: Short Animation Film, Information-Educational Programs

409PVCP02: SOUND RECORDING & EDITING (PRACTICAL) (SOUND FORGE, PRO-TOOLS)

Unit 1:   Sound Recording—Basic Tools and Techniques for Animation

Unit 2:   Voice-Over-Dialogue-Non Voice-Music Track

Unit 3:   Sound Editing- -Dialogue and Lip syc.

Unit 4:   Editing Software Interface and Functionalities

Unit 5:   Exercises and Practice, Sound Effects for Animation

409PVCP03: SPECIALIZATION (PROJECT)

1.   Advanced Techniques in 3D Max and Maya

2.   Audio and Video Editing Software

3.   Advanced Effects/Finishing Tools

409PVCP04: RESEARCH PROJECT WORK