



MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12
SYLLABUS



CERTIFICATE COURSE IN GRAPHICS AND VISUAL COMMUNICATION

Subject Status	Subject Title	Subject Code
Core	Introduction to Visual Communication	GVCT1
Core	Desktop Publishing	GVCT2
Core	Page maker and Corel Draw	GVCT3
Core	Photoshop	GVCT4
Practical	Page maker And Corel draw Lab	GVCL1
Practical	Photoshop Lab	GVCL2
Project	Print Media Advertising	GVCP1



INTRODUCTION TO VISUAL COMMUNICATION

Unit – I

Communication Definition – Nature and Scope – Intention and Communication – Need for and the importance of Human and Visual Communication.

Unit – II

Communication as expression, Skill – Process – Understanding Communication; Communication as a process: Message, Meaning, Connotation, Denotation, Culture, Codes.

Unit – III

Types of Communication – Intrapersonal – Interpersonal – Mass Communication – Characteristics and Functions- Culture and Communication.

Unit – IV

Public Communication: Rhetoric Model, Persuasion Model, Non –Verbal Communication, Theories and Models, Types of non-verbal behavior, Kinesics.

Unit – V

Visual Communication – Visual Culture – Visualizing – Visual Power – Visual Pleasure – concept of visual form, size, shape, texture, colour and effects

References

1. Theories of Human Communication by Littlejohn, Stephen
2. Communication Mosaics: An introduction to the fields of Communication by Wood, Julia.
3. Communication and Culture: A World View by K. S. Seetharam

DESKTOP PUBLISHING

Unit – I – Introduction to Desktop

Parts of a Computer – Input and Output devices – Operating System – Desktop Icons – Working with Keyboard and Mouse – My Computer – Components of a Window – WordPad Program – Working in a File – Microsoft Paint – Drawing Lines and Shapes – Working with colour – Hardware Requirements for DTP.

Unit – 2- Elements of Design

Beginning a Design – General Design Considerations – Text Organizations – Common Media Publications – Design Concepts – Page Organizers – Text Organizer – Using Font Families – Choosing your Typefaces – Presenting Type Effectively.



Unit – 3 – Graphic Design and Photographs

White Space – Rules – Using Illustrations effectively – Ready Made a Manipulating Illustrations – Information Graphics – Presenting and Position Illustrations – Choosing Good Photographs – Designing with Photographs – Alter Photographs.

Unit – 4 – Distribution Media, Advertisements and Sales Materials

Newsletters – Tabloids – Newspapers – Small Ads – Full page Ads – Class Ads – Brochures – Catalogs – Order Forms – Product sheets – Flyers – Menus.

Unit – 5 – Business Communication and Response Devices

Letterhead – Business Cards – Resumes – Business Reports – Elements of Response Devices – Common Design Pitfalls – Redesign.

References

1. Comdex Desktop Publishing Course Kit by Vikas Gupta Dreamtech press.
2. Desktop Publishing & Design A Beginner's Guide by Roger C Parker Paraglyph Press.
3. Newspaper Design by Harold Evans.
4. Editing a small Magazine by Ravena Fergusson.

PAGEMAKER AND COREL DRAW

Unit – 1 – Getting started with Adobe PageMaker

Adobe PageMaker 7 Window – Style and colour Palettes – Control Palettes – Toolbox – Pasteboard – Publication – Working with Text – Text Blocks – Story Editing – Spell Checking – Changing Font and Font Size – Tracking – Kerning – Leading – Style sheets – Bullets and Numbering – Auto flow – Master Page – Using Columns.

Unit – 2 – Working with Graphics and Objects in PageMaker

Creating Simple Graphics – Adding Text to the Graphics – Placing the Graphics on the Page – Text Wrapping – Importing Graphics – Resizing the Graphics – Adding Captions to the Graphics – Cropping a Graphic – Grouping and Ungrouping Elements – Links – Link Manager.

Unit – 3- Managing and Printing a Publication

Page Orientation – Page Numbering – Page size – Dimensions – Margins – Table of Columns – Managing Books – Printing a Publication.



Unit – 4 – Introduction to CorelDraw

Getting Started with CorelDraw 10 – Lines – Ellipses and Circles – Rectangles – and Squares – Polygon – View Manager – Toolbox – Selecting, Resizing, Moving and Changing the Shape of an Object – Combining two Objects – Skewing an Object – Welding the Object – Blending Objects – Curve Line – Continuing a Line – Artistic Media Tool – Rotating an Object – Fill Tool – Spray Mode.

Unit – 5- Working with Text and Images

Text Tool – Artistic Text – Paragraph Text – Converting from one Text Type to another - Formatting Text – Arranging Objects – Ordering the Objects – Applying Bullets – Decorating the Text – Webdings – Text Editor – Spell Checking – Kerning Text – Bitmap and Vector Images – Importing Images – Resizing, Rotating and Skewing Images – Moving and Cropping Image – Adding Special Effect to Bitmaps – Converting Vector to Bitmap Images – Exporting Images – Page Size – Changing the Page Layout – Page Frame – Inserting Pages – Moving between Pages.

References

1. Comdex Desktop Publishing Course Kit by Vikas Gupta Dreamtech Press
2. PageMaker: The Complete Reference by Carolyn Connally
3. CorelDraw Design Workshop by Scoot Hamlin, Barry Meyer.



PHOTOSHOP

Unit 1 – Introduction to Photoshop

Getting started with Photoshop 7 – Photoshop Window – Palettes – Screen Modes – Toolbox – Creating a New File – Image Size – Resolution – Rotating an Image – Cropping – Hiding – Canvas Size – Colour Modes – File Formats – Colour Picker Palettes – Eye – dropper Tool – Swatches Palette.

Unit 2 – Photoshop Tools and Layers

Selection Tools – Grow Command – Similar Command – Editing Selections – Filling a Selection – Painting Tools – Drawing Tools – Editing Tools – Toning Tools – Eraser Tools – Layers Palette – Creating a New Layer – Selecting Layers – Hiding and Showing Layers – Deleting Layers – Sorting Layers – Repositioning Layers – Merging Layers – Flattening Images – Linking Layers. Working with Adjustment Layers – Layer Effects – Transforming Layers.

Unit 3 – Cropping, Picture Retouching and Correcting Exposure

Perspective Distortion – Wide-angle Lens Distortion – Cropping – Rectangular Marquee – Trim Command – Rotating and Correcting – Camera Noise – Retouching Portraits with Clone Tool – Healing Brush – Retouching with Layers – Eliminating Scratches and Dust – Sharpen the Image – Reshaping – Composing and Blending – Replacing the Background – Exposure Correction – Using Curves to Isolate Image Control – Blend Modes – Isolating Image Control to Specific Areas – Combining Multiple Exposures – Equalize Command – Black and White – Hand Colouring.

Unit 4 – Using Work Paths and Special Effects

Making Smooth – edged Selections with Paths – Making Shapes by Drawing Paths – Drawing a Freeform Custom Shape – Reshaping a Shape – Creating Original Art and Photo Painting – Special Effects – Text Effects.

Unit 5 – Image Ready, Slick Web Tricks and Actions

Setting up a File for the Web – Optimizing Graphics for the Web – image slicing – Creating a Rollover Button – Gif Animation – Using the Action Palette – Creating Action – Sharing Actions – Image Ready Actions – Batch Actions.

References

1. Comdex Desktop Publishing Course kit.
by Vikas Gupta – Dreamtech Press (ISBN SI-7722-291-0)
2. Photoshop 7 – Virtual Classroom Training kit.
by Ken Milburn – Dreantech Press (ISBN SI-7722-271-6)



PAGEMAKER AND CORELDRAW LAB

1. Design a Marriage Invitation Card of size 12 X 18cm (width X height) using Adobe PageMaker in (i) English and (ii) Tamil or Malayalam or Hindi.
2. Design a Letterhead of size 8 ½ X 11 inch (w x h) for the Student Union with the name, Chairman, Secretary and Executive members using Adobe PageMaker.
3. Design a Business card of size 90 X 55 mm(w x h) using Adobe PageMaker.
4. Design a Cash Receipt Bill for your company of size 24 X 8 cm (w x h) with counterfoil using Adobe PageMaker.
5. Design a Newspaper Advertisement about a new product of your company in size (i) 7 X 9 inch (w x h) and (ii) 5 x 15 cm (w x h) using Adobe PageMaker.
6. Design a Newsletter of size 11 X 17 inch (w x h) with 2 columns. Include nameplate, teasers, lead-ins and pictures using Adobe PageMaker.
7. Design a student progress report card indicating the marks obtained in the monthly tests for a school using Adobe PageMaker.
8. Design a Logo for your company using CorelDraw.
9. Design a Flyer about the circus in your town in size 8 ½ X 11 inch (w x h) using CorelDraw.
10. Design a Wall Poster of size 2 X 1 ½ ft (w x h) for College Day Celebration using CorelDraw.
11. Design a Coloring Book with 5 Pages using CorelDraw. Each page should have the outline of an animal or a fruit or a flower.
12. Design the Cover Page for 10th standard Science Book of size 18 X 24 cm (w x h) using CorelDraw.
13. Design a Birthday card of size 12 X 18 cm (w x h) using CorelDraw.
14. Design a Comic strip using CorelDraw.



PHOTOSHOP LAB

(Candidates may be allowed to shoot the necessary Photos)

1. Design a Season Greetings Card of size 12cm X 18 cm (w x h) using Adobe Photoshop.
2. Design the Cover page for Tamil Nadu Tourism Guide using Adobe Photoshop.
3. Design a Catalog for a Furniture Shop using Adobe Photoshop.
4. Design a Menu Chart for a Hotel of size 16 cm x 20 cm (w x h) using Adobe Photoshop.
5. Design a Poster for the Technical Symposium organized by Computer Science Department of size 2ft X 1 ½ ft (w x h) using Adobe Photoshop.
6. Take a Photo of a person with patches. Retouch the Photo to remove the patches using Adobe Photoshop.
7. Design a Wedding Album Cover. Use at least 10 photos, crop the images to suit your taste and prepare a collage of pictures using Adobe Photoshop.
8. Take a Photo of a person. Change the background colour and his shirt colour. Also make the background transparent using Adobe Photoshop.
9. Prepare an issue oriented Poster about hygiene using Photoshop.

PROJECT PRINT MEDIA ADVERTISING

