



MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12
SYLLABUS



CERTIFICATE COURSE IN VISUAL COMMUNICATION

Subject Status	Subject Title	Subject Code
Core	Introduction to Visual Communication	VCT1
Core	Photography and Videography	VCT2
Core	Photoshop	VCT3
Practical	Photography Lab	VCL1
Practical	Videography Lab	VCL2
Project	Photo Album and Interview Project	VCP1



INTRODUCTION TO VISUAL COMMUNICATION

Unit – 1

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

Unit – 2

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

Unit – 3

Type of Communication Intrapersonal – Interpersonal – Mass Communication – Characteristics and functions – Culture and Communication.

Unit – 4

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

Unit – 5

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 Little John, Stephen, Wadsworth, 2002
2. Communication Mosaics : An introduction to the fields of Communication
by Wood, Julia, Wadsworth, 2001
3. Communication and Culture: A World View
by K. S. Seetharam

PHOTOGRAPHY AND VIDEOGRAPHY

Unit – 1

Photography – Language of Photography – Communication through Photography – Visual Literacy – Meaning of Photographs – The Photographer's Vocabulary – Subject – Light – Perspective – Composition.

Unit – 2

Equipment Camera – Types – Popular Formats. Lens Types and Functions – Film, Film Speed – Accessories – Laghting Techniques, Digital Photography.



Unit – 3

Photographing Subjects; People and Still Life, Landscape – Portrait – Full Length – Close-up-Group Objects – Advertising Photography – Fashion Photography – Types and purpose.

Unit – 4

Photojournalism – News values of Pictures – Techniques of Photojournalism – Photo features – Photo essay – Photo Journalist – Code and Ethics for Photojournalist – Qualities and functions.

Unit – 5

Basic TV System – PAL – NISC – SECAM Video Camera – Camera Operations – Zoom Control – Focus Control – Picture Composition. Screen Size – Screen Monitor – Field of View – Depth – Lighting.

References

1. The Manual of Photography
by Jacobson, Ralph
2. Essential Camera Skills. The Complete Introductory Guide to SLR
Photography.
by Lacey, Joel
3. Photography for Advertising.
by Ward, ick
4. Professional Cameraman's Handbook
by Carlson, Sylvia Carlson, Verne
5. Advanced Photography
by Longford, Micheal
6. TV Technical Operation: An Introduction
by Ward

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)

PHOTOGRAPHY LAB

1. Visual of a Product alone (Photograph against Plain backdrop)
2. Visual of people
3. Visual of animals
4. Visual of flora
5. Visual of fauna
6. Portrait
7. Action Photograph
8. Photograph with Linear Perspective
9. Photograph with Angular Perspective
10. Special Effects (Freezing Movements)
11. Prepare an issue-oriented Poster about environment protection using Photoshop
12. Prepare an issue-oriented Poster about hygiene



VIDEOGRAPHY LAB

1. Camera Operation
2. Camera Shots
3. Camera Movements
4. Single Camera Shoot
5. Location Identification
6. Filters
7. Zooming
8. Sequencing
9. Multi Camera Shoot
10. Event Shoot

PHOTO ALBUM AND INTERVIEW PROJECT

The aim of this project is to prepare a photo album on a social issue or concept or event. Take necessary photographs related to the subject and prepare the captions and cut lines. Record the interviews done during the preparation of the album. Prepare a report in about 80 pages describing the various stages of the project.

