

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
 FACULTY OF SCIENCE AND HUMANITIES  
 Department of Visual Communication  
Lesson Plan**

**Subject :** Introduction to Visual Communication / UVC18101  
**Class :** I B.Sc., Visual Communication [First Semester]

**Regulation: 2018**

S.No	Month	Week	Hour	Unit	Topics to be covered	Staff Sign.	H.O.D Sign.	Dean Sign.	Remarks
1	July	01/07/2019 To 05/07/2019	5	I	Introduction to Communication				
					Concept of Communication				
					Need for Communication				
2	July	08/07/2019 To 12/07/2019	5	I	Functions of Communication				
					Characteristics of Communication				
					Understanding Communication				
					Process of Communication				
3	July	15/07/2019 To 19/07/2019	5	I	Elements of Communication				
					Types of Communication				
					SMCR Model				
					Barriers of Communication				
4	July	22/07/2019 To 26/07/2019	5	II	Introduction to Visual Communication				
					Historical development of Visual Communication				
					Nature of Visual Communication				
					Functions of Visual Communication				
5	July & August	29/07/2019 To 02/08/2019	5	II	Characteristics of Visual Communication				
					Types of visual communication				
					Advantages & Disadvantages of Visual Communication				
6	August	05/08/2019 To 09/08/2019	5	II	Visual Communication Techniques				
					Elements of Visual Communication				
					Cycle Test - I				
7	August	13/08/2019 To 16/08/2019	3	III	Perception- Concept				
					Perceptual Process- 1				
					Perceptual Process- 2				
8	August	19/08/2019 To 23/08/2019	5	III	Types of Perception- 1				
					Types of Perception- 2				
					Gestalt Principles- 1				
					Gestalt Principles- 2				

9	August	26/08/2019 To 30/08/2019	5	III	Intro to Illusions				
					Types of Illusion- 1				
					Types of Illusion- 2				
					Types of Illusion- 3				
10	Sep	03/09/2019 To 06/09/2019	4	IV	Introduction to Semiotics				
					Characteristics of Semiotics				
					Introduction to Sign				
					Characteristics of Sign				
11	Sep	09/09/2019 To 13/09/2019	4	IV	Types of Sign				
					Saussurean Model of Sign- I				
					Intro to Codes				
					Branches of Semiotics				
12	Sep	16/09/2019 To 20/09/2019	5	IV	Introduction to Semantics				
					Syntactic & Pragmatics				
					Denotation, Connotation & Myth				
					Cycle Test- II				
13	Sep	23/09/2019 To 27/09/2019	5	V	Introduction to Ideation				
					Ideation Process				
					Creativity and its characteristics				
14	Sep & Oct	30/09/2019 To 04/10/2019	4	V	Process of Creativity				
					Creativity Tools				
					Approaches to Creativity				
					Innovation- definition & concept				
15	Oct	09/10/2019 To 11/10/2019	3	V	Introduction to Lateral Thinking				
					Introduction to Vertical Thinking				
					Process of developing ideas to different medium				

**Prepared by:**

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