

UNIVERSITY OF MADRAS
M.Sc DEGREE COURSE IN VISUAL COMMUNICATION
SYLLABUS (w.e.f. 2008 -2009)

SEMESTER I

PAPER - 1

INTRODUCTION TO HUMAN COMMUNICATION (MCQ1A)

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

MEDIA AESTHETICS (MCQAA)

UNIT 1: Principles of design and applied media aesthetics.

Contextualization 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

INDIAN CINEMA (MCQAB)

UNIT 1: Early 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

PRACTICAL

PRINCIPLES OF ANIMATION (MCQ1C)

UNIT 1: Key Poses, Breakdowns, In-betweens 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.

VISUALIZATION & STORYBOARD (MCQ1B)

UNIT 1: Drawing Technology-Tools and Basic Techniques-Ideation & Creativity

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

UNIT 3: Point of view, Horizons, Perspective, Vanishing Point, Foreshortening, Plane

UNIT 4: Figure Composition, Frame, Light and Shade Logics.

UNIT 5: Storyboard Tips and Techniques – Anima tics.

COMPUTER GRAPHICS & ANIMATION I (3D Max, Maya) (MCQ1D)

UNIT 1: Basics of computer graphics, key concepts / terminologies.

UNIT 2: Introduction to 3dsmax, Interface and Viewpoint-Maya Interface.

UNIT 2: Objects, Materials, Reflections / Reflections Bump, maps,
UVW mapping, unwrapping.

UNIT 3: Traditional lighting techniques in depth, Different types of lights and their purpose.

UNIT 4: Photometric Lights and Shadow, Interior and exterior rendering, Hyper-shade

UNIT 5: Modeling, Patch & NURBS, Polygon, Units and bitmap reference, Box / Spline
Modeling.

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SEMESTER II

PAPER - I

FILM LANGUAGE (MCQ2A)

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 : Sings, Syntax, Montage Codes, Framed Images, Diachronic Shots, Scene motion

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

PAPER - II

STORY DEVELOPMENT & SCRIPTWRITING (MCQ2B)

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.

PAPER - III

VISUAL CULTURE IN INDIA (MCQAC)

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.

PAPER IV

WORLD CINEMA (MCQAD)

UNIT 1 : Early Cinema – World – Indian Beginning to World War.

UNIT 2 : Post – War Films – Hollywood Cinema.

UNIT 3 : European Films Film Makers

UNIT 4 : Asian and Latin American Cinema – Directors.

UNIT 5 : Contemporary Cinema (Korean).

PRACTICAL – II (ELECTIVE)

COMPUTER GRAPHICS & ANIMATION (Maya, 3D Max) (MCQ2C)

- 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 pre – build Effects.
- UNIT 4 : Emitters, Fields and Collisions, Environmental Modeling.
- UNIT 5 : Hair, Cloth – Maya Fur and Hair, Maya n Cloth, Scripting (MEL).

CHARACTER ANIMATION & CAMERA TECHNIQUES (USING MAYA, 3D MAX) (MCQ2D)

- UNIT 1 : Character Design, Personality, Character Modeling (Shape, Proposition, Head Heights)
- UNIT 2 : Rigging and IK Systems, Skeletons Constraints, Key – frame, Curve, Editors.
- UNIT 3 : Skinning & Character Sets, Deformations & Animation Effects (Morphing).
- UNIT 4 : Types of Camera, Camera matchi8ng animation, Setup, Settings, Angles / Motion.
- UNIT 5 : Material Baking and Renderings, Videography Techniques for CG (Blue Matte etc.)

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SEMESTER III

CORE 9: VISUAL RESEARCH METHODS (MCQ3A)

- Unit 1: Research Process, Design, Basic Terminology, Applications
- Unit 2: Content Analysis of Visual Image – Measurement and Coding
- Unit 3: Social Semiotic Approach to Visual Analysis-Meaning Categorization
- Unit 4: Audience Survey, Reception Analysis
- Unit 5: Researching for Story

ELECTIVE 5 – ENTERTAINMENT & SOCIETY (MCQAE)

- 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

ELECTIVE 6 – FILM ANALYSIS & CRITICISMS (MCQAG)

- Unit 1: Film as Art and Mass Communication
- Unit 2: Early Film Theories Structuralisms Expressionism
- Unit 3: Cinema Vetter Realism, Neo-Realism, Critical Marxist Approaches
- Unit 4: Post-modern approaches, Feminist Approaches
- Unit 5: Contemporary Cinema, Digital Cinema & Aesthetics.

PRACTICAL

CORE 10 – SPECIAL VISUAL EFFECTS (Using Tools like Combustion) (MCQ31)

- 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.

CORE 11 VIDEO EDITING (FCP, Avid or adobe premier) (MCQ32)

- Unit 1: Basic Editing Principles & Techniques
- Unit 2: Clipping, cutting, moving video clips & images, Fine tuning.
- Unit 3: Transactions and Effects
- Unit 4: Non – linear Editing Software Interface and Functionalities
- Unit 5: Exercises and Practice – Editing Problems / Solutions

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SEMESTER IV

CORE 14 – PROJECT MANAGEMENT (MCQ4A)

- 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
- Unit4: Scheduling, Time Management, Delivery, Distribution, Contingency Plan
- Unit 5: Project Finance and Budgeting, Licensing, Copyright, Contracts Ownership.

ELECTIVE 7 – GAMING & GAME DESIGN (MCQAH)

- 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 Gaming-Social Games

PRACTICAL

CORE 12 – COMPUTER GRAPHICS & ANIMATION III (Advanced Techniques/Portfolio/Project) (MCQ41)

- 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

CORE 13 – SOUND RECORDING & EDITING (Sound Forge, Pro-Tools) (MCQ42)

- 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.

CORE 15 – RESEARCH PROJECT WORK (MCQ4Q)

CORE 16 – SPECIALIZATION (Project) (MCQ4V)

- Advanced Techniques in 3D Max and Maya
- Audio and Video Editing Software
- Advanced Effects / Finishing Tools.
