

**J.J. COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**

**DEPARTMENT OF VISUAL COMMUNICATION**

**B.SC - BRIDGE COURSE SYLLABUS**

**AQAR (2021 - 2022)**

**UNIT I: History of the Institution**

History of J.J. college of arts and science (Autonomous)- Courses offered - under graduate- post graduate - Department Information.

**UNIT II: Introduction to Visual Communication Course**

Introduction about visual communication course - course structure- curriculum - CIA - External marks - Examination - Total number of Papers.

**UNIT III: Introduction to Visual Communication**

Communication Definition, Scope - Communication Process - Verbal and Non - Verbal Communication - Types of Communication - Motion Picture - Print Media - Audio visual technology - Communication Noise - Mass Communication - Communication Models - Documentary Film.

**UNIT IV: Introduction to Photography**

Understanding the camera - Lenses - Shutter - Aperture - ISO - Video Format - Video Signal - Different types of Photography - Camera Angles - Rule of Third - Three - Point lighting - Multi Camera Setup - Lighting, Basic and Special Lighting Setup.

**UNIT V: Introduction to Advertising**

Advertising Definition - Elements of Advertising - Role of Advertising - Types of Advertising - Online Advertising - Social Advertising - Advertising Ethics - New Trend in Advertising - Responsibility and Advertising -Advertising Logo - Structure and function of an Advertising Agency.



**J.J COLLEGE OF ARTS AND SCIENCE (Autonomous)**  
Sivapuram Post, Pudukkottai- 622422  
**DEPARTMENT OF VISUAL COMMUNICATION**

**LIST OF MARKS FOR PRE - TEST AND POST TEST**  
**AQAR (2021 - 2022)**

S. No	Name	23.09.2021	24.09.2021	25.09.2021	27.09.2021	28.09.2021	29.09.2021	30.09.2021	PRE - TEST 22.09.2021	POST TEST 01.10.2021
1	SHAKTHI M	P	P	P	P	P	P	P	38	45
2	ABINRAJ C	P	A	P	P	P	P	P	25	32
3	ASWIN S	P	P	P	A	P	P	P	23	30
4	BALAGURU AK	A	P	P	P	P	P	P	30	35
5	BALAJI R	P	P	P	P	P	P	P	32	40
6	CHRISTOPHER S	P	P	P	P	P	P	P	38	45
7	DHANUSH PL	P	P	A	P	P	P	P	22	31
8	EASHWAR S	P	P	P	P	A	P	P	28	33
9	ELAMARAN S	P	P	P	P	P	A	P	25	33
10	IBRAHIM A	P	P	P	A	P	P	P	22	32
11	JANARTHANAN K R	P	A	P	P	P	P	P	20	30
12	KABILAN M	P	P	P	P	P	P	A	27	31
13	KESAVAN P	P	P	P	P	P	P	P	35	40
14	MOHAMED APPAS K	A	P	P	P	P	P	P	25	31
15	NAVEEN KUMAR S	P	P	P	P	P	A	P	35	40
16	PUGALENTHI A	P	P	P	P	P	P	P	35	41
17	RAHUL D	P	P	A	P	P	P	P	27	32
18	SANTHOSH C	P	P	P	P	P	P	A	22	30
19	SOWMIYAN S	P	P	P	A	P	P	P	30	32
20	SRI SHARUKESWARAN M	P	P	P	P	P	A	P	27	37
21	SRIKANTH M	P	A	P	P	P	P	P	30	37
22	SUDHARSAN G	P	P	P	P	A	P	P	30	39
23	SUNDARAMANIKANDAN M	P	P	A	P	P	P	P	22	30
24	VIGNESHWARAN G	A	P	P	P	P	P	P	25	33
25	YUVARAJ P	P	P	P	P	P	P	A	25	30

*K. S. S. S.*

**Head of the Department**  
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*V. D. S.*

**Principal**  
**Jr.J.PARASURAMAN, M.A., M.B.A., M.C.A.**  
**M.Phil., B.Ed., Ph.D**  
**PRINCIPAL**  
**J.J. College of Arts and Science**  
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**J.J. COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**BRIDGE COURSE - PRE - TEST**  
**AQAR (2021 - 2022)**

**DATE: 22.09.2021**

**TIME: 1 Hour**

**MARKS: 50**

**Answer All the questions**

**15x2 = 30**

1. Expand UG and PG
2. How many minimum credits can you acquire for a visual communication degree?
3. Communication Definition
4. Write about the Print Media.
5. Write about camera lenses
6. What is non-verbal communication?
7. What is motion picture?
8. What is shutter Speed?
9. Define aperture.
10. Write about Lighting
11. Types of Photography
12. Elements of Advertising.
13. Responsibility and Advertising
14. Structure and function of an Advertising
15. Types of Photography

**Answer all the questions briefly**

**4x5 = 20**

1. Write about the college and courses offered in the college?
2. Explain the different types of communication
3. Explain the importance of Photography
4. Write briefly about the shutter, aperture and ISO functions in the camera



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**DEPARTMENT OF VISUAL COMMUNICATION**  
**BRIDGE COURSE - POST TEST**  
**AQAR (2021 - 2022)**

**DATE: 01.10.2021**

**TIME: 1 Hour**

**MARKS: 50**

**ANSWER ALL THE QUESTIONS**

**15x2 = 30**

1. What is the duration of UG courses?
2. Explain the Communication
3. List some courses come under science stream?
4. What are the minimum marks to score to pass in external exam?
5. Write about print media
6. What are Communication models?
7. Explain the Noise
8. Advertising Definition
9. Write about online Advertising.
10. Explain the Social Advertising
11. Write about Advertising Logo
12. New Trend in Advertising
13. Introduction about visual communication course
14. Write about Camera Angles.
15. Types of Photography

**ANSWER ALL THE QUESTIONS BRIEFLY**

**4x5 = 20**

1. Write about the Advertising
2. Explain the Social Advertising
3. Explain the Editing
4. Write briefly about the Linear and Non - Linear Editing.

