

K. SUDHAKAR

Odd Semester.

2021 - 2022.

USRIVCCCLSP - Photography - 5 hours - II BSc^W
USRIVCCCLIP - Television Production - 6 hours - III BSc^W
USRIVCSBE2 - Media and Tourism - 2 hours - "

	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>	<u>V</u>
D ₁	MT			Photography	
D ₂				TVP	
D ₃		MT		TVP	
D ₄					photo
D ₅	Photography				
D ₆				TVP	

Day order : P₃

Date : 25/10/2022

Hour : II, IV

Unit - v

International travel media relations

public relation (PR) is the way organizations, companies and individuals communicate with the public and media.

A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with a audience.

M. SURESH
 Asst. Professor
 Dept. of Visual
 Arts College

Year

- II Media culture and society. UPRV
- III Mass communication theory. UPRV
- III Visual analysis tools. UPRV

Time Table

odd semester

Hour Day	1	2	3	4	5
D1	MCS	VAT	MCT		
D2	MCS		VAT		MCS
D3	MCT			VAT	
D4		MCS	MCT		
D5			MCT	VAT	
D6	MCS	VAT	MCT	MCS	

Date : 29/10/21

Day : Fr

Hours : 11

Visual Analysis Tools

Visual methods tools:

- film, video, image, artwork.
- drawing collage.

camera angles:

- * High angles
- * Eye angles
- * Low angles
- * Birds eye view

camera movements:

- * Tilt
- * Panning



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P. Parashuraman

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R. Nithya Bala..MFA

Lesson plan

Odd Semester

2021-2022

Ist year

Drawing UIRIVCAC2P - 6 Hour

IInd year

printing and publishing UBRIVCCC6 - 5 Hour

IIIrd year

Introduction to Internet concept USRIVCIC1 - 2 Hour

IInd year

Desk Top Publishing UBRIVCAC4P - 3 Hour

Hour Day order	1	2	3	4	5
1		PP	DTP		
2	IDC			PP	
3	PP				
4	PP	IDC	PP		
5					
6					

Practical - 9 Hour

Theory - 7 Hour

16 Hour

Date: 06/10/21

Day: D2

Hour: 4

II year printing and publication

Layout

The plan or design or arrangement of something laid out: Such as a dummy sense sb.b: Final arrangement of matter to be reproduced especially by printing

Layout in business

The basic objective of layout is to ensure a smooth flow of work, material, and information system

(Signature)
Dr. J. PARASURAMAN, M.A., M.B.A., M.C.A.,
M.Phil., B.Ed., Ph.D.,
PRINCIPAL

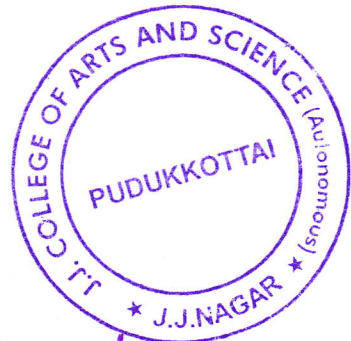
J.J. College of Arts and Science
(Autonomous)
J.J. Nagar Sivapuram Post
PUDUKKOTTAI-622 422

Date: 07/10/21

Day: D2

Hour: 4

(Signature)
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II year printing and publication.

Importance of layout

An effective layout not only looks attractive, but also helps the viewer understand the message the design is conveying. In other words, understanding layout is key when it comes to creating user-friendly, engaging designs particularly in the realms of web design and advertising.

V. Anitha. MJMC, M. Phil
 odd semester
 2021 - 2022

Introduction to Visual Communication - UIRVCCC1 - 6 hours
 Media Research orientation USRVCCC8 - 5 hours
 Elements of film and video production - 5 hours.

	1	2	3	4	5
1	MRO		IVC		IVC
2		EFVP		IVC	
3		IVC	EFVP		MRO
4	MRO			IVC	
5	EFVP	MRO	IVC		EFVP
6	MRO				EFVP

Theory - 16 hours

Day order : D₂

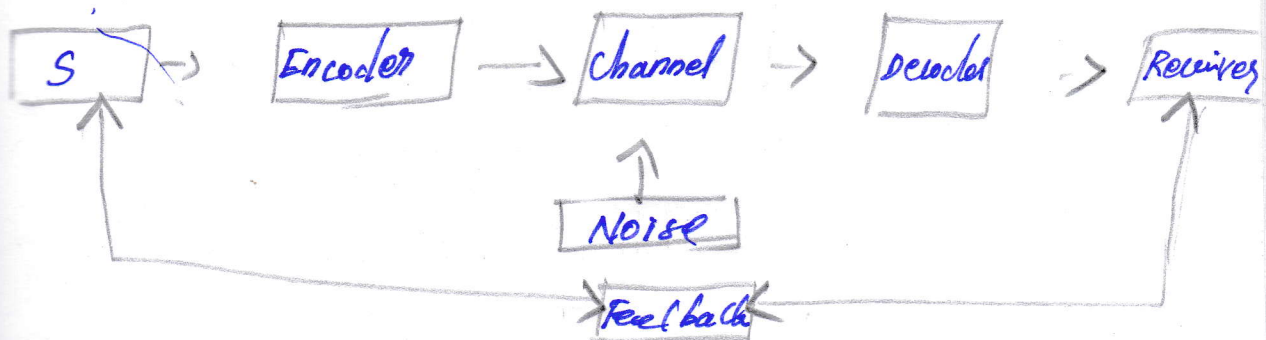
Hours : IV

Date :- 23/10/2021

I - year - IVC

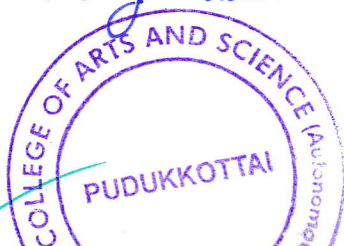
Shannon Model

one of the earliest models of communication that introduced was Claude Shannon's model. This was introduced in 1948.



The laid that for communication models that we have today, and has greatly helped and enhanced the communication process in various fields. This model can be considered as the granddaddy of many later communication models.

C. D.



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