SEMISTER – I
CORE THEORY CODE: BVCS1T1

INTRODUCTION TO HUMAN COMMUNICATIONAND VISUAL COMMUNICATION

Unit – I:
Introduction to Communication, Nature & Scope of human communication, Importance of human and
Visual Communication, Communication as expression, skill and process, Understanding Communication: SMRC-Model. Verbal & non-verbal 'Communication', Inter personal 'Communication' and Intra personal 'Communication' Group 'Communication', Indian and Western theories and models.

Unit – II:
'Communication' as a process, Levels of Communication, Understanding 'Communication' 'Communication'
in body language, Impact on human 'Communication' - 1

Unit – III:
Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation

Unit – IV:
Principles of Visual and other sensory perceptions. Color psychology and theory. Visual and Optical illusions.
Definition, Optical / Visual Illusions Etc Various stages of design process-problem identification, search for solution refinement, analysis, decision making, and implementation.

Unit – V:
'Communication' for development, 'Communication' strategy design, Implementation, Evaluation process
of strategic 'Communication' planning.

Reference Books:

- Human Communication a Basic Course by Harper, J.D & Row(1988) New York.
- Visual Communications: Images with Messages by Lester & Martin P (2005), Wordsworth Publications, California.
- Visual Methodologies – An Introduction to Researching with Visual Materials, 3rd edition by
  Gillian Rose (2012),Sage publication.
- Mass Media in India by Keval.J.Kumar (2002), New Delhi.
- Mass Communication Principles and Concepts. Seema Hasan (2010), CBS publishers, New Delhi.
- Visual Communications by Paul Martin.

SEMISTER – I
CORE THEORY CODE: BVCS1T2

COMPUTER CONCEPTS AND OFFICE AUTOMATION TOOLS

UNIT-I:

Introduction to computers, characteristics and limitations of computer, Block diagram of computer, types of computers, uses of computers, computer generations. Input and output devices, Types of Software, Storage Devices, Types of Memory. Desktop icons and their functions: My computer, My documents, Network neighborhood, Recycle Bin, Quick launch tool bar, System tray, Start menu, Task bar, Dialog Boxes: List Box, Spin Control Box, Slide, Drop-down list, Radio button, Check box, Text box,

UNIT-II:

Operating Systems, Windows: desk top, start menu, icons, Directories, Files and Managing a PC Hardware Devices, Troubleshooting, Basics of Networking, Types of Networks(LAN, WAN, MAN), Client System & Server System, Topology. Keyboard Accelerators: Key board short keys or hotkeys–Working with Notepad & Wordpad: Opening & Saving files, Formatting, Printing, Inserting objects, Finding & replacing text, Creating & Editing Images with Microsoft paint, using the Calculator – Personalizing Windows.

UNIT – III:

MS-Office - Microsoft Word: Features, Parts of Ms-Word window, Menus, Page Setup, Printing Options, Spell & Grammar Checking, Tables, Mail Merge, Header & Footer, Formatting Documents.

UNIT – IV:

Microsoft Excel: Features, Parts of Ms-Excel window, Menus, Formatting Workbook, Formatting, Formulas and Naming Ranges, Formulas and Naming Ranges.

UNIT – V:

Microsoft PowerPoint: Features, Creating presentation, working with the presentation, printing a presentation, Adding and modifying text, Using color schemes, creating slide shows, slide views, creating a multimedia presentation.

Reference Books:

- Introduction to Computer by REEMA THAREJA from OXFORD UNIVERSITY PRESS
- Computer Fundamentals&MS-Officeby Tata McGraw-Hill, Second Reprint 2008, ISBN 978-0-07-066909-3.
- Office Automation Concepts by Tsichritzis, D.

SEMISTER – I
CORE THEORY CODE: BVCS1T3

MEDIA LAYOUT DESIGN

UNIT - I:
Introduction in Mass Communication, Language of mass communication, Introduction to News, News & Journals, Introduction to Media, Types of Media.

UNIT-II:
Magazine types - Periodicity, Weekly, Fortnightly, Monthly, Bimonthly and Annual, Magazine Content and Layout, Headlines , Magazine Typography, Graphics and Illustration, Picture research, Photographers, Studio sessions, Model release form, presentation, Design, Bleed offs, Headings, Boxes and panels, Type breakers, Using frames • Character and Paragraph formatting control panels • Modify text in frames • Insert glyphs.

UNIT-III:
Types of Magazine Layout, Magazine Design, Principles of Design, Symmetrical and Asymmetrical Design, British Standard Series(85 1413: 1970) Factors for Choosing a Format, The Terminology of Type, Choosing a Text Typeface, Legibility, Anatomy of type • Reading hidden characters • Paragraph formatting features • Use hyphens and dashes correctly • Calculate line measure

UNIT- IV:
Cover Page, Information on the Cover, ISBN, CIP, Dedication or Epigraph, Lists of abbreviations, notes on sources, Back Cover, Classification of Pages, Overall Finish, Treatment Identity, Production, The editorial system and Advertising systems .

UNIT - V:
Analysis of Cases: News Mages, The Week, India Today, Special Audience Ways, Woman's Era, Femina, Gentlemen Entertainment Magazines, Stardust, Film fare, General Magazines, Reader's Digest

Reference Books:

- Newspaper design, Prentice Hall by Harold Evans.
- Design Layout by Edmund Arnold
- Editing a small magazine by Ravenna Ferguson
- Understanding Magazines by Bruce Westley.

SEMISTER – I
CORE PRACTICAL CODE: BVCS1P1

OFFICE AUTOMATION TOOLS PRACTICAL

1.Create a Formatted Resume, which must be above 1 page.
2. Create a mark sheet with tables.

3.Create a document, and do the any type of theme design with Clip art.

4. Create a Slide Show Using Design Template And With Different Animation Effects about Shaft Company.

5. Create Birthday Greeting For your Friend.

6. Create a Table with 3 Performa Records with the Following Employee Name, DOJ and Salary.

In same table shown delete a record, create a column example dept.

7. Create Employee table with the details such as Employee Name, Basic salary, Commission, Gross Salary.

And plot a chart.Convert into HTML Format.

8. Design a report to retrieve employee details as department wise.

9. Design a cover page of any text book using Ms- Word.

10. How to create a table and format.

11. How to create charts in MS - Excel.

12. How to create Slides in MS – PowerPoint.

13. Create a Slide Show With Oranization Chart.

14. How to Import default templet designs and how to add sound effect to Background Temphlate.

15. Design a report to retrieve employee details as department wise.

16. Create a document and add a header and footer to it.

17.Create a Student data in Excel sheet like S No, Student Name, Language1, Language2, Maths,

Physics, ScienceAnd Marks total, Average, Class Obtained.

18. Create a document type two or more paragraph about Importance of Education and applythe

Page boarder with color.

19.Create a table with the following details: Customer Name, Customer ID, Order Date, Product Name,

Qty and Unit Price.

20.Create a table with the following data, Medicine Name, Rate per Strip, Tax and Total Amount.

Also does the operations a) Auto sumb) Hide any column Calculate Total amount with Tax.

SEMISTER – I
CORE PRACTICAL CODE: BVCS1P2

GRAPHIC AND DESIGN PRACTICALS

Photoshop:

1. Design a 'logo' on "Creative Innovations"
2. Design a brochure on "Construction"
3. Designaninnovative monthly Calendar.
4. Design Magazine Cover pages creatively.
5. Create package design for commercial product.
6. Design visiting card using marqueetool.
7. Design a forest using brush tool.
8. Design two photo manipulations.
9. Design Black and white to color Image.
10. Design 3D Photo Manipulation.
11. Design ID card for Medical Students.
12. Design Pamphlet with two colors.
13. Design any human image in digital paint.
14. Create Face book Icon Creatively.
15. Create innovative Animation in GIF.

CorelDraw:

1. Design Social Media wall papers.
2. Design a brochure on "Education Institution"
3. Create two images in tracing mode.
4. Create a Vehicle Design Layout.
5. Create package design for commercial product.
6. Design visiting card creatively.
7. Design a Danglers(for item display)
8. Design Corporate ID card for Employees.
9. Design a Pamphlet.
10. Design Promotional Canopy or Tent.
11. Create a face of Tiger.
12. Remove Pimples on Face.
13. Create 3D Text.
14. Create 3D Photo Manipulation.
15. Design a Wedding Card.

SEMISTER – I
CORE PRACTICAL CODE: BVCS1P3

LAYOUT DESIGN PRACTICAL

Illustrator:

1. Create an Advertisement Banner.
2. Create two Digital Illustrations.
3. Design Menu Tent Card.
4. Create a Brochure on food.
5. Create Packet Design (Soap Cover, Cosmetic).
6. Design Danglers(for item display).
7. Create a vehicle using Tracing Images Method.
8. Design Monthly Calendar using Mahatma Gandhi Images.
9. Design a Film Poster.
10. Design Social Media Icons.
11. Design Visiting Card using pen tool.
12. Create a Logo on “Creative Innovations”
13. Design a Pamphlet.
14. Design Promotional Canopy or Tent.
15. Create 3D Text.

In Design:

1. Create an Advertisement Banner.
2. Create 3 pages Magazine.
3. Design a poster on Fruits.
4. Create a Brochure on food.
5. Create Packet Design Setup.
6. Design Monthly Calendar using Space Images.
7. Design Social Media Icons.
8. Design Visiting Card.
9. Design a Pamphlet.
10. Create Cover page of a magazine.

KRISHNA UNIVERSITY

BA/B Sc - IYEAR: Journalism & Mass Communication

I SEMESTER (CBCS)

PAPER-1: INTRODUCTION TO HUMAN COMMUNICATIONAND VISUAL COMMUNICATION

TIME: 3 Hours MODEL QUESTION PAPER Max Marks:75

Section – A
Answer any 5 Questions (5 x 5 = 25)

1. Write short notes on Oral communication.
2. Briefly explain different levels of communication.
3. Write about the properties of colour.
4. Elaborate on the various types of communication
5. Discuss the functions of mass media in detail.
6. Discuss the essential characteristics of images.
7. Write about denotation and connotation in communication.
8. Explain the basics of semiotics
9. Explain the characteristics of human communication.
10. Discuss: Inter personal 'Communication' and Intra personal 'Communication'.

Section – B
Answer ALL Questions, Each Question Carries 10 Marks (5 x 10 =50)

11. a) Describe briefly the 3 basic models of Communication?

(OR)

b) Describe visualization and creative thinking in designing.

12. a) Elaborate on the elements of design.

(OR)

b)Write about color psychology and Describe about lateral thinking.

13. a) Discuss the importance of visual communication in today's context.

(OR)

b) Explain the various stages of design process.

14. a) How the research is important in creating concept to design a visual advertisement project?

(OR)

b) Underline the importance of color while communicating visually to an audience.

15. a) What are the different levels of communication? Explain.

(OR)

b) Differentiate between the characteristics of verbal and non verbal communication.

KRISHNA UNIVERSITY

BA/B Sc - IYEAR: Journalism & Mass Communication

I SEMESTER (CBCS)

PAPER-1: COMPUTER CONCEPTS AND OFFICE AUTOMATION TOOLS

TIME: 3 Hours MODEL QUESTION PAPER Max Marks:75

Section – A
Answer any 5 Questions (5 x 5 = 25)

1. Define Hardware and Software of the computer system.
2. What are the output devices available? Discuss on any one of them.
3. Mention the function of the operating system.
4. List the salient features of EXCEL.
5. How to prepare slides in PowerPoint?
6. How to create Directories and Files? Discuss the technique of managing a personal computer.
7. Discuss on any five basic commands in MS – DOS.
8. Explain the concept of mail merge.
9. What is WEB? Explain the concept of surfing the web.
10. Explain about the History and overview of Computers.

Section – B
Answer ALL Questions. Each Question Carries 10 Marks (5 x 10 =50)

11. a) Discuss the various types of Memory and basic methods of storing and retrieving.

(OR)

b) Distinguish between Application Software and System Software.

12. a) Describe in detail about Features of Microsoft word XP.

(OR)

b) Discuss about working with template links Report images.

13. a) Describe the types of Networks with its applications.

(OR)

b) State and explain how to link Excel worksheets.

14. a) Discuss about information storing and retrieving from the directories.

(OR)

b) What is macro? Explain about macro creation in word.

15. a) Write the steps to insert header and footer in a document.

(OR)

b) What is a WAN? Explain its function and uses.

KRISHNA UNIVERSITY

BA/B Sc - IYEAR: Journalism & Mass Communication

I SEMESTER (CBCS)

PAPER-1: MEDIA LAYOUT DESIGN

TIME: 3 Hours MODEL QUESTION PAPER Max Marks:75

Section – A

Answer any 5 Questions (5 x 5 = 25)

1. What is Thumbnail?
2. Define Design Brief?
3. What are the two major categories of Digital Images?.
4. Describe Design process?
5. Drawing plays an important part in graphic design. Describe its importance.
6. What do you understand by warm and cool colour?
7. What is Digital Image editing?
8. Mention the format for the book design.
9. Explain in detail about typography.
10. Give a detailed account of layout preparation.

Section – B

Answer ALL Questions. Each Question Carries 10 Marks (5 x 10 =50)

11. a) Layout enhances the usual appearance of design. Describe the different type of layout.

(OR)

b) Mention and explain the errors in editing.

12. a) Briefly explain about the different types of printing and its features.

(OR)

b) Differentiate Magazine design and Newspaper design.

13. a) What is the role of magazine in our lives? Design a cover page for 'India Today' with colours.

(OR)

b) What is the role of website in todays lives? Design a suitable webpage layout for 'Mobile Phone Company'.

14. a) By using primary colours, make a pattern design within a circle of diameter 4".

(OR)

b) Take first two letters of your name and compose a design within a rectangle of 4"x3" & colour with 2 colours only.

15. a) Creativity is the backbone of any Graphic Design. Describe creativity and its processes in graphic design. (OR)

b) Graphic Design can be a game changer in the contemporary scenario. Justify this statement.