



Indraprastha College for Women University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	B.A. (Hons.) Multi Media and Mass Communication
Paper Title:	Visual Communication and Photography
Unique Paper Code:	2206000002
Semester:	I
Faculty(s):	Mr. Gaurav Kumar
Year:	2026-27

Period	Unit No.	Learning Objective	Topics to be Covered
8 th Aug	I	Historical Background and Basics of Visual Communication	Concept and History of Visual Communication, Human Eye and Visual Process,
22 nd Aug			Visual culture and Information Education Communication,
29 th Aug			Theories of visual communication - Gestalt Theory of visual communication, Perceptual theory of Visual communication,
			Semiotics and cognitive approach in visuals
5 th Sep	II	Theories of Visual Communication	Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design, Principles of Visual and other Sensory Perceptions.
12 th Sep			Colour psychology and theory (some aspects), Definition, Optical / Visual Illusions, etc.
19 th Sep			Various stages of design process, Learning skills to read signs and signifier in visuals for social messaging
26 th Sep			
3 rd Oct	III	Photography and Visual Communication	Introduction to photography, Camera – structure and function of camera , Characteristics of light, Sources of Light – Nature, Artificial and Available
10 th Oct			Three-point lighting, Exposure – focusing, aperture, shutter speed, Depth of field. , Kinds of light indoor and outdoor – Electronic flash and artificial lights, Light meters
17 th Oct			
31 st Oct	IV	Camera Compositions and Accessories	Camera lenses and accessories, Basic shots, angle, and view, Composition,
7 th Nov			Role of photographic image in visual communication, Basics of photojournalism,
14 th Nov			photo features, photo - essays, writing captions, visual storytelling

Syllabus			
Unit	Contents		
I	Historical Background and Basics of Visual Communication Concept and History of Visual Communication, Human Eye and Visual Process, Visual culture and Information Education Communication, Theories of visual communication - Gestalt Theory of visual communication, Perceptual theory of Visual communication, Semiotics and cognitive approach in visuals		
II	Theories of Visual Communication Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design, Principles of Visual and other Sensory Perceptions. Colour psychology and theory (some aspects), Definition, Optical / Visual Illusions, etc., Various stages of design process, Learning skills to read signs and signifier in visuals for social messaging		
III	Photography and Visual Communication Introduction to photography, Camera – structure and function of camera, Characteristics of light, Sources of Light – Nature, Artificial and Available, Lighting techniques – three-point lighting, Exposure – focusing, aperture, shutter speed, Depth of field. , Kinds of light indoor and outdoor – Electronic flash and artificial lights, Light meters		
IV	Camera Compositions and Accessories Camera lenses and accessories, Basic shots, angle, and view, Composition, Role of photographic image in visual communication, Basics of photojournalism, photo-features, photo - essays, writing captions, visual storytelling		
	Total		

Text Books/Suggested Readings:

S. No.	Name of Authors/Books/Publishers	Year of Publication/ Reprint
1.	Mandav, Pradeep, Visual Media Communication, Authors Press.	2001
2.	Williams, Rich, Visual Communication: Integrating Media, Art, and Science, Routledge.	2007
3.		

	Paper Components		
Credits	Lecture (L)	Tutorial (T)	Practical (P)
2	0	0	2
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment - Assignment/Quiz/Project/Presentation - Class Test - Attendance		
2.	Continuous Assessment (Tutorial) - Activity 1 - Activity 2 - Attendance		NA
		NA	
		NA	
		NA	
3.	Practical - Continuous Assessment - End Term Written/Practical Exam - Viva		80
		40	
		40	
4.	End Semester Examination		NA