

## Department of Visual Communication

### LIBRARY DETAILS

#### List of Books (2013-14)

S.No	Access No	Title	Author	Publication	Price
1.	6469	The Great Artist –	Van Gogh	Marshal	50.00
2.	6470	The Great Artist	Renoir	Marshal	50.00
3.	6471	The Great Artist	Goya	Marshal	50.00
4.	6472	The Great Artist	Da Vinci	Marshal	50.00
5.	6473	The Great Artist	Raphael	Marshal	50.00
6.	6474	Lettering	K.C. Aryan	Rekha	125.00
7.	6475	Drawing on the Right side of the Brain	Betty Edwards	Penguin	599.00
8.	6476	Art Education	V.Krishnamachar yalu	Neelkamal	120.00
9.	6477	Freehand outline and Model drawing	S.Kuppusamy Iyer	Viswanathan	75.00
10	6478	Drawing made easy	Suboth Narvekar	Navneeth	130.00
11	6479	Drawing made easy Grade examination	Suboth Narvekar	Navneeth	130.00
12	6480	A History of Fine Arts	Edith Tomory	Orient Black	625.00
13	6481	Tamil Cinemavin Kathai	Aranthai Narayanan	NCBH	350.00
14	6482	A Digital Photography Handbook	Doug Harman	Quercus	425.00
15	6483	Introduction to Mass Communication-Media literacy and culture	Stanley J.Baran	Tata McGraw	799.00
16	6484	Art	Susie Hodge	Quercus	799.00
17	6485	Mass Communication in India 4 <sup>th</sup> edition	Keval Jayakumar	Jaico	295.00
18	6486	Advertising Principles and Practices	Ruchi Gupta	S.Chand	225.00
19	6487	Introducing Cultural Studies	Brain Longhurst	Pearson	575.00
20	6488	Mass Media Communication	B.K Ahuja	Saurabh	225.00
21	6489	Namathu cinema	Sivan	Kavitha	350.00
22	6490	Practical Photography	O.P. Sharma	Hind Pocket	195.00
23	6491	A Mass communication Dictionary	Howard	Surjeeth	250.00
24	6492	History of Indian Cinema	RenuSaran	Diamond Books	250.00
25	6493	How to Draw Cartoon	Sathyamoorthy	Pustak Mahal	120.00
26	6494	Speed Ball	Gloriga Dias	Varun	45.00
27	6495	Figure Drawing for Graphic	P.C Balakrishna	Pustak Mahal	120.00

		Designerss			
28	6496	Pencil Shading	H.L Kanoja	Sahni	50.00
29	6497	How to improve at Drawing	Sue McMillan	Tick Yock	175.00
30	6498	Cartoon character		PIE Books	895.00
31	6605	101 Hit films of Indian cinema	Reu saran	Diamond Books	195.00
32	6606	Advertising and Promotion	Richard Semenik	Cengage	550.00
33	6607	Modern and Contemporary	Amiita Jhavari	India Book	850.00
34	6608	Digital Photography Step by Step	Tomang	DK	999.00
35	6609	Journalism in India 4 <sup>th</sup> edition	Rangasamy parathsarathy	Sterling	200.00
36	6610	Mass Communication in India 4 <sup>th</sup> edition	Keval Jayakumar	Jaico	295.00
37	6611	Mass Communication in India 4 <sup>th</sup> ed	Keval Jayakumar	Jaico	295.00
38	6612	Public Relation	Stuard M.Levy	Lotus	195.00
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#### List of Book (2014-15)

S.No	Access No	Title	Author	Publication	Price
1.	23370	Advertising Planning and Implementation	Sharma		325.00
2.	23371	Communication Skills	SEN		225.00
3.	23372	Dream Weaver Cs5 in easy Steps	TMH		195.00
4.	23373	Foundations of advertising Theory and Practices	CHUNAWALLA		495.00
5.	23374	Growth and Development of Mass communication in India	VILANILAM		90.00
6.	23375	In-design CS5 in simple Steps	KOGENT		299.00
7.	23376	Introduction to Mass Communication Theory	BARAN		395.00
8.	23377	Mass Communication principles and concepts	HASAN		495.00
9.	23378	Mcquail S Mass Communication Theory 5/ed	MCQUAIL		650.00
10	23379	Media production (a practical guide to radio & TV )	AMANDA		995.00
11	23380	Photoshop CS 5	TATA MCGROW HILL		225.00
12	23381	Photoshop CS6 IN Simple Steps	KOGENT		299.00
13	23382	The Media of Mass Communication 11 <sup>th</sup> /ed	VIVIAN		775.00
14	233783	THIRAIPADANGALAI DIRECT SEIYA NEENGALUM KATRU KOL	GANESAN		60.00

15	233784	Web Design Technology: Theory & Technique on the Cutting	NAGPAL		340.00
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