

UNIVERSITY OF MADRAS

B.Sc. Visual Communication

Preamble

Visual Communication is a subject of study which focuses on Drawing, Painting, Graphic Design, Types of Communication, Photography, Computer Graphics, Advertising Photography, Television Video Production (Documentary, Short Films, Ad Film, PSA) Film making, Editing Techniques, Multimedia (Web Design, Animations) and more technical communication using internet. The student learns the technicalities of the communication studies through this study. Visual Communication provides the function of individual and collective media qualities to the student. Visual Communication is a more technical and practical oriented course which provides knowledge to the students to learn about the media functions in the society. Print, Electronic media, Advertising Agency, film production industries, and corporate media houses are the prime areas of the media industry today.

The syllabi of three year undergraduate Degree Course in BA Visual Communication is framed in such a way that the student at the end of the course would have thoroughly mastered in Visual Communication and simultaneously can apply the tools of Technical Communication in the media industry today.

Programme Learning Outcomes

It provides opportunities to work in the media industry like Newspapers, Radio, Television, Graphic Artist, Desktop Publisher, Customer Service Execution, Digital Photographer, Web Designer, Instructional Designer, Animator, Cartoonist, Production Assistant, Ad Photographer, and Event Manager etc. The course enhances the students to understand media skills and the skill set to handle video equipments' and cameras and gives expertise in audio and video production editing software and trains the students to act as RJ, VJ. Visual editor.

Aim of the program

To make the student understand the skills and its application in visual communication.

To make the student to work as media professionals in film industry, graphic designing, web designing and in entertainment industry.

Graduate attributes

The learner must be dynamic and prepared for employment in complex, ever – changing environments in the media industry.

The learner must have the ability to express thoughts and ideas effectively in written, oral and in technical communication.

The learner must have the ability to work with team members in the corporate media industry.

COURSE STRUCTURE

FIRST SEMESTER

COURSE COMPONENTS	SUBJECTS	INSTR.HRS.	CREDITS	MAX. MARKS		
				EXT.	INT.	TOTAL
PART I	Language Paper I	6	3	75	25	100
PART II	BP2-ENG01-Communicative English I	3	3	50	50	100
PART III	BVC-DSC01: Introduction to Visual Communication	6	4	75	25	10
	BVC-DSC02: Drawing – I (Practical)	6	4	60	40	100
	BVC-DSA01: Graphic Design –I (Practical)	5	5	60	40	100
PART IV	Basic Tamil/Adv.Tamil/NME-I*	-	2	75	25	100
	BP4- EASS 01-English for Arts and Social Sciences I	4	4	50	50	100

* NME Choose any one paper from the other department

SECOND SEMESTER

COURSE COMPONENTS	SUBJECTS	INSTR.HRS.	CREDITS	MAX. MARKS		
				EXT.	INT.	TOTAL
PART I	Language Paper II	6	3	75	25	100
PART II	BP2-ENG02-Communicative English II	3	3	50	50	100
PART III	BVC-DSC03: Communication Skills	6	4	75	25	100
	BVC-DSC04: Drawing – II (Practical)	6	4	60	40	100
	BVC-DSA02: Graphic Design – II	5	5	75	25	100
PART IV	Basic Tamil/Adv.Tamil/NME-II*	-	2	75	25	100
	BP4- EASS 02-English for Arts and Social Sciences II	4	4	50	50	100

* NME Choose any one paper from the other department

THIRD SEMESTER

COURSE COMPONENTS	SUBJECTS	INSTR.HRS.	CREDITS	MAX. MARKS		
				EXT.	INT.	TOTAL
PART I	Language Paper – III	6	3	75	25	100
PART II	BP2-ENG03-Language Through Literature I	6	3	50	50	100
PART III	BVC-DSC05: Advertising and Publication Design	5	4	75	25	100
	BVC-DSC06: Communication Aesthetics	5	4	75	25	100
	BVC-DSA03: Computer Graphics [Practical]	6	5	*R. 80	V. 20	100
PART IV	Environmental Studies	2	Examination will be held in IV semester			
	Soft Skills	-	3	50	50	100

*R = Record; V = viva

FOURTH SEMESTER

COURSE COMPONENTS	SUBJECTS	INST. HRS.	CREDITS	MAX. MARKS		
				EXT.	INT.	TOTAL
PART I	Language- Paper - IV	6	3	75	25	100
PART II	BP2-ENG04-Language Through Literature II	6	3	50	50	100
PART III	BVC-DSC07: Film Studies	5	4	75	25	100
	BVC-DSC08: Basic Photography	5	4	75	25	100
	BVC-DSA04: Practical Photography	6	5	R.80	V.20	100
PART IV	Soft Skills	-	3	50	50	100
	Environmental Studies	-	2	75	25	100

FIFTH SEMESTER

COURSE COMPONENTS	SUBJECTS	INST. HRS.	CREDITS	MAX. MARKS		
				EXT.	INT.	TOTAL
PART III	BVC-DSC09: Communication Culture and Society	6	4	75	25	100
	BVC-DSC10: Television Production	6	4	75	25	100
	BVC-DSC11: Web Publishing [Practical]	6	4	R.80	V.20	100
	BVC-DSC12: Advertising Photography [Practical]	6	4	R.80	V.20	100
	BVC-DSE01: Audio and Video Editing Practical*	6	5	R.80	V.20	100
PART IV	Value Education	-	2	75	25	100

* Audio and Video editing practical is newly added instead of Elective Project

SIXTH SEMESTER

COURSE COMPONENTS	SUBJECTS	INST. HRS.	CREDITS	EXAM HRS.	MAX. MARKS		
					EXT.	INT.	TOTAL
PART III	BVC-DSC13: Visual Culture of India and Tamilnadu	6	4	3	75	25	100
	BVC-DSC14: TV Production Practice [Practical]	6	4	Viva	R.80	V.20	100
	BVC-DSC15: 3 D Animation [Practical]	6	4	Viva	R.80	V.20	100
	BVC-DSP01: Project (Media Internship)	12	10	Viva	R.80	V.20	100
PART V	Extension Activities		1				

Given the special nature of the Visual Communication course, Project is compulsory. Project will be done in three phases as detailed in the syllabus.