

UNDERGRADUATE PROGRAMME B.A. VISUAL COMMUNICATION

B.A. VISUAL COMMUNICATION

SEMESTER'S 1 & 2

DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES (UG)

<u>Semester 1</u>	Code Number	Title	Course Category	Number of hours per Semester	Number of credits	Marks SA	Marks IA	Total Marks
Theory	VC1121	Fundamentals of Photography	DSC	45	3	60	40	100
Practical	VCP 1.1	Fundamentals of Photography	DSC	60	2	25	25	50
Theory	VC1221	Graphic Design	DSC	45	3	60	40	100
Practical	VC P1.2		DSC	60	2	25	25	50
Theory	VC1321	Introduction to Visual Communication	DSC	45	3	60	40	100
Practical	VC P1.3	Effective Communication	DSC	60	2	25	25	50
Total Number of credits:			15					
<u>Semester 2</u>	Code Number	Title	Course Category	Number of teaching hours per Semester	Number of credits	Marks SA	Marks IA	Total marks
Theory	VC2121	Branding	DSC	45	3	60	40	100
Practical	VCP 2.1	Branding	DSC	60	2	25	25	50
Theory	VC2221	Print Design and Production	DSC	45	3	60	40	100
Practical	VC P 2.2	Print Design and Production	DSC	60	2	25	25	50
Theory	VC2321	History of Visual Arts	DSC	45	3	60	40	100
Practical	VCP 2.3	Visual Literacy and Drawing	DSC	60	2	25	25	50
Total Number of credits:			15					

B.A VISUAL COMMUNICATION- 3 &4 SEMESTER

**B.A. VISUAL COMMUNICATION
SEMESTER'S 3 & 4
DEPARTMENT OF COMMUNICATION (UG)**

Semester 3	Code Number	Title	Course Category	Number of hours per Semester	Number of credits	Marks SA	Marks IA	Total Marks
Theory	VC3122	Introduction to Film Art	DSC	45	3	60	40	100
Practical	VC P 3.1	Introduction to Film Art	DSC	60	2	25	25	50
Theory	VC 3224	UI/UX Design	DSC	45	3	60	40	100
Practical	VC P 3.2		DSC	60	2	25	25	50
Theory	VC 3324	Media Law and Ethics	DSC	45	3	60	40	100
OE (Open Elective)	VC OE 3	Indian Cinema	OE	45	3	60	40	100
Total Number of credits:			16					
Semester 4	Code Number	Title	Course Category	Number of teaching hours per Semester	Number of credits	Marks SA	Marks IA	Total marks
Theory	VC 4122	Screenplay Writing	DSC	45	3	60	40	100
Practical	VC P4.1	Screenplay Writing	DSC	60	2	25	25	50
Theory	VC 4224	Sound Design for Visual Media	DSC	45	3	60	40	100
Practical	VC P 4.2	Sound Design for Visual Media	DSC	60	2	25	25	50
Theory	VC 4322	Introduction to Communication Theories and Models	DSC	45	3	60	40	100
OE(Open Elective)	VC OE 4	Film Appreciation	OE	45	3	60	40	100
Total Number of credits:			16					

SEMESTER 5								
SL NO	CATEGORY OF COURSE DSC/DSE	COURSE CODE	THEORY/ PRACTICAL	CREDITS	PAPER TITLE	MARKS SA	MARKS IA	Total marks
1	DSC	VC 5123	Theory	3	Cinematography and Lighting	60	40	100
2	DSC	VC P 5.1	Practical	2	Cinematography and Lighting	25	25	50
3	DSC	VC 5223	Theory	3	Fundamentals of Film Editing	60	40	100
4	DSC	VC P 5.2	Practical	2	Fundamentals of Film Editing	25	25	50
5	DSC	VC 5323	Theory	3	Narrative and Non Narrative Writing	60	40	100
6	DSE	VC DSE 5.1	DSE – Theory	3	World Cinema/ Indian Cinema	60	40	100
7	VOCATIONAL	VC VoC 5.1	Vocational (PRACTICAL)	3	Digital Art	60	40	100
Total Credits				19				

SEMESTER 6								
SL NO	CATEGORY OF COURSE DSC/DSE	COURSE CODE	THEORY/ PRACTICAL	CREDITS	PAPER TITLE	MARKS SA	MARKS IA	Total Marks
1	DSC	VC 6123	Theory	3	Introduction to Advertising	60	40	100
2	DSC	VC P 6.1	Practical	2	Introduction to Advertising	25	25	50
3	DSC	VC 6223	Theory	3	Television Production	60	40	100
4	DSC	VC P 6.2	Practical	2	Television Production	25	25	50
5	DSC	VC 6323	Theory	3	Film Theories	60	40	100
6	DSE	VC DSE 6.1	DSE – Practical	3	Studio Photography	60	40	100
7	VOCATIONAL	VC Voc 6.1	Vocational (PRACTICALS)	3	Data Visualization	60	40	100
Total Credits				19				