

BA VISUAL COMMUNICATION

Programme Objectives:

The BA Visual Communication programme aims to:

- Enhance theoretical and applied understanding of concepts related to visual communication
- Help students develop skills in graphic design, photography, advertising, filmmaking, audio and video editing
- Foster in students, the ability to critically analyse media texts and gauge media's influence on society
- Instil the ability to create and design media content that is ethical, socially-conscious and humane in outlook
- Equip students with the knowledge and skills required to thrive effectively in the ever-changing media industry

Programme Outcomes

After the successful completion of the BA Visual Communication programme, the student will be able to:

- Operate as a visual media professional with human values and social consciousness.
- Apply the theoretical and applied knowledge of visual communication in the media industry, society and global community.
- Appraise global visual media form and content for organizational and societal benefit.
- Integrate innovations in media technologies for effective visual designs.
- Build technical skills in photography, filmmaking, audio and video editing, graphic design and advertising.
- Grow in the appreciation of aesthetics of visual media.
- Create and design media content fairly and accurately in forms and styles appropriate for media professions, audiences and media institutions .
- Design and execute ethical research projects in visual communication.

UNDERGRADUATE PROGRAMME BA VISUAL COMMUNICATION

**B.A. VISUAL COMMUNICATION
SEMESTER'S 1 & 2 (SEP)**

Semester 1	Code Number	Title	Course Category	Number of hours per Semester	Number of credits	Marks SA	Marks IA	Total Marks
Theory	VC1124	Fundamentals of Photography	DSC	45	3	60	40	100
Practical	VCP 1P124	Fundamentals of Photography	DSC	60	2	25	25	50
Theory	VC1224	Graphic Design	DSC	45	3	60	40	100
Practical	VC 1P224	Graphic Design	DSC	60	2	25	25	50
Theory	VC1324	Introduction to Visual Communication	DSC	45	3	60	40	100
Practical	VC 1P324	Effective Communication	DSC	60	2	25	25	50
Total Number of credits:				15				
Semester 2	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	VC 2P124	Branding	DSC	60	2	25	25	50
Theory	VC2221	Print Design and Production	DSC	45	3	60	40	100
Practical	VC 2P224	Print Design and Production	DSC	60	2	25	25	50
Theory	VC2321	History of Visual Arts	DSC	45	3	60	40	100
Practical	VC 2P324	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 (SEP)**

Semester 3	Code Number	Title	Course Category	Number of hours per Semester	Number of credits	Marks SA	Marks IA	Total Marks
Theory	VC3125	Introduction to Film Art	DSC	45	3	60	40	100
Practical	VC 3P125	Introduction to Film Art	DSC	60	2	25	25	50
Theory	VC 3225	UI/UX Design	DSC	45	3	60	40	100
Practical	VC 3P225	UI/UX Design	DSC	60	2	25	25	50
Theory	VC 3325	Media Law and Ethics	DSC	45	3	60	40	100
Practical	VC3P325	Social Media Content Creation	DSC	60	2	25	25	50
OE (Option 1)	VCOE3125	Emerging Media Technologies	OE	30	2	30	20	50
OE (Option 2)	VCOE3225	Indian Cinema	OE	30	2	30	20	50
Total Number of credits:			17					
Semester 4	Code Number	Title	Course Category	Number of teaching hours per Semester	Number of credits	Marks SA	Marks IA	Total marks
Theory	VC 4125	Screenplay Writing	DSC	45	3	60	40	100
Practical	VC 4P125	Screenplay Writing	DSC	60	2	25	25	50
Theory	VC 4225	Sound Design for Visual Media	DSC	45	3	60	40	100
Practical	VC 4P225	Sound Design for Visual Media	DSC	60	2	25	25	50
Theory	VC 4325	Introduction to Communication Theories and Models	DSC	45	3	60	40	100
Practical	VC 4P325	Documentary Film Production	DSC	60	2	25	25	50
OE (Option 1)	VCOE4125	Documentary Film Studies	OE	30	2	30	20	50
OE (Option 1)	VCOE4225	Development Communication	OE	30	2	30	20	50
Media Internship (30-45 days) – Course Completion Requirement								
Total Number of credits:			17					

B.A VISUAL COMMUNICATION- 5 & 6 SEMESTER

SEMESTERS 5 & 6 (NEP)

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 5P1	Practical	2	Cinematography and Lighting	25	25	50
3	DSC	VC 5223	Theory	3	Fundamentals of Film Editing	60	40	100
4	DSC	VC 5P2	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 5423	DSE – Theory	3	World Cinema	60	40	100
7	VOCATIONAL	VCVO55 23	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 6P124	Practical	2	Introduction to Advertising	25	25	50
3	DSC	VC 6223	Theory	3	Television Production	60	40	100
4	DSC	VC 6P224	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				