

*Placed at the meeting of
Academic Council
held on 26.03.2018*

APPENDIX - BS
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

B.Sc. Visual Communication (Semester)
Revised Syllabus
(With effect from the Academic year 2018-2019 onwards)
SCHEME OF EXAMINATION AND REGULATIONS

1. INTRODUCTION OF THE PROGRAMME

Visual Communication is a discipline that covers a wide range of subjects such as Photography, Advertising, Cinematography, Graphics and Animation, This cross-fertilization in the visual communication discipline provides a sound theoretical base and insights that can work effectively to address rapidly changing global and local milieu.

2. ELIGIBILITY FOR ADMISSION

A candidate for admission to B.Sc., Visual Communication shall be required to have passed the Higher Secondary Examination or 10 + 2 or an Examination accepted as equivalent there to by the Madurai Kamaraj University with a minimum of 35% of marks in Aggregate.

AGE LIMIT: The maximum age limit to admit a candidate in B.Sc., Visual Communication is 25 years and for SC/ST students 3 years of relaxation can be given.

2.1. Duration of the Programme: Three Years

2.2. Medium of Instruction of the Programme: English

3. OBJECTIVES OF THE PROGRAMME:

The main objectives of the programme are:

- To develop comprehensive and critical awareness of diverse communication and media environments.
- To introduce to the students about the various genres and branches in the visual media so as to enable them to locate the ultimate possibilities to creatively engage the visual media.
- To train students towards better understanding of Media by sharpening their creativity.
- To impart technique of emphasizing alternative perspectives and aesthetic presentation of local realities using global media strategies.

4. OUTCOME OF THE PROGRAMME

This programme will enhance the students' creative and visual thinking. It will also nurture new ideas in Television Production and Film Industry and other media. It helps to inculcate the social responsibility among the future media professionals.

5. CORE SUBJECT PAPERS:

01	Introduction to Visual Communication
02	Basic Videography
03	Basic Audiography
04	Television Production (Theory)
05	Television Production (Practical)
06	Advertising
07	Advertising Production
08	Visual Analysis Tools
09	Media Budgeting and Marketing
10	Media Management

6. SUBJECT ELECTIVE PAPERS:

01	Drawing and Visual Art
02	Basic Photography(Theory)
03	Basic Drawing and Designing(Practical)
04	Radio Production
05	Graphic Design(Practical)
06	Layout and Designing
07	Photography(Practical)
08	Film Appreciation(Theory)
09	Writing for Electronic Media(Practical)
10	Audio/Video Editing
11	Corporate Communication(Theory)
12	Traditional Media (Practical)
13	Art Direction(Practical)
14	Media Laws and Ethics (Theory)
15	Script to Screen (Practical)
16	Climate Change Communication
17	Development Communication
18	Writing for Media