



**Dr. MGR-JANAKI COLLEGE
OF ARTS & SCIENCE FOR WOMEN**

SATHYABAMA MGR MALIGAI
11 & 13, Durgabai Deshmukh Road, RA Puram, Chennai - 28

An ISO 9001:2015 CERTIFIED INSTITUTION
Affiliated to the University of Madras



**DR.MGR JANAKI COLLEGE OF ARTS AND SCIENCE
FOR WOMEN**

DEPARTMENT OF VISUAL COMMUNICATION



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B.Sc Visual Communication (With effect from the Academic Year 2023-24)

I PREAMBLE

Introducing the BSc. Visual Communication program, a cutting-edge undergraduate degree designed to provide students with a comprehensive education in the ever-evolving fields of visual communication and postproduction for Film, Television, Podcasts, Web Series, and TV. This multidisciplinary program covers a diverse range of core subjects, including Graphic Design and Typography, Digital Drawing and Painting, Digital Storytelling and Scriptwriting, Photography and Videography, Publication Design, Image Editing and Color Management, Audio-Visual Editing, 2D and 3D Modelling, Multimedia Content Packaging, Design Thinking, Animation and Character Design, Compositing and Visual Effects, Advertising and Brand Communication, User Experience Design, Advanced 3D Texturing and Sculpting, 3D Environment Design, Immersive Media Design, Media Entrepreneurship, Extended Reality Design, and a Capstone Project.

Upon completion of this comprehensive program, students will possess the skills to articulate their core postgraduate discipline clearly and precisely, formulate abstract ideas in the specific language of their discipline, and describe related concepts from multiple perspectives. They will also be able to explain the fundamental principles that underpin their chosen field.

In addition to fostering a strong foundation in visual communication, the BSc. Visual Communication program aims to enhance the employability of its graduates by preparing them for a wide variety of professional opportunities. Graduates will be well-equipped to join the teaching profession, secure government jobs, and pursue careers in numerous public and private enterprises across diverse industries.

By providing a holistic learning experience that combines theoretical knowledge with practical applications, the BSc. Visual Communication program empowers students to become innovative and adaptive professionals in the dynamic world of visual media. With the skills and expertise gained through this program, graduates will be prepared to excel in their chosen careers and contribute to the advancement of visual communication and postproduction across various media platforms.

II ELIGIBILITY

A pass in the higher secondary Examination (Academic Stream) conducted by the Government of Tamil Nadu with any subject.



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III PROGRAMME OBJECTIVES

- PO1: Articulate the fundamental elements and principles of communication in the effective transference of ideas.
- PO2: Exhibit thoughtful application of domain knowledge in print, broadcast, and new media.
- PO3: Integrate theoretical knowledge and hands on training across various media platforms to a diverse audience.
- PO4: Apply critical thinking and problem-solving skills as socially responsible producers of media content.
- PO5: Emerge as competent, competitive, self-reliant women who aspire for higher studies and research in premier institutions.
- PO6: Practice professional values as women entrepreneurs in the media industry.
- PO7: Instil globally accepted ethical standards in the media profession with due consideration to socio cultural contexts, and local and global needs.
- PO8: Nurture unique style of thinking and expression as media practitioners and formulate communication strategies for development at the local, regional and national levels.

IV PROGRAMME SPECIFIC OBJECTIVES

- PSO1: Develop and practise effective communication in print, broadcast and new media with an aesthetic bent of mind.
- PSO2: Integrate theoretical knowledge and practical training in the strategic application of visual communication across a range of media, to a diverse audience, nationally and internationally.
- PSO3: Emerge as self-reliant, competent, socially responsible women, aware of the media trends, technologies, and industry practices to pursue higher education and research.
- PSO4: Exhibit critical thinking skills, professional values, and ethics as women entrepreneurs or media professionals, with due consideration for human values, socio - cultural contexts, local and global needs.
- PSO5: Produce innovative media products, services and design solutions to establish a unique identity in the dynamic media environment.



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V COURSE STRUCTURE

YEAR-I SEMESTER-I

Course Components	Subjects	Credits	Instr hrs.	Max. Marks		
				Ext.	Int.	Total
Part I	Language Paper I	3	6	75	25	100
Part II	Communicative English I	3	6	50	50	100
Part III Core Course CC-I	Introduction to Human Communication (Theory)	5	5	75	25	100
Part III Core Course CC-II-	Visual Arts and Aesthetics (Theory)	5	5	75	25	100
Part III Discipline Specific Elective0 DSE-I	Graphic Design and Typography** (Practical)	3	4	60	40	100
Part III Skill Enhancement Foundation Course (SEFC) (Discipline Specific):	Digital Drawing and Painting* (Practical)	2	2	75	25	100
Part IV Skill Enhancement Course (SEC)-1 (NME-I)	Digital Storytelling and Scriptwriting*** (NME-I) (Practical)	2	2	75	40	100
	Total	23	30			

*Students/College can Alternatively Adopt Conventional Hand Drawing Techniques for Practical Exercises

** Students/College can Alternatively Adopt Conventional Hand Design Techniques for Practical Exercises

***NME Choose any one paper from the other department



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YEAR-I SEMESTER-II

PART	Course Components	Subjects	Credits	Instr.hrs.	Max.Marks		
					Ext.	Int.	Total
PartI	Language	Language Paper II	3	6	75	25	100
PartII	English	Communicative English II	3	6	50	50	100
PartIII	Core Course CC-III	Understanding Visual Communication(Theory)	5	5	75	25	10
	Core Course CC-IV	Photography and Videography(Practical)	5	5	75	25	100
	DisciplineSpecificElectiveODSE-II	Publication Design(Practical)	3	4	60	40	100
PartIV	Skill Enhancement Course(SEC)-1(NME-I)	Language Skills for Employability: Essential English(OR Course from NaanMudalvan Scheme)	2	2	60	40	100
	BT	Basic Tamil	2	2	75	25	100
	AT	Advanced Tamil	2	2	75	25	100
	Skill Enhancement Foundation Course(SEFC) (Discipline Specific):	Image Editing and Color Management(Practical)	2	2	60	40	100
		Total	23	30			



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YEAR-II SEMESTER-III

Part	Course Components	Subjects	Credits	Instr.hrs.	Max. Marks		
					Ext.	Int.	Total
Part I		Language Paper-III	3	6	75	25	100
Part II		English Language Through Literature III	3	6	50	50	100
Part III	Core Course CC-V	Multimedia Technologies and Standards(Theory)	5	5	75	25	100
	Core Course CC-VI	Audio-Visual Editing(Practical)	5	5	60	40	100
	Discipline Specific Elective-DSE--III	2D and 3D Modelling (Practical)	3	4	60	40	100
Part IV	Skill Enhancement Course(SEC)-4(Discipline Specific):	Multimedia Content Packaging(Practical)	1	1	60	40	100
	Skill Enhancement Course (SEC)-5 (Discipline Specific):	Design Thinking	2	2	60	40	100
	(EVS)	Environmental Studies(EVS)(Examination will be held In IV semester)	0	1	50	50	100
		Total	22	30Hrs			



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YEAR-II SEMESTER-IV

Part	Course Components	Subjects	Credits	Inst.Hrs.	Max. Marks		
					Ext.	Int.	Total
Part I	Part I	Language-Paper-IV	3	6	75	25	100
Part II	Part II	English Language Through Literature II	3	6	50	50	100
Part III	Core Course CC-VII	Film Appreciation and Analysis(Theory)	5	5	75	25	100
	Core Course CC-VIII-	Animation and Character Design(Practical)	5	5	60	40	100
	Discipline Specific Elective-DSE-IV	Compositing and Visual Effects(Practical)	3	3	60	40	100
Part IV	Skill Enhancement Course (SEC)-6(Discipline Specific)	Script Writing and Story board Development(Practical)	2	2	60	40	100
	Skill Enhancement Course(Discipline Specific)-SEC-7	Digital Skills for Employability: Learning Pathway –Microsoft Office Fundamentals and LinkedIn Career Essentials(College Specific OR Course from Naan Mudalvan Scheme)(Practical)	2	2	60	40	100
	(EVS)	Environmental Studies	2	1	50	50	100
		Total	25	30			



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YEAR-III SEMESTER-V

Part	Course Components	Subjects	C r S e d	I n s t .	Max. Marks		
					Ext.	Int.	Total
Part III	Core Course CC-IX	Advertising and Brand Communication(Theory)	4	5	75	25	100
	Part III Core Course CC-X-	User Experience Design(Theory)	4	5	75	25	100
	Part III Core Course CC-XI	Advanced 3D Texturing and Sculpting(Practical)	4	5	60	40	100
	Part III Core Course CC-XII	3DEnvironmentDesign(Practical)	4	5	60	40	100
	Part III Discipline Specific Elective-DSE-V	Immersive Media Design(Theory)	3	4	75	25	100
	Part III Discipline Specific Elective-DSE-VI	Short Filmmaking (Fiction or Non-fiction)(Practical)	3	4	60	40	100
Part IV	Internship	Summer Internship/Industrial Training	2	-	-	-	100
		Value Education	2	2	50	50	100
		Total	26	30			



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YEAR-III SEMESTER-VI

Part	Course Components	Subjects	Credits	Inst.HRS.	Max. Marks		
					Ex	Int.	Total
Part III	Core Course CC-XIII-	Media Culture in TamilNadu(Theory)	4	6	75	25	100
	Core Course CC-XIV	Media Entrepreneurship(Theory)	4	6	75	25	100
	Core Course CC-XV	Extended Reality Design(Practical)	4	6	60	40	100
	Discipline Specific Elective-DSE-VII-	Capstone Project(Practical)	3	5	60	40	100
	Elective VIII	Generic disciplines specific	3	5			
Part IV	Professional Competency Skill-PCS:	Cyber security Training for Media Professionals (Theory)	2	2	50	50	100
Part V	Extension Activities	Extension Activities/Fieldwork(College Specific OR Course from Naan Mudalvan Scheme)(Practical)	1	0	60	40	100
		Total	21	30Hrs			
	Total Credits		140				



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B.Sc Visual Communication (With effect from the Academic Year 2020-21)

I 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.

II COURSE OBJECTIVES

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.

III COURSE 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 equipment's and cameras and gives expertise in audio and video production editing software and trains the students to act as RJ, VJ, Visual editor.



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IV 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	100
	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	6	3	50	50	100



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	Literature I					
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



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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				

* Audio and Video editing practical is newly added instead of

Elective Project SIXTH SEMESTER

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

VI LEARNING OUTCOME

COURSE NAME	COURSE CODE	COURSE OUTCOME	LINK
Introduction to visual communication	BVC-DSC01	Knowledge of Communication and its types, Human Communication, Visual Communication ,nature of communication	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC01.pdf?467174395
		Knowledge of Communication process, connotation and denotation, Barriers in communication, Semiotics, Language and Visual communication, Design fundamentals, Elements of design, Principles of design, Design and designers	
		Knowledge of Visual and sensory perceptions, Colour psychology and theory, Visual illusions, various stages of design process, problems, analysis, decision making	



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		Knowledge of Graphic design basics, elements and principles of design, Design concept and ideas, Verbal and visual combinations, Visual Thinking and its techniques, design execution and presentation	
Drawing – I (Practical)	BVC-DSC02	Knowledge on Geometrical forms, shapes, patterns and forms individually	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC02.pdf?1883703590
		Knowledge of perspectives, Overlapping objects, Thorough knowledge of lighting and shade and its techniques ,drawing freehand	
Graphic Design –I (Practical)	BVC-DSA01	Knowledge of graphical lines, Curves of different thickness, Shapes of different forms and patterns of different themes, Distorted shapes and forms and Typographic forms (Hand Drawing—Lines, Sketches)	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSA01.pdf?304163289
Communication Skills	BVC-DSC03	Knowledge of communication and language, theories and models in communication, Group communication, decision making process, teamwork and leadership qualities and interactive communication	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC03.pdf?1239063492
		Knowledge of theories of the press and Public communication, nonverbal communication theories and models, Kinesics, Case studies in communication skills	
Drawing – II (Practical)	BVC-DSC04:	Knowledge of drawing human and animal forms, birds, portraits and full figures using live models	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC04.pdf?150887534
		Knowledge of drawing Outdoor Landscapes, Hills capes and Seascapes, Monuments and Drawings from the environment	
Graphic Design – II	BVC-DSA02:	Knowledge of graphical lines, Curves of different thickness, Shapes of different forms and patterns of different themes, Distorted shapes and forms and Typographic forms (Hand Drawing—Lines, Sketches)	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSA02.pdf?265058783



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<p align="center">Advertising and Publication Design</p>	<p align="center">BVC-DSC05:</p>	<p>Knowledge of advertising ,History, types, principles and nature of advertising and its roles and function, corporate and promotional advertising, web advertising, advertising agency and media, full-fledged agency services, legal and ethical aspects of advertising .</p>	<p>https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC05.pdf?834252135</p>
<p align="center">Communication Aesthetics</p>	<p align="center">BVC-DSC06:</p>	<p>Knowledge of communication design in advertising, the role of designer in graphic design, creativity application in communication design Knowledge of computer technologies in communication design, the practice of design in professional areas, Commercial design applications in advertising, advertising campaign</p> <p>Knowledge of animation in communication design, Animated Infographic applications in Professional areas like education, Medicine, Television and film making, 2D and 3D animation techniques, interactive graphic design, user interface design and design in mobile applications and e- content design</p> <p>Knowledge of design in social media, Social media advertising, mobile and social media design and the role of designer today. Colour and its applications in design, Colour symbolism and energy, Sight</p>	<p>https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC06.pdf?1875249801</p>



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		sound and motion in media	
Computer Graphics [Practical]	BVC-DSA03	<p>Knowledge of publication design, graphic designing with the relevant design softwares involved, Designing for advertising agency, commercial organizations, non profit organizations, government agency and service industry</p> <p>Knowledge of designing the promotional materials for advertising, Newsletters, Packaging designs, Posters and product campaigns</p>	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSA03.pdf?412105612
Film Studies	BVC-DSC07	<p>Knowledge of Indian Cinema, Hollywood cinema, German expressionism, French impressionism and surrealism, soviet montage, cinema after coming of sound.</p>	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC07.pdf?1453304790
		<p>Knowledge of Mis-en-scene technique, cinematographers properties, Dimensions of editing and fundamentals of film sound, film form and genres in film, style and ideology in films</p>	
		<p>Knowledge of concept and screenplay writing, budget allocation, production and postproduction process, digital distribution, web series and over the top platforms(OTP)</p>	
Basic Photography	BVC-DSC08	<ol style="list-style-type: none"> 1. Knowledge of human eye and camera, basics and types of camera and its operations. Types of lenses, filters, bellows and converters and photographic applications in mobile, understanding indoor and outdoor lighting, exposing and focusing, natural and artificial lighting and other photographic accessories 2. Knowledge of film speed, sensitivity, temperature, manipulation of colour and light, materials, processing of black & 	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC08.pdf?1860542036



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		<p>white and colour photography</p> <p>3. Knowledge of Basic requirements and equipments in the developing process of photography, fixing ,washing and drying, special effects techniques and manipulation of images, aesthetic principles and basics of photojournalism, photo features, photo essays</p> <p>4. Knowledge of caption writing, visual storytelling, advertising photography, consumer and industrial photography and casting</p>	
Practical Photography	BVC-DSA04	<p>Knowledge of taking photographs about landscape and natural sceneries, portraits, photo feature, photo language, silhouette, freezing movement, panoramic view, indoor photography, industrial photography, special effects, photojournalism, product photography, street photography and wildlife photography.</p>	<p>https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSA04.pdf?33630218</p>
Communication Culture and Society	BVC-DSC09:	<p>Knowledge of understanding the media, role of social media in public opinion, effects and power of media and media in Indian society</p> <p>Knowledge of media audience and audience theories, textual approaches to media, semiotics, Marxism, psychoanalysis, sociology and media realism, media industry, role of media in social change, social construction, media myth and cultural approaches to media</p> <p>Knowledge of popular culture, culture and subculture, celebrity, hero worship and Acquisition and transformation of popular culture</p>	<p>https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC09.pdf?1856480434</p>
	BVC-DSC10	<p>Knowledge of visualization, writing to visuals, TV and Ad films, telecasting standards, television crew, TV direction, art direction, floor management and budget, script writing principles and creative writing, story board</p>	<p>https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC10.pdf?1333730945</p>



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Television Production		<p>screenplay writing, set design and researching the locations for shooting</p> <p>Knowledge of Basic camera mounts and camera techniques and operation, video formats, aspect ratio, white balance, camera angles and shot movements, types of lenses, filters, lighting for TV</p>	
Audio and Video Editing Practical	BVC-DSE01:	<p>Knowledge of video recording format, techniques in audio, various kinds of mic and audio recording, various applications of editing for TV, television graphics and special effects, audio techniques and background music and recording of live programmes.</p> <p>1) Knowledge of Audio and Video editing techniques for advertisements, PSA, story book, jingles, interviews, Video songs, Learning video transitions , special effects techniques.</p>	<p>https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSE01.pdf?1608135369</p>
Web Publishing [Practical]	BVC-DSC11	<p>Knowledge of web publishing and its tools, webpage creation and its relevant designing software tools in the industry today.</p> <p>Web publishing: Web Publishing Tool, FrontPage or Dream Weaver,</p>	<p>https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC11.pdf?880818919</p>
Advertising Photography [Practical]	BVC-DSC12	<p>Knowledge of advertising photography and the process involved in making the advertising images for product promotion, creating trade characters, learning about montage techniques in photography and model photography.</p>	<p>https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC12.pdf?448892081</p>
Visual Culture of India and Tamilnadu	BVC-DSC13:	<p>Knowledge Visual culture of India and Tamil Nadu, about cinema, cartoons, photography, poster communication, wall paintings, monuments and Statues</p> <p>Knowledge of cartoons and cartoonists</p> <p>Knowledge of monuments and its maintenance through archaeological survey of India</p>	<p>https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC13.pdf?1923078231</p>



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		<p>Knowledge of Popular culture, folk arts and artists, Storytelling and Storytellers, Theatre art and artist, Television and its Celebrities Social media functions.</p> <p>Knowledge of Visual arts, Art galleries and Museums, Art Schools and its Functions</p>	
TV Production Practice[Practical]	BVC-DSC14	<p>Knowledge of making short films in Television production with making proper script writing techniques.</p>	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC14.pdf?1673415189
		<p>Knowledge of Handling video cameras and its accessories</p>	
		<p>Hands on training in making short films and documentaries and TV commercial.</p>	
Project (Media Internship)	BVC-DSP01	<p>Knowledge from the media industry in advertising, photography, journalism, television channels, social media organizations, art direction, animation industry, film industry and various organizations which involves visual communication.</p> <p>This internship gives exposure to the students an overview of media and its functions</p> <p>Involved Given the special nature of the Visual Communication course, Industry internship is Compulsory</p>	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSP01.pdf?1919401079
3 D Animation [Practical]	BVC-DSC15	<p>Knowledge of 3D animation and its techniques with relevant softwares used in the industry.</p>	https://egovernance.unom.ac.in/ugsyllabus/pdf/BVC-DSC15.pdf?540510964
		<p>Knowledge in Creative aspects of animation technology and gets hands on training in the animation field</p>	



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ASSESSMENT PATTERN

CORE PAPERS, ELECTIVE PAPERS AND EXTRA DISCIPLINARY PAPERS

INTERNAL ASSESSMENT: 25 Marks

EXTERNAL ASSESSMENT: 75 Marks

TOTAL: 100 Marks

INTERNAL ASSESSMENT PATTERN

Attendance (5 Marks)			Seminar	Assignment	Test	Total
90-100	80-90	70-80	(5 Marks)	(5 Marks)	(10 Marks)	25

EXTERNAL ASSESSMENT

End Semester External University Examination: 75 MARKS

Duration 3 Hours

- Part -A-(10X2=20) Answer any 10 out of 12 Questions 1-12
- Part -B-(5X5=25) Answer any 5 out of 7 Questions 13-19
- Part -C-(3X10=30) Answer any 3 out of 5 Questions 20-24

QUESTION PAPER PATTERN

Subject Name	Marks	Total
Language, English, Core, Allied and NME Papers	PART- A: 10 out of 12 = 10 x 2 = 20 marks	75
	PART- B: 5 out of 7 = 5 x 5 = 25 marks	
	PART- C: 3 out of 5 = 3 x 10 = 30 marks	