KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION

(Deemed to be University)

(Under Section 3 of the UGC 1956Act)
Anand Nagar, Krishnankoil-626126
(www.kalasalingam.ac.in)

B.Sc., Visual Communication (Bachelor of Science)

REVISED SYLLABUS - 2018

Proposed Syllabus and Scheme of Examination for B.Sc. Program with Visual Communication
CHOICE BASED CREDIT SYSTEM
UGC   Guidelines

S. No	Category	Total No. of Papers Credits	Total No. of Credits
1.	Department Specific Core Subjects (DSC)	12x6	72
2.	Department Specific Electives(DSE)	6x6	36
3	Ability Enhancement Courses(AECC)	2x2	
4	Skill Enhancement Courses(SEC)	4x2	8
5	Tamil	2x3	6
6	English	2x3	6
	Total		132

Total No. of Subjects: 28

Total Credits = CGPA 132+ Non CGPA 9 =141

Curriculum Structure

Sem/ Course	Tamil	English	Department Specific Core Subjects	Department Specific Electives(DSE)	Ability Enhancement Compulsory Courses (AECC)	Skill Enhancement Courses (SEC)	Total Credits
I	3	-	18	-	2	-	23
II	-	3	18	-	2	-	23
III	3	-	18	-	-	2	23
IV	-	3	18	-	-	2	23
V	-	-		18	-	2	20
VI	-	-		18	-	2	20
							132

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B.Sc. VISUAL COMMUNICATION CURRICULUM AND SYLLABUS
2018

I Semester

Category	Subjects	Credit
BAE17R112	Tamil I/French I/ Hindi II	3
VSC17R101	Introduction to Visual Communication	6
VSC17R102	Color, Composition and Layout	6
VSC17R181	**Visual Arts – Practical I**	6
	English/Hindi/MIL Communication	2
	TOTAL	**23**

II Semester

Category	Subjects	Credit
BAE17R111	English	3
VSC17R103	Film Studies	6
VSC17R104	Photography Theory	4
VSC17R182	**Photography Practice**	2
VSC17R183	**Visual Arts – Practical II**	6
	Environmental Science	2
	TOTAL	**23**

III Semester

Category	Subjects	Credit
BAE17R214	Tamil II / French II/ Hindi II	3
VSC17R205	Screen Writing	6
VSC17R284	**Graphic Design – Practical**	6
VSC17R285	**Photography – Practical II**	6
VSC17R251	Story Boarding – Practical / Audio Production Practical	2
	TOTAL	**23**

IV Semester

Category	Subjects	Credit
BAE17R213	English II	3
VSC17R206	Film and Television Production	6
VSC17R286	**Digital Editing & Digital Intermediate - Practical**	6
VSC17R287	**Cinematography Practical**	6
VSC17R252	VFX & Compositing / Documentary Making	2
	TOTAL	**23**

V Semester

Category	Subjects	Credit
VSC17R308	Elective 1A	6
VSC17R309	Elective 2A	6
VSC17R310	**Industrial Training /Internship**	6
VSC17R253	2D Animation – Practical/ Short Film Making	2
	TOTAL	**20**

VI Semester

Category	Subjects	Credit
VSC17R387	**Project /Dissertation**	6
VSC17R311	Elective 2B	6
VSC17R312	Elective 3B	6
VSC17R254	3D Animation - Practical / Info graphics & E-Content	2
	TOTAL	**20**

Category: - 2 Department Specific Electives (DSE)

S.No	Discipline	Course name	Sem	Credits
		DSE – 1		
1.	Communication	Visual Media Research Methods	**Any one for Sem V and Project for VI 2 x 6**	
2.		Media Literacy		
3.		Industrial Training /Internship		6
4.		Project /Dissertation		6
		DSE – 2		
5.	Media & Sociology	Mass Media, Culture & Society	**Any one for Sem V and VI 2 x 6**	
6.		Gender & Media		
7.		Science Communication		12
		Semiotics and Visual Analysis		
8.		Communication for Social Change		
		DSE – 3		
9.	Management Studies	Production Planning & Management	**Any one for Sem V and VI 2 x 6**	
10.		Media Censorship & Ethics		
11.		Media Management		12
12.		Advertising & Branding.		
				36

Category-3 Ability Enhancement Compulsory Courses (AECC)

S.No	Course name	Sem	Credits
1	English/Hindi/MIL Communication	I	2
2	Environmental Science	II	2
	TOTAL		**4**

Category-4 Skill Enhancement Courses (SEC)

S. No	Course name	Sem	Credits
1	Story Boarding - Practical	III	2
2	Audio Production Practical		
3	VFX & Compositing	IV	2
4	Documentary Making		
5	2D Animation – Practical	V	2
6	Short Film Making		
7	Infographics & E-Content	VI	2
8	3D Animation - Practical		
	TOTAL		**8**

Category-4 Language

S.No	Course name	Sem	Credits
1	Tamil I	I	3
2	English I	II	3
3	Tamil - II	III	3
4	English - II	IV	3
	TOTAL		**12**

Total Credits of CGPA = 132
Non CGPA = 9
Total Credits = 141