



# **NEHRU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

**Reaccredited by NAAC with “A” grade, Certified by ISO 9001: 2008 & 14001:  
2004**

**Recognized by UGC with 2(f) & 12(B) & Affiliated to Bharathiar University  
Nehru Gardens, Thirumalayampalayam, Coimbatore-641 105**



## **DEPARTMENT OF VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

### **B.Sc., VISUAL COMMUNICATION (ELECTRONIC MEDIA) SYLLABUS**



**EFFECTIVE FROM 2018-2019**



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## B.Sc., VISUAL COMMUNICATION (ELECTRONIC MEDIA)

### Scheme of Examination

(Applicable to the students admitted during the academic year 2018-2019)

Semester	Part	Course Code	Name of the course	Instruction hours / week	Duration of Examination	Examination Marks			Credits	
						CIA	ESE	Total		
I	I	18U1TAM101/ 18U1HIN101 / 18U1MAL101/ 18U1FRN101	Language I	5	3	25	75	100	4	
	II	18U2ENG101	English I	5	3	25	75	100	4	
	III		18U3VCC101	Core Paper I - Introduction to Communication	5	3	25	75	100	4
			18U3VCC102	Core Paper II –Evolution of Media	4	3	25	75	100	4
			18U3VCP101	Allied Paper I – Visual Arts- Practical	4	3	40	60	100	4
			18U3VCP103	Core Paper - III Drawing Practical	4	3	40	60	100	4
	IV	18U4ENV101	Ability Enhancement Compulsory Course- Environmental Studies	2	3	-	50	50	2	
	V	18U4HVY101	Human Values and Yoga Practice -I	1	-	-	-	-	-	
				<b>30</b>				<b>650</b>	<b>26</b>	
II	I	18U1TAM202/ 18U1HIN202/ 18U1MAL202/ 18U1FRN202	Language II	5	3	25	75	100	4	
	II	18U2ENG202	English II	5	3	25	75	100	4	
	III		18U3VCC204	Core Paper IV - Fundamentals of Advertising	6	3	25	75	100	4
			18U3VCP205	Core Paper V - Advertising Practical	6	3	40	60	100	4
			18U3VCA202	Allied Paper II – Creative Writing for Media	5	3	25	75	100	3
	IV	18U4HRC202	Ability Enhancement Compulsory Course- Human Rights and Constitution of India	2	3	-	50	50	2	
	V	18U4HVY202	Human Values and Yoga	1	2	25	25	50	2	

			Practice -II						
				<b>30</b>				<b>600</b>	<b>23</b>
III	III	18U1TAM303/ 18U1HIN303 / 18U1MAL303/ 18U1FRN303	Language III	5	3	25	75	100	4
		18U2ENG303	English III	5	3	25	75	100	4
		18U3VCC306	Core Paper VI - Audiography	4	3	25	75	100	4
		18U3VCP307	Core Paper VII - Photography Practical	4	3	30	45	75	4
		18U3VCR303	Allied Paper III – Audio Production Practical	4	3	30	45	75	3
	IV	18U4VCS301	Skill Based Subject I - News Reporting	3	3	20	55	75	3
		18U4NM3BT1 / 18U4NM3AT1 / 18U4NM3YHE / 18U4NM3GTS / 18U4NM3WRT	# @Basic Tamil / ##Advanced Tamil / * NME: Yoga for Human Excellence / Gandhian Thoughts / Women’s Rights	2	2	50		50	2
		18U4VC3ED1/ 18U4VC3ED2	<b>Extra Departmental Course</b>	2	3	-	50	50	2
		18U4VCVALC	Human Values and Yoga Practice	1					Gr
		18U4VCVALC	Skill Enhancement Value Add On Course Institute Industry linkage	-	-	-	-	-	Gr
					<b>30</b>				<b>625</b>
	IV	III	18U1TAM404/ 18U1HIN404 / 18U1MAL404/ 18U1FRN404	Language IV	5	3	25	75	100
18U2ENG404			English IV	5	3	25	75	100	4
18U3VCC408			Core Paper VIII - Media Laws and Ethics	5	3	25	75	100	4
18U3VCR404			Allied Paper IV - Television Production Practical	5	3	40	60	100	4
IV		18U4VCS402	Skill Based Subject II - Media Research Techniques	5	3	20	55	75	3
		18U4NM4BT2 / 18U4NM4AT2 / 18U4NM4GEN	# @Basic Tamil / ##Advanced Tamil / General Awareness	2	2	50		50	2
		18U4VC4ED1/2	Extra Departmental Course	2	3	-	50	50	2
		18U4VCVALC	Human Values and Yoga Practice -II	1	2	25	25	50	2
				<b>30</b>				<b>625</b>	<b>25</b>

V	III	18U3VCC509	Core Paper IX - Media, Culture and society	5	3	25	75	100	4
		18U3VCC510	Core Paper X - Film Studies	5	3	25	75	100	4
		18U3VCP511	Core Paper XI - Video Production Practical	5	3	40	60	100	4
		18U3VCE501/502	Elective - I	5	3	25	75	100	4
		18U3VCE503/504	Elective - II	5	3	25	75	100	4
IV		18U4VCS503	Skill Based Subject III - Media Management	5	3	20	55	75	3
				<b>30</b>				<b>575</b>	<b>23</b>
VI	III	18U3VCC612	Core Paper XII - Elements of Film and Video Production	6	3	25	75	100	4
		18U3VCP613	Core Paper XIII – Documentary or Short Film Practical	6	3	40	60	100	4
		18U3VCV614	Core Project Viva-voce	6	-	40	60	100	4
		18U3VCE605/606	Elective - III	6	3	25	75	100	4
	IV		18U4VCZ604	Skill Based Subject IV- Graphics and Animation Practical	6	3	15	60	75
VI	V	18U5VC6EXT	Extension Activity	-	-	50	-	50	2
			<b>Total</b>	<b>30</b>				<b>525</b>	<b>21</b>
<b>Total</b>								<b>3600</b>	<b>144</b>

<b>Additional Credit (Optional)</b>	Semester II-VI	<b>8<sup>\$</sup></b>
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# **Basic Tamil** -Students who have not studied Tamil upto 12th standard.

##**Advance Tamil** – Students who have studied Tamil language upto 12th standard and chose another languages under part I of the programme but would like to advance their Tamil language skills.

\* **NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA)

\$- Not included in Total marks & CGPA Calculation

**List of Discipline Specific Elective papers (choose any one of the paper)**

<b>Elective Papers</b>	<b>Course Code</b>	<b>Group</b>	<b>Name of the Course</b>
<b>Elective-I</b>	18U3VCE501	<b>A</b>	Comparative Media Studies

	18U3VCE502	<b>B</b>	Scripting
<b>Elective-II</b>	18U3VCE503	<b>A</b>	Online Journalism
	18U3VCE504	<b>B</b>	Media Planning
<b>Elective-III</b>	18U3VCE605	<b>A</b>	Graphic Designing
	18U3VCE606	<b>B</b>	Campaign Planning

### Extra Departmental Courses (EDC):

EDC offered by Visual Communication Department to other Department students.

S. No	Semester	Course Code	Name of the Course
1	IV Semester	18U4VC4ED1	Film Appreciation
2	IV Semester	18U4VC4ED2	Basics of Photography

### Additional Credit Course

Earning Additional credit course is not mandatory for Course Completion

### Additional credits: 8

S. No.	Course	Credit	Total credits
1	Completion of Certificate Course	1	1
2	Hindi/ other Foreign languages	1	1
3	Self Study Papers	1	2
4	MOOC Courses/Spoken Tutorial prescribed by the Departments	1	3
5	Representation - Sports/Social Activities/ Co curricular/Extracurricular Activities at University/ District/ State/ National/ International levels	1	1
<b>Total</b>			<b>8</b>

**Rules:** The Students can earn additional credits only if they complete the above during the course period (II to V Sem) and based on the following criteria. Proof of Completion must be submitted

to the Office of Controller of Examinations before the commencement of the VI Semester.  
(Earning Additional credit course is not mandatory for Course Completion)

1. Students can complete Certification Courses for a minimum of 30hrs (II to V Sem only) from reputed centers and the same certificate shall be produced to earn a credit. They shall be guided by the Department if needed.
2. Students can opt Hindi/ any Foreign Language approved by Certified Institutions to earn one credit. The certificate of Hindi must be obtained from Dakshin Bharat Hindi Prachar Sabha and He/ She has to enroll and complete during their course period (II to V Sem only)
3. Students can earn one credit, if they complete One Self-study Paper prescribed by the Department. The Departments shall offer two Self Study Papers.

#### **Self study Paper offered by Visual Communication Department**

<b>S. No.</b>	<b>Semester</b>	<b>Course code</b>	<b>Course Title</b>
1	Semester II to V	18UVCSS01	Desk Top Publishing
2		18UVCSS02	Art Direction

4. Students can earn one Credit, if they complete any one MOOC courses/ Spoken Tutorial prescribed by the Department. Students shall earn a maximum of 3 Additional Credits by completing 3 online courses.

#### **List of Online Courses prescribed by Department of Visual Communication & E-Media**

1. Graphic communication
2. Advertising & PR
3. Journalism
4. ICT for development
5. Photojournalism

**Note:** Other than the above mentioned courses, any course from recognized websites with the consent of the Head of the Department will also be accepted.

5. Award Winners in Sports/Social Activities/ Co curricular/ Extra Curricular Activities at University/ District/ State/ National/ International levels can earn One Extra Credit by producing the Certificate.

**Chairman**

VI

**Board of Studies in Visual Communication  
(Electronic Media)  
Nehru Arts and Science College  
Coimbatore**