

**BHARATHIDASAN UNIVERSITY,**

**B.Sc. Visual Communication:**

**(For the candidates admitted from the academic year 2016-2017 onwards)**

(NAAN MUDHALVAN SCHEME was Implemented in 6<sup>th</sup> semester alone for 2020-21 Batch)



**TIRUCHIRAPPALLI – 620 024.**

**Course Structure under CBCS**

Sem.	Part	Course	Title	Inst. Hours/ Week	Credit	Exam Hours	Marks		Total
							Int	Ext	
I	I	Language Course–I (LC) – Tamil*/Other Languages + #		6	3	3	25	75	100
	II	English Language Course - I (ELC)	Communicative English I	6	3	3	25	75	100
	III	Core Course–I (CC)	Introduction to Visual Communication	6	6	3	25	75	100
		Core Practical-I (CP)	Visual Literacy (P)	3	-	-	-	-	-
		First Allied Course–I (AC)	Communication Media Scenario	4	4	3	25	75	100
		First Allied Practical – II (AP)	Communication Skills (P)	3	-	-	-	-	-
		Add on Course – I ##	Professional English I	6	4	3	25	75	100
	IV	Value Education	Value Education	2	2	3	25	75	100
	Total			30	22				600
II	I	Language Course–II (LC)– Tamil*/Other Languages + #		6	3	3	25	75	100
	II	English Language Course–II (ELC)	Communicative English II	6	3	3	25	75	100
	III	Core Course–II (CC)	Basics of Advertising	6	6	3	25	75	100
		Core Practical-I (CP)	Visual Literacy (P)	3	3	3	40	60	100
		First Allied Practical – II (AP)	Communication Skills (P)	3	3	3	40	60	100
		First Allied Course–III (AC)	Art and Aesthetics	4	2	3	25	75	100
		Add on Course – I ##	Professional English II	6	4	3	25	75	100
	IV	Environmental Studies		2	2	3	25	75	100
	Total			30	26				800
III	I	Language Course – III (LC)– Tamil*/Other Languages + #		6	3	3	25	75	100
	II	English Language Course-III (ELC)		6	3	3	25	75	100
	III	Core Course – III (CC)	Graphic Design	6	6	3	25	75	100
		Core Practical - II (CP)	Computer Graphics (P)	3	-	-	-	-	-
		Second Allied Course – I (AC)	Basic Photography	4	4	3	25	75	100
		Second Allied Practical-II (AC)	Photography (P)	3	-	-	-	-	-
	IV	Non Major Elective I - for those who studied Tamil under Part-I a) Basic Tamil for other language students  b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme	Basics of Communication @	2	2	3	25	75	100
	Total			30	18				500

IV	I	Language Course –IV (LC) - Tamil*/Other Languages + #		6	3	3	25	75	100
	II	English Language Course – IV (ELC)		6	3	3	25	75	100
	III	Core Course – IV (CC)	Elements of Film	5	5	3	25	75	100
		Core Practical - II (CP)	Computer Graphics (P)	3	3	3	40	60	100
		Second Allied Practical-II (AC)	Photography (P)	3	3	3	40	60	100
		Second Allied Course - III	Media Culture and Society	3	2	3	25	75	100
	IV	Non Major Elective II-for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme	Communication and Personality Development @	2	2	3	25	75	100
	Skill Based Elective - I	Skill Based Elective - I	2	2	3	25	75	100	
Total				30	23				800
V	III	Core Course – V (CC)	Visual Analysis Techniques	5	5	3	25	75	100
		Core Course – VI (CC)	Media Research Orientation	5	5	3	25	75	100
		Core Course – VII (CC)	Videography	6	5	3	25	75	100
		Core Practical - III (CP)	Television Production (P)	3	3	3	40	60	100
		Major Based Elective – I	Script Writing	5	5	3	25	75	100
	IV	Skill Based Elective – II	Skill Based Elective - II	2	2	3	25	75	100
		Skill Based Elective – III	Skill Based Elective - III	2	2	3	25	75	100
		Soft Skills Development	Soft Skills Development	2	2	3	25	75	100
Total				30	29				800
VI	III	Core Course – VIII (CC)	Development Communication	6	6	3	25	75	100
		Core Course – IX (CC)	Project	6	6	3	40	60	100
		Core Practical - IV (CP)	Web Designing (P)	6	5	3	40	60	100
		Major Based Elective II	Public Relations	6	6	3	25	75	100
		Major Based Elective III	Media Management	5	5	3	25	75	100
	V	Extension Activities **	Extension Activities	-	1	-	-	-	-
		Gender Studies	Gender Studies	1	1	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Naandi / Unnati / Quest / IBM Skills Build	-	-	-	-	-	-
Total				30	30				600
Grand Total				180	148				4100

Language Part – I	-	4
English Part –II	-	4
Core Paper	-	9
Core Practical	-	4
Add-on Course	-	2
Allied Paper	-	4
Allied Practical	-	2
Non-Major Elective	-	2
Skill Based Elective	-	3
Major Based Elective	-	3
Environmental Studies	-	1
Value Education	-	1
Soft Skill Development	-	1
Gender Studies	-	1
Extension Activities	-	1 (Credit only)
Naan Mudhalvan Scheme	-	1 (No Credits)

\* For those who studied Tamil upto 10<sup>th</sup> +2 (Regular Stream).

+ Syllabus for other Languages should be on par with Tamil at degree level.

# Those who studied Tamil upto 10<sup>th</sup> +2 but opt for other languages in degree level under Part- I should study special Tamil in Part – IV.

## The Professional English – Four Streams Course is offered in the 1<sup>st</sup> and 2<sup>nd</sup> Semester in all UG Courses. It will be taught apart from the Existing hours of teaching / additional hours of teaching (1 hour /day) as a 4 credit paper as an add on course on par with Major Paper and completion of the paper is must to continue his / her studies further. The Extra 6 hrs / cycle will be utilized for the Add on Professional English Course. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020).

@ NCC Course is one of the Choices in Non-Major Elective Course. Only the NCC cadets are eligible to choose this course. However, NCC Course is not a Compulsory Course for the NCC Cadets.

\*\* Extension Activities shall be outside instruction hours.

@@ Naan Mudhalvan Scheme as per Government instruction.

Non Major Elective I & II – for those who studied Tamil under Part I

- a) Basic Tamil I & II for other language students
- b) Special Tamil I & II for those who studied Tamil upto 10<sup>th</sup> or +2 but opt for other languages in degree programme

**Note:**

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60
3. Separate passing minimum is prescribed for Internal and External marks		

**FOR THEORY**

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]

The passing minimum for University Examinations shall be 40% out of 75 marks [i.e. 30 marks]

**FOR PRACTICAL**

The passing minimum for CIA shall be 40% out of 40 marks [i.e. 16 marks]

The passing minimum for University Examinations shall be 40% out of 60 marks [i.e. 24 marks]

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