BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.

B.Sc. Visual Communication: Course Structure under CBCS

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

(NAAN MUDHALVAN SCHEME was Implemented from 4th onwards for 2021-22 Batch)

Sem.	Part	Course	Title	Inst. Hours/ Week	Credit	Exam Hours	Marks Int	Marks Ext	Total
I	I	Language Course–I (LC) – Tamil*/Other Languages + #		6	3	3	25	75	100
	II	English Language Course - I (ELC)		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)		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
	VI	Naan Mudhalvan Scheme (NMS) @@	Digital Skills for Employability	-	2	3	25	75	100
		Total		**30**	**25**				**900**

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
	VI	Naan Mudhalvan Scheme (NMS) @@	Marketing and Design Tools	-	2	-	25	75	100
		Total		**30**	**31**				**900**
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) @@	Innovative & Creative Skills for Employability	-	2	-	25	75	100
		Total		**30**	**32**				**700**
		Grand Total		**180**	**154**				**4400**

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	-	3

* For those who studied Tamil upto 10th +2 (Regular Stream).

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

\# Those who studied Tamil upto 10th +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 1st and 2nd 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 10th 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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