BHARATHIDASAN UNIVERSITY   **TIRUCHIRAPPALLI - 620 024**

B.Sc. VISUAL COMMUNICATION

CHOICE BASED CREDIT SYSTEM –

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

(NaanMudhalvan scheme has been implemented from 2nd to 5th semester for the 2023-2024 Batch)

Sem.	Part	Course	Title	Ins. Hrs	Credit	Exam Hours	Marks Int.	Marks Ext.	Total
I	I	Language Course – I Tamil $ / Other Languages + #		6	3	3	25	75	100
	II	English Course - I		6	3	3	25	75	100
	III	Core Course – I (CC)	Introduction to Visual Communication	5	5	3	25	75	100
		Core Practical – I (CP)	Drawing	6	4	3	40	60	100
		First Allied Course – I (AC)	Effective Communication	5	4	3	25	75	100
	IV	Value Education		2	2	3	25	75	100
		TOTAL		**30**	**21**	**-**	**-**	**-**	**600**
II	I	Language Course - II Tamil $ / Other Languages + #		6	3	3	25	75	100
	II	English Course - II		4	3	3	25	75	100
	III	Core Course – II (CC)	Advertising	5	5	3	25	75	100
		Core Practical – II (CP)	Art and Illustration	4	4	3	40	60	100
		First Allied Practical (AP)	Communication Skills	3	2	3	40	60	100
		First Allied Course – II (AC)	Indian Art and Aesthetics	4	4	3	25	75	100
		Add on Course – I ##	Professional English – I	6*	4	3	25	75	100
	IV	Environmental Studies		2	2	3	25	75	100
	VI	NaanMudhalvan Scheme (NMS) @@	Language Proficiency for Employability - Overview of English Language Communication	2	2	3	25	75	100
		TOTAL		**30**	**29**	**-**	**-**	**-**	**900**

III	I	Language Course – III Tamil $ / Other Languages + #		6	3	3	25	75	100
	II	English Course - III		6	3	3	25	75	100
	III	Core Course – III (CC)	Photography	5	5	3	25	75	100
		Core Practical - III (CP)	Photography Techniques	6	4	3	40	60	100
		Second Allied Course – I (AC)	Media, Culture and Society	4	4	3	25	75	100
		Add on Course – II ##	Professional English - II	6*	4	3	25	75	100
	IV	Non-Major Elective I @ - Those who choose Tamil in Part I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part I must choose either a) Basic Tamil if Tamil language was not studied in school level **or** b) Special Tamil if Tamil language was studied upto 10th & 12th std.	Basics of Communication	2	2	3	25	75	100
	VI	NaanMudhalvan Scheme (NMS) @@	Digital Skills for Employability – Microsoft Digital Skills	-	2	3	25	75	100
		TOTAL		**30**	**27**	**-**	**-**	**-**	**800**
IV	I	Language Course –IV Tamil $ / Other Languages + #		6	3	3	25	75	100
	II	English Course – IV		6	3	3	25	75	100
	III	Core Course - IV (CC)	Elements of Film	5	5	3	25	75	100
		Core Practical - IV (CP)	Web Designing	4	4	3	40	60	100
		Second Allied Practical (AP)	Computer Graphics	3	2	3	40	60	100
		Second Allied Course – II (AC)	Graphic Design	4	4	3	25	75	100
	IV	Non-Major Elective II @ - Those who choose Tamil in Part I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part I must choose either a) Basic Tamil if Tamil language was not studied in school level **or** b) Special Tamil if Tamil language was studied upto 10th & 12th std.	Communication and Personality Development	2	2	3	25	75	100
	VI	NaanMudhalvan Scheme (NMS) @@	Digital Marketing	-	2	3	25	75	100
		TOTAL		**30**	**25**	**-**	**-**	**-**	**800**

V	III	Core Course - V (CC)	Introduction to New Media	5	5	3	25	75	100
		Core Course – VI (CC)	Visual Analysis Techniques	5	5	3	25	75	100
		Core Course – VII (CC)	Script Writing	5	5	3	25	75	100
		Core Practical -V (CP)	Television Production	4	4	3	40	60	100
		Major Based Elective – I (Any one)	1. Photo Journalism 2. Online Journalism	5	4	3	25	75	100
	IV	Skill Based Elective I	Corporate Communication	4	2	3	25	75	100
		Soft Skills Development		2	2	3	25	75	100
	VI	NaanMudhalvan Scheme (NMS) @@	Employability Skills	-	2	3	25	75	100
		TOTAL		**30**	**29**	**-**	**-**	**-**	**800**
VI	III	Core Course - VIII (CC)	Media laws and Ethics	6	5	3	25	75	100
		Core Course - IX (CC)	Basics of Media Research	6	5	3	25	75	100
		Core Practical – VI (CP)	Multimedia & Animation	4	4	3	40	60	100
		Major Based Elective – II (Any one)	1. Video Editing Techniques 2. Mobile Journalism	5	4	3	25	75	100
		Project	Internship and Portfolio	4	3	-	20	80	100
	IV	Skill Based Elective – II	Event Management	4	2	3	25	75	100
	V	Gender Studies		1	1	3	25	75	100
		Extension Activities **		-	1	-	-	-	-
		TOTAL		**30**	**25**	**-**	**-**	**-**	**700**
		GRAND TOTAL		**180**	**156**	**-**	**-**	**-**	**4600**

$ForthosewhostudiedTamilupto10th+2(RegularStream).

+Syllabusfor otherLanguagesshouldbeonparwithTamilatdegreelevel.

#ThosewhostudiedTamilupto10th+2butoptforotherlanguagesindegreelevel under Part-I shouldstudyspecialTamilinPart – IV.

The Professional English – Four Streams Course is offered in the 2nd and 3rd Semester (only for 2022-2023 Batch) 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. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020).

* The Extra 6 hrs / cycle as per the G.O. 76/2020 will be utilized for the Add on Professional English Course.

@ 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.

**ExtensionActivitiesshallbeoutsideinstructionhours.

@@ NaanMudhalvan Scheme.

SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMMES

Sl. No.	Part	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	I	Language Courses	4	12	400
2.	II	English Courses	4	12	400
3.	III	Core Courses	9	45	800
4.		Core Practical	6	24	700
5.		Allied Courses I & II	4	16	400
6.		Allied Practical	2	4	200
7.		Major Based Elective Courses	2	8	200
8.		Add on Courses	2	8	200
9.		Project	1	3	100
10.	IV	Non-Major Elective Courses (Practical)	2	4	200
11.		Skill Based Elective Courses	2	4	200
12.		Soft Skills Development	1	2	100
13.		Value Education	1	2	100
14.		Environmental Studies	1	2	100
15.	V	Gender Studies	1	1	100
16.		Extension Activities	1	1	0
17.	VI	NaanMudhalvan Scheme	4	8	400
		Total	**47**	**156**	**4600**

PROGRAMME OBJECTIVES:

- To equip students with fundamental knowledge and necessary skills to make them industry ready.
- To enable students to gain expertise in the core fields of visual communication and make them socially conscious communicators.
- To help students understand the communication process, elements and theories and apply them in the relevant fields.

PROGRAMME OUTCOME:

- Be endowed with practical knowledge and skills to pursue a rewarding career in media industries
- Think critically and generate socially conscious media content
- Gain a deeper understanding of communication theories and processes and apply them creatively in generation of media content.

*****