



HINDUSTAN

**INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)**

CHENNAI

B. SC. VISUAL COMMUNICATION

(Duration: 3 Years)

CURRICULUM AND SYLLABUS

(Applicable for Students admitted from Academic Year 2021-22)

DEPARTMENT OF VISUAL COMMUNICATION

SCHOOL OF LIBERAL ARTS AND APPLIED SCIENCES

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

Motto:

To Make Every Man a Success and No Man a Failure

Vision:

To be an International Institute of Excellence, providing a conducive environment for education with a strong emphasis on innovation, quality, research and strategic partnership blended with values and commitment to society.

Mission:

- *To create an ecosystem that promotes learning and world class research.*
- *To nurture creativity and innovation.*
- *To instill highest ethical standards and values.*
- *To pursue activities for the development of the Society.*
- *To develop national and international collaborations with institutes and industries of eminence.*
- *To enable graduates to become future leaders and innovators.*

Value Statement:

Integrity, Innovation, Internationalization.

DEPARTMENT OF VISUAL COMMUNICATION

Vision:

To encourage students to realize their creative potential and sharpen their skills in the field of media. The department aims at producing culture-conscious, development oriented, socially responsible and committed media professionals

Mission:

- *To make students to work responsibly, creatively, and ethically as an individual or as a member or a leader of a team in all media related multidisciplinary environments.*
- *To inculcate students to obtain effective communication skills, leadership quality, team spirit and creative skills to succeed in their professional careers*
- *To provide value-based education to the students which address the social needs*
- *Establish industrial interaction to improve the employability skills as well as the technical skills of students and the ability to solve complex technological problems in real time.*

PROGRAMME'S EDUCATIONAL OBJECTIVES (PEO'S):

***PEO 1-** Graduates will be technically competent to excel in Media industry and to pursue higher studies.*

***PEO 2-** Graduates will possess the skills to develop economically and technically using the knowledge to start and run to be an own entrepreneur.*

***PEO 3-** Graduates will have effective communication skill, team spirits, ethical principles and desire for lifelong learning and creative skills to succeed in their professional career.*

PROGRAMME'S OUTCOMES (PO'S):

- 1. Develop the ability to use critical, analytical, and deep in thought thinking and analysis in visual communication.*
- 2. Demonstrate the impact of media on the society along with ethical, social and professional responsibilities/implications of their work.*
- 3. Apply knowledge and self-confidence in the distribution of project/research outputs in the fields of Media Arts, Design, and Visual Effects.*
- 4. Work responsibly and creatively as an individual or as a member or leader of a team and in all the multidisciplinary environments.*
- 5. Communicate effectively by oral, written, graphical and technical means and have competency in visual languages*
- 6. Independently reach and obtain information and develop appreciation of the need for continuous learning.*
- 7. Apply knowledge of art history, theories and principles to traditional and digital drawing and design skills for visual communication applications relevant to modern applied art markets.*
- 8. Provide adequate basic understanding about Media Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence*

PROGRAMME'S SPECIFIC OUTCOMES (PSO'S):

PSO1 - Create innovative ideas in the field of media and journalism in a secure and effective manner

PSO2 - Build creative skills to develop as professionals in television network, graphic designing, social media, and film making

PSO3 - Implement persuasive communication skills in the wellbeing and development of the environment and society.

B. Sc. Visual Communication

SEMESTER- I									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CF	TLA2101/ HLA2101/ FLA2102	Tamil – I/ Hindi – I/ French – I	3	0	0	3	0	3
2	CF	ELA4104	English – I	3	0	0	3	0	3
3	PC	VCB2101	Introduction to Visual Communication	3	1	0	4	0	4
PRACTICAL									
4	PC	VCB2131	Drawing- I	0	0	6	3	0	6
5	PC	VCB2132	Graphic Design- I	0	0	5	3	0	5
6	CF	BAA2131	Enrichment Course- I	0	0	4	2	0	4
			Total	9	1	15	18	0	25
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER - II									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	BS	TLA2116 HLA2116 FLA2117	Tamil – II Hindi – II French – II	3	0	0	3	0	3
2	BS	ELA2116	English – II	3	0	0	3	0	3
3	PC	VCB2116	Media Marketing Communication	3	1	0	4	0	4
PRACTICAL									
4	PC	VCB2141	Drawing- II	0	0	6	3	0	6
5	PC	VCB2142	Graphic Design- II	0	0	5	3	0	5
6	CF	BAA2141	Enrichment Course –II	0	0	4	2	0	4
Total				9	1	15	18	0	25
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER - III									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	VCB2201	Printing & Publication	3	0	0	3	0	3
2	PC	VCB2202	Photography- I	3	0	1	3	0	4
3	PC	VCB2203	Commercial Advertisement	3	0	0	3	0	3
4	PC	VCB2204	Videography - I	3	0	2	3	0	5
PRACTICAL									
5	PC	VCB2231	Computer Graphics- I	0	2	4	3	0	6
6	CF	COA2231	Enrichment Course- III	0	0	4	2	0	4
Total				12	2	11	17	0	25
SEMESTER - IV									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	VCB2216	Media and Public Relation	3	1	0	4	0	4
PRACTICAL									
3	PC	VCB2241	Videography- II	0	2	3	4	0	5
4	PC	VCB2242	Computer Graphics- II	0	2	4	4	0	6
5	PC	VCB2243	Photography - II	0	2	4	4	0	6
6	CF	COA2241	Enrichment Course – IV	0	0	4	2	0	4
Total				3	7	15	18	0	25

SEMESTER - V									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	VCB2301	Television Production	3	1	0	4	0	4
2	PC	VCB2302	Elements of Film	3	1	0	4	0	4
3	PC	BAB2301	Business Ethics and Values	3	0	0	3	0	3
4	DE		Elective - I	3	0	0	3	0	3
PRACTICAL									
6	PC	VCB2331	Television Production Practical - I	0	0	5	3	0	5
7	PC	VCB2332	Digital Editing	0	0	5	3	0	5
Total				12	2	10	20	0	25
SEMESTER - VI									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	VCB2316	Media Culture Society	3	1	0	4	0	4
2	DE		Elective - II	3	0	0	3	0	3
PRACTICAL									
4	PC	VCB2341	Television Production Practical- II	0	2	4	4	0	6
5	PC	VCB2342	3D - Animation	0	2	4	4	0	6
6	PC	VCB2343	Project Report & Viva	0	0	0	4	0	0
Total				6	5	8	19	0	19

LIST OF DEPARTMENTAL ELECTIVES WITH GROUPING - SEMESTER WISE

SEM	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
Elective I									
5	DE	VCC2351	Development Communication	3	0	0	3	0	3
5	DE	BAC2351	Human Resource Management	3	0	0	3	0	3
5	DE	BAC2352	Services Marketing	3	0	0	3	0	3
Elective II									
6	DE	VCC2361	Media Organization	3	0	0	3	0	3
6	DE	BAC2367	Customer Relationship Management	3	0	0	3	0	3
6	DE	VCC2362	Media Market Research	3	0	0	3	0	3