

B.Sc. Visual Communication

Frequently Asked Questions

1. Why should you choose Visual Communication at HITS?

Answer: With a balanced approach, we hone the critical, creative, technical and analytical skills of our students. Hence, upon the completion of three years, you would be trained as a unique visual story teller, content creator and would find yourself placed in a reputed organization.

2. What is the minimum qualification required to join Visual Communication?

Answer: You will need a pass in Higher Secondary or any other equivalent examination as approved by the Government of India.

3. Can I join Visual Communication, if I am from Commerce, History or Science background?

Answer: Visual Communication is an interdisciplinary stream. It is a culmination of Arts and Science. Hence, we admit students from diverse backgrounds.

4. Is there any Entrance Exam for this programme?

Answer: Admission is done on the basis of marks secured in Class 12th/HSC/PUC and no separate Entrance Examination will be conducted for the same.

5. Does HITS network with industries?

Answer: We have academic partnership and industrial collaborations with some renowned content creators in the Television industry. Our agreements facilitate hands-on training and placement.

6. Do your students work when they study?

Answer: Our students work in real time projects during the weekends. The internships which we facilitate for the students with big channels end up in choosing our students for their regular production activities and most of our students get an offer from the companies they do their internships in.

7. Do the industrial experts teach the Visual Communication students of HITS?

Answer: We have a good rapport with the industrial experts especially Directors, Screenplay Writers, Cinematographers and Photographers. They regularly conduct workshops for our students and interact with them consistently.

8. Do you have any specific specialized programmes besides Visual Communication?

Answer: We offer Certification and Diploma programmes in Photography in association with industrial experts.

9. What are the profiles of the faculty members?

Answer: Our faculty members are established Directors, Screenplay Writers, Artists who regularly hosts paintings & portraits in exhibitions, Wildlife Photographers, experienced Graphic Designers, Documentary Film Makers and are associated with National Media Productions and Researchers.

10. How do students get exposure in the Media industry?

Answer: Besides internships, we regularly organize Industrial Visits to the leading Channels and Production Units which aids students to experience what they have learnt theoretically.

11. Are there exchange programmes with the overseas institutions?

Answer: Yes. Our Study Abroad Programme (SAP) and Student Exchange Programme (SEP) allow our students to spend a semester in any one of the campuses of our International partner Universities. You can check our website for the list of our strategic alliances.

12. Do you have international members in your campus?

Answer: Yes, our Faculty Exchange Programme brings in experts from our International partner Universities. Besides NRIs, we have many international students coming inward as part of the Student Exchange Programme. The department of Visual Communication has enrolled an international student recently; and is experiencing a vivid exposure to the international media practices.

13. Is Visual Communication an industry-oriented course?

Answer: Visual Communication is booming more than ever in this quick changing world. From print to digital, every industry relies greatly on visuals. Visual Communication is the need of the hour and the pandemic has reiterated it with a bang. B.Sc. Visual Communication is completely an industry-oriented course focusing on different aspects of Visual needs of the contemporary market. In this course, students will learn from industry experts and senior professors about technicalities in real life to become a young professional after 3 years of graduation.

14. Is this a practical or theory course?

Answer: B. Sc. in Visual Communication is a well-balanced course with emphasis on both practical and theory keeping in mind, the changing industry needs of our contemporary time and practice. We believe in students' holistic development from every aspect; and assist them with theoretical knowledge, practical techniques and ethical knowledge to mould them into successful professionals.

15. What are the different aspects of Visual Communication?

Answer: In the B.Sc. Visual Communication course, we guide students from conceptual aspects and practical aspects focusing on varied needs of media and visual industries along with focus on different languages to prepare students as global citizens.

16. What are the future opportunities?

Answer: On obtaining a degree in Visual Communication, students can join industries like Media as Photographers or Content Creators; Photography Industry as Fashion or Product Photographers; Design Industry as Graphics Designer or Digital Artist; Film Industry as Cinematographer, Editor, StoryBoard Artist, Film Director or be an independent Visual Content Creator, Wildlife Photographer, Educator and many more.

17. Why should you choose Visual Communication?

Answer: If you are a creative person, interested in Graphic Design, Photography, Film or Media and want to be a successful professional, Visual Communication is the course for you. Here in HITS, we focus on nurturing each students' creativity and skills.

18. What are the job opportunities for Visual Communication in the Television Industry?

Answer: The primary focus of our programme is to train the students to be competent enough for electronic media. Our students get placed in the departments of Content Creation, Art Direction, Cinematography, Editing and Programme Production of the leading Television channels.

19. What are the criteria to study Visual Communication?

Answer: You should be creative and passionate about Drawing, Painting, Designing, Photography, and Cinematography; and hold interest in visual content creation.

20. What is the importance of Visual Communication in modern day?

Answer: As we spend more time on digital platforms and rely on the contents available among thousands of contents, it is very essential for brands and companies to ensure quality visual marketing with uniqueness of content and representation; and that is where Visual Communication comes into play.

21. Can I become a film maker if I join B.Sc. Visual Communication in your institution?

Answer: Yes. We emphasize on the holistic teaching and learning of the different domains of the visual media. Film is indeed our one of the major focus areas; and we train both the theoretical and practical aspects of film making.

22. How can you study Visual Communication from HITS in this pandemic situation?

Answer: We have successfully shifted our classroom to a Digital platform in this challenging situation and continue to provide quality education to each and every student

from different parts of our country as well as abroad. We deliver our lectures accompanied with various visual cues and try to make the learning experience as natural as a physical classroom with continuous Student-Professor interactions.

23. How do you engage the students for practical classes?

Answer: As we started our new session virtually, we have properly assessed our curriculum to fit the current mode of virtual study. Now, practical works and classes will be possible with ease over online platform by our able and dedicated team of faculty members with advanced reach of technology.

24. What are the infrastructure facilities you provide for your students?

Answer: We have the state-of-the-art infrastructure with a magnificent Shooting Floor, Audio Studio and an exclusive Photography Studio.

=====XXXX=====