



**Shrimathi Devkunvar Nanalal Bhatt Vaishnav
College for Women (Autonomous)**

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC
Chromepet Chennai-600044



DEPARTMENT OF VISUAL COMMUNICATION

B.Sc. Visual Communication

CHOICE BASED CREDIT SYSTEM (CBCS)

&

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

2023-2026 Batch



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B.Sc. Visual Communication

PROGRAMME OUTCOMES (PO)

After completion of the programme, the student will be able to

PO1	Develop sharp cognizance of concepts, apply the domain knowledge with utmost confidence and be assertive at any given opportunity.
PO2	Possess deeper understanding of life skills to appraise life and draw logical conclusions.
PO3	Design and develop solutions for challenging problems of society.
PO4	Acquire programme-centric thought process facilitating further studies in the respective domain.
PO5	Engage in life-long learning to easily adapt to the dynamic environment and obtain clarity and preparedness for field specialisation.
PO6	Self-actualise and self-regulate, focussing on ethical and moral values to become a compassionate human being.

PROGRAMME SPECIFIC OUTCOMES (PSO)

The students at the time of graduation will

PSO1	Demonstrate mastery in drawing, writing, editing, photography, and graphic design, while staying adaptable to evolving technology and techniques, to excel in the visual communication industry job market.
PSO2	Master visual communication methods and research to elevate creative work, utilizing problem-solving and teamwork, while infusing personal ideas into collaborative projects.
PSO3	Maintain the media laws and ethical standards when handling visual content to ensure accurate communication with readers and viewers.



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Curriculum 2023-2026

SE M	PART	COURSE COMPONE NT	COURSE CODE	TITLE OF THE PAPER	CREDIT S	LECTURE HOURS		CIA	E S E	TOTAL
						TH	P			
I Semester I Year	I	Foundation Course	22ULTFC1001/ 22ULHFC1001/ 22ULSFC1001/ 22ULFFC1001	Tamil- I/ Hindi-I/ Sanskrit- I/ French- I	3	6		40	60	100
	II	Foundation Course	20UGEFC1001	General English- I	3	6		40	60	100
	III	Core Theory I	22UVSCT1001	Introduction to Visual Communication	3	4		40	60	100
		Core Practical I	22UVSCP1001	Drawing (Practical – I)	4	6		40	60	100
		Allied Practical I	22UVSAP1001	Graphic Design (Allied Practical- I)	5	6		40	60	100
	IV	Life Skill	23USSEC1001	Effective Communication Skills	2	2		50	-	50
				TOTAL	21					550
II Semester I Year	I	Foundation Course	22ULTFC2002/ 22ULHFC2002/ 22ULSFC2002/ 22ULFFC2002	Tamil- II/ Hindi-II/ Sanskrit- II/ French- II	3	6		40	60	100
	II	Foundation Course	20UGEFC2002	General English- II	3	6		40	60	100
	III	Core Theory II	22UVSCT2002	Introduction to Indian and Western Arts	3	3		40	60	100
		Core Theory III	22UVSCT2003	Models and Theories of Communication	3	4		40	60	100
		Core Practical II	22UVSCP2002	Basic Photography	4	4		40	60	100
		Allied Practical II	22UVSAP2002	Aesthetics of Design	5	5		40	60	100
	IV	Value Education	23UUHVE2003	Universal Human Values	2	2		50	-	50
			20UESVE2001	Environmental Studies	2	-		50	-	50
			20UYGVVEE2002	Yoga and Wellness	2	-		50	-	50
				TOTAL	27					750



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II Year	III Semester	I	Foundation Course	22ULTFC3003/ 22ULHFC3003/ 22ULSFC3003/ 22ULFFC3003	Tamil- III/ Hindi-III/ Sanskrit- III/ French- III	3	6	4 0	6 0	100
		II	Foundation Course	20UGEFC3003	General English- III	3	6	4 0	6 0	100
		III	Core Theory IV	22UVSCT3004	Integrated Marketing Communication	3	3	4 0	6 0	100
			Core Theory V	22UVSCT3005	Introduction to Television and Radio	3	3	4 0	6 0	100
			Core Practical III	22UVSCP3003	2D Animation	4	5	4 0	6 0	100
			Allied Practical III	22UVSAP3003	Advanced Photography	5	6	4 0	6 0	100
		IV	Non Major Elective	20UVSNE3001	Advertising	2	1	5 0	-	50
				TOTAL	23				650	
II Year	IV Semester	I	Foundation Course	22ULTFC4004/ 22ULHFC4004/ 22ULSFC4004/ 22ULFFC4004	Tamil- IV/ Hindi-IV/ Sanskrit- IV/ French- IV	3	6	4 0	6 0	100
		II	Foundation Course	20UGEFC4004	General English- IV	3	6	4 0	6 0	100
		III	Core Theory VI	22UVSCT4005	Media Culture and Society	3	3	4 0	6 0	100
			Core Theory VII	22UVSCT4007	Introduction to Film Studies	3	3	4 0	6 0	100
			Core Practical IV	20UVSCP4004	Core Practical – IV (Script Writing)	4	5	4 0	6 0	100
			Allied Practical IV	22UVSAP4004	Allied Practical – IV (Audio Video Editing)	5	6	4 0	6 0	100
		IV	Non Major Elective	20UVSNE4002	Advertising	2	1	5 0	-	50
			Life Skill	23ULSLM4003	Leadership & Management Skills	2		5 0	-	50
			Students Progression Bodies		Students Progression Activities	2	-	-	-	-
						TOTAL	27			
III Year	Semester	III	Core Theory VIII	20UVSCT5008	Media Research	3	6	4 0	6 0	100
			Core Theory IX	22UVSCT5009	Media Management and Laws	3	6	4 0	6 0	100
			Core Practical V	22UVSCP5005	Core Practical – V (Reporting and Editing)	4	6	4 0	6 0	100



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III Year	VI Semester		Core Practical VI	20UVSCP5006	Core Practical – VI (3D Animation)	4	6	40	60	100
			Elective Practical I	22UVSEP5WD1 21UVSEP5PD1	Web Designing / AD Production	5	6	40	60	100
		IV	Soft Skill	23USSB5SM3/ 23USSB5ST3	Skill based Elective- SWAYAM-MOOC / NPTEL / Spoken Tutorials	3	-	50	-	50
			Life Skill	23USKPF5004	Professional Skills	2	50			50
			Ability Enhancement -1	23UAE_5001	VIVAC/T.I.M.E/COURS ERA/ NPTEL/ Spoken Tutorials/ Others	2	50			50
					TOTAL	26				650
	VI Semester	III	Core Theory X	20UVSCT6010	Media Histrionics	3	6	40	60	100
			Core Project I	20UVSPR6001	Project	6	10	40	60	100
			Elective Practical II Lab based /Coursera	24UVSEP6A02 24UVSEP6B02	Portfolio Management Graphic Design	5	4	40	60	100
			Elective Internship	20UVSIP6001	Internship	5	10	40	60	100
		IV	Soft Skill	23USSSE6CR4	Skill Enhancement- Coursera	3	-	50	-	50
			Ability Enhancement – 2 (Coursera)	23UAEE6002	Essential of Computing Skill	2	50			50
			Skill Development	23UAD_6001	Add on Courses	2	50			50
		V	Extra Curricular Activity	XSP	Sports	1	-	-	-	-
					TOTAL	27				550
					GRAND TOTAL	151				3850