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

B.SC. VISUAL COMMUNICATION

(Duration: 3 Years)

CURRICULUM
Under Choice Based Credit System
(In line with NEP)

(Applicable for Students admitted from Academic Year 2023-24)

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 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 EDUCATIONAL OBJECTIVES (PEO's)

PEO 1: Technically competent to excel in Media industry and to pursue higher studies

PEO 2: Conceive a visually unified and balanced design using various media that communicates

a clear message to an audience

PEO 3: Implement persuasive communication skills in the well-being and development of the

society

PROGRAMME OUTCOMES

Upon the completion of the Programme, the graduates will be able to:

PO1:   Critical Thinking: Make assumptions, validate and appreciate them from different perspectives.

PO2:   Effective Communication: Develop key communication skills inclusive of electronic mode to participate in diverse areas.

PO3 : Social Interaction: Invite views of others for a harmonious coexistence.

PO4 : Effective Citizenship: Sympathize and be sensitive to issues and participate in civic life to show empathy for social concerns.

PO5 : Ethics: Recognize and appreciate value systems to make appropriate decisions in diverse situations.

PO6:   Environment and sustainability: Understand environmental issues and work towards sustainable development.

PO7 : Self-Directed and Life Long Learning: To engage in lifelong learning by adopting appropriate technology.

PROGRAMME'S SPECIFIC OUTCOMES (PSO):

PSO1: Create innovative ideas in the fields of visual media and digital journalism in an effective and ethical manner

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

PSO3: Apply visual elements and visual aids to communicate complex information engagingly to streamline your workflows and simplify communication processes.

CURRICULUM

CREDIT DISTRIBUTION

COURSE CATEGORY		CREDITS
CC	CORE COURSE	73
HS	BASIC SCIENCE AND HUMANITIES COURSE	16
DE	DEPARTMENT ELECTIVE	12
VA	VALUE ADDED COURSE	4
AE	ABILITY ENHANCEMENT COURSE	3
SI	SUMMER INTERNSHIP	8
NE	NON-DEPARTMENT ELECTIVE	3
RP	PROJECT	7
TOTAL		126

SEMESTER – I

SL. NO	COURSE CATEGORY	COURSE TYPE	SEM	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CC	TH	I	AVC31001	FUNDAMENTALS OF COMMUNICATION	3	1	0	4	2	4
2	CC	TP	I	AVC31002	PRINCIPLES OF VISUAL DESIGN	2	1	2	4	2	5
3	CC	PR	I	AVC31402	BASIC DRAWING	0	0	6	3	2	6
4	CC	TP	I	AVC31003	CREATIVE WRITING	2	0	2	3	2	4
5	HS	TP	I	GLS51001	COMMUNICATION SKILLS	2	0	1	2	1	3
6	HS	TP	I	GLS11001	TAMIL ART AND CULTURE	1	0	1	1	2	2
7	VA	TH	I	GGE51003	ENVIRONMENTAL SCIENCE AND SUSTAINABLE DEVELOPMENT	2	0	0	2	2	2
8	HS	PR	I	GBP01400	HEALTH AND WELL BEING	0	0	2	1	2	2
	VA			GPE21401	YOGA						
	VA			GPE21402	SPORTS						
	VA			GPE21403	FITNESS						
	HS			GGE51401	OUTREACH (NCC) - LEVEL - I						
	HS			GGE51402	OUTREACH (NSS -Y's MEN, ROTARACT) – LEVEL - I						
9	NC	TP	I	ASS21001	COMMUNITY DEVELOPMENT	1	0	1	*	2	2
					Total	13	2	15	20	17	30

*Non-Credit Course

SEMESTER – II

SL. NO	COURSE CATEGORY	COURSE TYPE	SEM	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CC	TH	II	AVC31004	ADVERTISING AND CORPORATE COMMUNICATION	2	1	0	3	2	3
2	CC	TP	II	AVC31005	FUNDAMENTALS OF PHOTOGRAPHY	2	0	2	3	2	4
3	CC	PR	II	AVC31403	2D DESIGN AND COLORING	0	0	6	3	2	6
4	CC	TP	II	AVC31006	AUDIO PRODUCTION AND PODCAST	2	0	2	3	2	4
5	HS	TP	II	GLS51002	PERSONALITY DEVELOPMENT AND SOFT SKILLS	2	0	1	2	1	3
6	AE	TP	II	ACA31001	DIGITAL TECHNOLOGICAL SOLUTIONS	2	0	2	3	2	4
7	HS	PR	II	GBP01400	HEALTH AND WELL BEING	0	0	2	1	2	2
	VA			GPE21401	YOGA						
	VA			GPE21402	SPORTS						
	VA			GPE21403	FITNESS						
	HS			GGE51401	OUTREACH (NCC) – LEVEL - II						
	HS			GGE51402	OUTREACH (NSS - Y's MEN, ROTARACT) – LEVEL - II						
8	HS	TH	II	GLS51008	TAMIL	2	0	0	2	2	2
				GLS51009	HINDI						
				GLS51010	TELUGU						
				GLS11002	ADVANCED TAMIL						
					Total	12	1	15	20	15	28

SEMESTER – III

SL. NO	COURSE CATEGORY	COURSE TYPE	SEM	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CC	TP	III	AVC31007	DIGITAL PHOTOGRAPHY AND LIGHTING TECHNIQUES	2	0	4	4	2	6
2	CC	PR	III	AVC31405	DIGITAL ART AND DESIGN	0	0	4	2	2	4
3	DE	TH	III	AVC31***	DEPARTMENT ELECTIVE - I	2	1	0	3	2	3
4	NE	TP	III	********	NON DEPARTMENT ELECTIVE	2	0	2	3	2	4
5	SI	IN	III	AVC31801	INTERNSHIP EVALUATION - I	#	#	#	4	#	#
6	HS	TH	III	GLS51011	FRENCH	2	0	0	2	2	2
			III	GLS51012	GERMAN						
			III	GLS51013	SPANISH						
			III	GLS51014	KOREAN						
			III	GLS51015	MANDARIN						
			III	GLS51016	JAPANESE						
7	HS	TP	III	GLS51005	PUBLIC SPEAKING	1	0	1	1	1	2
8	NC	TH	III	GGE51015	INDIAN KNOWLEDGE SYSTEM (IKS)	3	0	0	*	2	3
9	NC	TP	III	ABB31001	CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT GOALS	1	0	2	*	2	3
					Total	14	1	14	20	16	29

*Non-Credit Course
 # Students will undergo a minimum 30 days internship during II sem Summer Vacation and evaluated in III sem

SEMESTER IV

SL. NO	COURSE CATEGORY	COURSE TYPE	SEM	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CC	TH	IV	AVC31008	TELEVISION AND OTT PRODUCTION	3	1	0	4	2	4
2	CC	TP	IV	AVC31009	SCRIPT WRITING AND STORY BOARDING	2	0	2	3	2	4
3	CC	TP	IV	AVC31010	COMPOSITING AND EDITING	2	0	4	4	2	6
4	CC	TH	IV	AVC31011	DIGITAL MARKETING AND ANALYTICS	2	1	0	3	2	3
6	DE	PR	IV	AVC31***	DEPARTMENT ELECTIVE - II	0	0	6	3	2	6
5	HS	TP	II	GLS51002	PERSONALITY DEVELOPMENT AND SOFT SKILLS	2	0	1	2	1	3
7	HS	TH	IV	GLS11003	FRENCH INTREMEDIATE	2	0	0	2	2	2
				GLS11004	GERMAN INTREMEDIATE						
				GLS11005	SPANISH INTREMEDIATE						
				GLS11006	KOREAN INTREMEDIATE						
				GLS11007	MANDARIN INTREMEDIATE						
				GLS11008	JAPANESE INTREMEDIATE						
					Total	13	2	13	21	14	28

SEMESTER – V

SL. NO	COURSE CATEGORY	COURSE TYPE	SEM	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CC	TP	V	AGE21001	FUNDAMENTALS OF RESEARCH METHODOLOGY	3	0	2	4	2	5
2	CC	TH	V	AVC31012	FILM STUDIES	3	1	0	4	2	4
3	CC	TH	V	AVC31013	MEDIA LAWS AND ETHICS	3	1	0	4	2	4
4	CC	PR	V	AVC31406	PORTFOLIO CREATION	0	0	4	2	2	4
5	CC	PR	V	AVC31407	FILM APPRECIATION AND ANALYSIS	0	0	4	2	2	4
6	DE	PR	V	AVC31***	DEPARTMENT ELECTIVE - III	0	0	6	3	2	6
7	SI	IN	V	AVC31802	INTERNSHIP EVALUATION - II	#	#	#	4	#	#
8	HS	TP	V	GLS51007	VERBAL REASONING AND INTERVIEW SKILLS	1	0	1	1	1	2
9	NC	TH	V	AGE31001	METHODOLOGY FOR WRITING A PROFESSIONAL & SCIENTIFIC ARTICLE	1	0	0	*	2	1
					Total	11	2	17	24	15	30

*Non-Credit Course
Students will undergo a minimum 30 days of training in the media industry during IV sem vacation and be evaluated in V sem

SEMESTER – VI

SL. NO	COURSE CATEGORY	COURSE TYPE	SEM	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CC	TH	VI	AVC31014	SOCIAL MEDIA CONTENT AND DESIGN	3	0	0	3	2	3
2	CC	TH	VI	AVC31015	USER INTERFACES AND EXPERIENCES (UI/UX)	2	1	0	3	2	3
3	CC	TP	VI	AVC31016	DIGITAL FILM PRODUCTION	2	0	2	3	2	4
4	DE	PR	VI	AVC31***	DEPARTMENT ELECTIVE - IV	0	0	6	3	2	6
5	RP	PJ	VI	AVC31803	PROJECT #	0	0	14	7	0	14
6	NC	TH	VI	GGE51011	INTRODUCTION TO WOMEN AND GENDER STUDIES	3	0	0	*	2	3
7	HS	TH	VI	GGE51001	UNIVERSAL HUMAN VALUES	2	0	0	2	2	2
					Total	12	1	22	21	12	35

DEPARTMENT ELECTIVES

SL. NO	COURSE CATEGORY	COURSE TYPE	SEM	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE - I	TH	III	AVC31501	PRINCIPLES OF JOURNALISM	2	1	0	3	2	3
				AVC31502	ANIMATION TECHNIQUES						
2	DE - II	PR	IV	AVC31503	DIGITAL JOURNALISM	0	0	6	3	2	6
				AVC31504	WEB DESIGNING						
3	DE - III	PR	V	AVC31505	DOCUMENTARY PRODUCTION	0	0	6	3	2	6
				AVC31506	3D ANIMATION						
4	DE - IV	PR	VI	AVC31507	PRODUCTION DESIGN	0	0	6	3	2	6
				AVC31508	VR AND 360 VIDEO PRODUCTION						

NON DEPARTMENT ELECTIVES

SL. NO	COURSE CATEGORY	COURSE TYPE	SEM	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	NE	TP	III	AVC31701	PODCASTING (Paid Course)	2	0	2	3	2	4
2	NE	TP	III	AVC31702	PAINTING (Paid Course)	2	0	2	3	2	4