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

# M.SC. VISUAL COMMUNICATION (INTEGRATED)

# (Duration: 4 Years)

# CURRICULUM

## (Applicable for Students admitted from Academic Year 2022-23)

# 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 for learning and world class research.
- To nurture a sense of creativity and innovation.
- To instill highest ethical standards and values with a sense of professionalism.
- To take up activities for the development of Society.
- To develop national and international collaboration and strategic partnership with industry and institutes of excellence.
- 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 addresses 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 OUTCOMES (PO):

**PO1:** To develop the ability to use critical, analytical & logical cognitive skills and analysis in visual communication.

**PO2:** The graduates will be technically competent to excel in the media industry and pursue further higher studies.

**PO3:** To gain knowledge and self-confidence in the distribution of project/research outputs in the fields of the media industry.

**PO4:** Work responsibly and creatively as an individual or as a member or leader of a team and in all multidisciplinary environments.

**PO5:** To communicate effectively by oral, written, graphical, and technical means and have competency in visual languages

**PO6:** Independently reach and obtain information and develop an appreciation of the need for continuous learning.

**PO7:** Apply knowledge of art history, theories and principles of drawing and design skills to modern applied art markets.

**PO8:** To provide an adequate basic understanding of media Education among the students and to develop language abilities to inculcate writing skills and business correspondence.

# PROGRAMME SPECIFIC OUTCOMES (PSO):

**PSO1**:  To gain knowledge on communication elements and processes.

**PSO2**:  Enable the students to handle professional cameras.

**PSO3**:  Enable the students to create graphic and web designs.

**PSO4:**  Graduates will have effective communication skills, team spirit, ethical principles, and creative skills to succeed in media careers.

**PSO5:**  Graduates will possess the skills to develop technically and economically using their Knowledge in the industry.

| | | | SEMESTER - I | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Sl. No. | Course Category | Course Code | Name of the Course | L | T | P | C | S | TCH |
| 1. | HS | TLA2101/ HLA2101/ FLA2102 | LANGUAGE - I | 3 | 0 | 0 | 3 | 0 | 3 |
| 2. | AE | ELA4104 | ENGLISH - I | 3 | 0 | 0 | 3 | 0 | 3 |
| 3. | PC | VCB0101 | INTRODUCTION TO COMMUNICATION | 3 | 0 | 0 | 3 | 1 | 3 |
| 4. | PC | VCB0102 | PRINCIPLES OF VISUAL DESIGN | 3 | 0 | 0 | 3 | 1 | 3 |
| 5. | AE | VCA0103 | VALUE EDUCATION | 2 | 0 | 0 | 2 | 0 | 2 |
| | | | PRACTICAL | | | | | | |
| 6. | PC | VCB0131 | BASIC DRAWING PRACTICAL | 0 | 0 | 6 | 3 | 2 | 6 |
| 7. | PC | VCB0132 | GRAPHIC DESIGN PRACTICAL | 0 | 0 | 5 | 3 | 2 | 5 |
| | | | Total | 14 | 0 | 11 | 20 | 6 | 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. | HS | TLA2116/ FLA2116/ HLA2116 | LANGUAGE II | 3 | 0 | 0 | 3 | 0 | 3 |
| 2. | AE | ELA4116 | ENGLISH - II | 3 | 0 | 0 | 3 | 0 | 3 |
| 3. | PC | VCB0116 | PRINCIPLES OF ADVERTISING | 3 | 1 | 0 | 4 | 1 | 4 |
| 4. | PC | VCB0117 | PHOTOGRAPHY | 3 | 0 | 0 | 3 | 1 | 3 |
| 5. | AE | VCA0118 | MEDIA AND ENVIRONMENT | 2 | 0 | 0 | 2 | 0 | 2 |
| | | | PRACTICAL | | | | | | |
| 6. | PC | VCB0141 | 2D DESIGN & PAINTING PRACTICAL | 0 | 0 | 5 | 3 | 2 | 5 |
| 7. | PC | VCB0142 | STORYBOARD DESIGNING PRACTICAL | 0 | 0 | 5 | 3 | 2 | 5 |
| | | | Total | 14 | 01 | 10 | **21** | 6 | 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 | VCB0201 | PRINCIPLES OF JOURNALISM | 3 | 1 | 0 | 4 | 2 | 4 |
| 2. | PC | VCB0202 | MEDIA INSTRUMENTS | 3 | 0 | 0 | 3 | 2 | 3 |
| PRACTICAL | | | | | | | | | |
| 3. | PC | VCB0231 | BASIC PHOTOGRAPHY PRACTICAL | 0 | 0 | 5 | 3 | 0 | 5 |
| 4. | PC | VCB0232 | DIGITAL ART & DESIGN PRACTICAL | 0 | 0 | 5 | 3 | 0 | 5 |
| 5. | PC | VCB0233 | MAGAZINE PRODUCTION & LAYOUT DESIGN PRACTICAL | 0 | 0 | 5 | 3 | 0 | 5 |
| 6. | SE | VCB0234 | SOFT SKILLS (WRITING FOR MEDIA) | 0 | 0 | 4 | 2 | 0 | 4 |
| Total | | | | 06 | 01 | 19 | **18** | 4 | 26 |
| **L – Lecture; T – Tutorial ; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours** | | | | | | | | | |

| SEMESTER - IV | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Sl. No. | Course Category | Course Code | Name of the Course | L | T | P | C | S | TCH |
| 1. | PC | VCB02116 | MEDIA PRODUCTION | 4 | 0 | 0 | 4 | 1 | 4 |
| 2. | PC | VCB02117 | MEDIA CULTURE AND SOCIETY | 4 | 0 | 0 | 4 | 1 | 4 |
| PRACTICAL | | | | | | | | | |
| 3. | PC | VCB0241 | NEW MEDIA PRODUCTION PRACTICAL | 0 | 0 | 5 | 3 | 0 | 5 |
| 4. | PC | VCB0242 | ADVANCED PHOTOGRAPHY PRACTICAL | 0 | 0 | 5 | 3 | 2 | 5 |
| 5. | SE | VCB0243 | SOFT SKILLS (Anchoring Skills) | 0 | 0 | 4 | 2 | 0 | 4 |
| 6. | PC | VCB0244 | SET DESIGN PRACTICAL | 0 | 0 | 4 | 2 | 0 | 4 |
| Total | | | | 8 | 0 | 18 | **18** | 6 | 26 |
| **L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours** | | | | | | | | | |

| SEMESTER - V | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Sl. No. | Course Category | Course Code | Name of the Course | L | T | P | C | S | TCH |
| 1. | PC | VCB0301 | FILM STUDIES | 3 | 1 | 0 | **4** | 2 | 4 |
| 2. | DE | | ELECTIVE – I | 3 | 0 | 0 | **3** | 1 | 3 |
| PRACTICAL | | | | | | | | | |
| 3. | PC | VCB0331 | TELEVISION PROGRAMME PRODUCTION | 0 | 0 | 6 | **3** | 0 | 6 |
| 4. | PC | VCB0332 | VIDEO EDITING PRACTICAL | 0 | 0 | 6 | **3** | 0 | 6 |
| 5. | PC | VCB0333 | AUDIO PRODUCTION AND PODCASTING PRACTICAL | 0 | 0 | 6 | **3** | 0 | 6 |
| 6. | SE | VCB0334 | INTERNSHIP – I* | * | * | * | **2** | 0 | 0 |
| Total | | | | 6 | 1 | 18 | **18** | 3 | 25 |
| **L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours** | | | | | | | | | |

*Students will undergo internship for a period of 30 days in a Print media or ad agency

| SEMESTER - VI | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Sl. No. | Course Category | Course Code | Name of the Course | L | T | P | C | S | TCH |
| 1. | PC | VCB0316 | SOCIAL MEDIA CONTENT & DESIGN | 3 | 1 | 0 | 4 | 0 | 4 |
| 2. | PC | VCB0317 | MEDIA BUDGETING & DISTRIBUTION | 3 | 0 | 0 | 3 | 0 | 3 |
| | PC | VCB0318 | MEDIA LAWS AND ETHICS | 3 | 0 | 0 | 3 | 1 | 3 |
| PRACTICAL | | | | | | | | | |
| 3. | PC | VCB0341 | SHORT FILM MAKING PRACTICAL | 0 | 0 | 8 | 4 | 2 | 8 |
| 4. | PC | VCB0342 | AD FILM MAKING PRACTICAL | 0 | 0 | 6 | 3 | 0 | 6 |
| 5. | SE | VCB0343 | INTERNSHIP 2* | * | * | * | 4 | 0 | 0 |
| Total | | | | 9 | 01 | 14 | 21 | 3 | 24 |
| **L – Lecture; T – Tutorial ; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours** | | | | | | | | | |

*Students will undergo internship for a period of 30 days in a TV Channel

| | | | SEMESTER - VII | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Sl. No. | Course Category | Course Code | Name of the Course | L | T | P | C | S | TCH |
| 1. | PC | VCB0401 | MEDIA AND PUBLIC RELATIONS | 4 | 0 | 0 | 4 | 1 | 4 |
| 2. | PC | VCB0402 | MEDIA RESEARCH METHODOLOGY | 4 | 0 | 0 | 4 | 1 | 4 |
| | | | PRACTICAL | | | | | | |
| 3. | PC | VCB0431 | VISUAL EFFECTS PRACTICAL | 0 | 0 | 6 | 3 | 0 | 6 |
| 4. | DE | | ELECTIVE – II | 0 | 0 | 6 | 3 | 1 | 6 |
| 5. | DE | VCB0432 | RESEARCH PAPER WRITING | 0 | 0 | 4 | 2 | 0 | 4 |
| 6. | SE | VCB0433 | ON JOB TRAINING 1* | * | * | * | 8 | * | - |
| | | | Total | 8 | 0 | 16 | 24 | 3 | 24 |
| | | | **L – Lecture; T – Tutorial ; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours** | | | | | | |

*Students will undergo on Job Training for a period of 45 days in a media organisation

| | | | SEMESTER - VIII | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Sl. No. | Course Category | Course Code | Name of the Course | L | T | P | C | S | TCH |
| 1. | DE | | ELECTIVE – III | 4 | 0 | 0 | 4 | 1 | 4 |
| 2. | PC | VCB0416 | MEDIA MANAGEMENT | 4 | 0 | 0 | 4 | 0 | 4 |
| | | | PRACTICAL | | | | | | |
| 3. | PC | VCC0451 | DOCUMENTARY PRODUCTION | 0 | 0 | 6 | 3 | 1 | 6 |
| 4. | DE | VCC0452 | DISSERTATION | - | - | 12 | 6 | 10 | 12 |
| 5. | SE | VCC0453 | ON JOB TRAINING 2* | * | * | * | 8 | * | - |
| | | | Total | 8 | 0 | 18 | 25 | 12 | 26 |
| | | | **L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours** | | | | | | |

*Students will undergo On Job training for a period of 45 days in a media organisation

# LIST OF DEPARTMENT ELECTIVES

| SEM | COURSE CATEGORY | COURSE CODE | NAME OF THE COURSE | L | T | P | C | S | TCH |
|---|---|---|---|---|---|---|---|---|---|
| Elective I | | | | | | | | | |
| V | DE | VCC0351 | ACOUSTICS & SOUND DESIGN | 3 | 0 | 0 | **3** | 1 | 3 |
| V | DE | VCC0352 | VIRTUAL REALITY PRODUCTION | 3 | 0 | 0 | **3** | 1 | 3 |
| V | DE | VCC0353 | DIGITAL MEDIA CONVERGENCE & CULTURE | 3 | 0 | 0 | **3** | 1 | 3 |
| Elective II | | | | | | | | | |
| VII | DE | VCC0451 | PUBLIC SERVICE AD FILMMAKING | 0 | 0 | 6 | **3** | 1 | 6 |
| VII | DE | VCC0452 | VIDEO SONG FILMMAKING | 0 | 0 | 6 | **3** | 1 | 6 |
| VII | DE | VCC0453 | 3D ANIMATED AD FILMMAKING | 0 | 0 | 6 | **3** | 1 | 6 |
| Elective III | | | | | | | | | |
| VIII | DE | VCC0466 | COMMUNICATION FOR DEVELOPMENT | 4 | 0 | 0 | **4** | 1 | 4 |
| VIII | DE | VCC0467 | ENVIRONMENT & HEALTH COMMUNICATION | 4 | 0 | 0 | **4** | 1 | 4 |
| VIII | DE | VCC0468 | POLITICAL COMMUNICATION | 4 | 0 | 0 | **4** | 1 | 4 |
| | | | | | | | | | |