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

M.Sc. Visual Communication

(Specialisation in AI & Digital Media)

(Duration: 2 Years)

CURRICULUM

(Applicable for Students admitted from Academic Year 2025-26)

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.

M.Sc. Visual Communication
(Specialisation in AI & Digital Media)

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's):

1. **PO1:** Graduates will master the fundamentals of visual communication, including design principles and semiotics, to craft effective media messages.

2. **PO2:** Graduates will demonstrate proficiency in digital media production, covering video editing, graphic design, and multimedia content creation.

3. **PO3:** Graduates will integrate AI technologies into creative workflows to enhance productivity and innovation in media production.

4. **PO4:** Graduates will exhibit advanced technical competence in managing end-to-end digital media projects from pre-production through post-production.

5. **PO5:** Graduates will apply creative and critical thinking skills to develop compelling visual narratives and solve complex media challenges.

6. **PO6:** Graduates will be industry-ready, upholding professional ethics while navigating the dynamic media and entertainment landscape.

7. **PO7:** Graduates will excel in collaborative and leadership roles, effectively managing interdisciplinary teams in project settings.

8. **PO8:** Graduates will commit to lifelong learning, continuously adapting to emerging technologies and evolving trends in digital media.

PROGRAMME SPECIFIC OUTCOMES (PSO):

PSO1: Gain advanced knowledge of visual communication theories, design principles, and techniques to effectively convey ideas and narratives across diverse platforms.

PSO2: Achieve mastery in practical tools and software for graphic design, video production, photography, animation, and other visual media applications, ensuring proficiency as a media professional.

PSO3: Equip students with research methodologies and analytical skills to contribute to academic scholarship or develop industry solutions in visual communication and related fields

PSO4- Cultivate creativity, innovation, and problem-solving skills to produce compelling visual content that resonates with target audiences in both local and global contexts.

PSO5 - Prepare students to excel in various career roles such as media producers, content creators, visual designers, and communication strategists, while fostering adaptability for emerging media trends

STRUCTURE OF THE M.SC. VISUAL COMMUNICATION PROGRAMME

S.No	COURSE CATEGORY	CREDIT
1	PROFESSIONAL COURSE -PC	36
2	DEPARTMENTAL ELECTIVE -DE	18
3	SUMMER INTERNSHIP-SI	04
4	RESEARCH PROJECT WORK - RP	20
5	ABILITY ENHANCEMENT COURSES - AEC	02
	TOTAL	80

M.Sc. Visual Communication

(Specialisation in AI & Digital Media)

SEMESTER – I										
Sl. No.	Course Category	Course Type	Course Code	Name of the Course	L	T	P	C	S	TCH
1.	PC	TH	AVC02001	Visual Analysis and Design	4	0	0	**4**	2	4
2.	PC	TP	AVC02002	Advanced Photography	2	0	4	**4**	2	6
3.	PC	TH	AVC02003	Next-Gen Media Technologies	4	0	0	**4**	2	4
4	DE	PR		Department Elective - I	0	0	6	**3**	1	6
5.	DE	PR		Department Elective - II	0	0	6	**3**	1	6
6.				Professional Writing	0	0	2	**1**	1	2
Total					**10**	**0**	**18**	**19**	**9**	**28**
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours										

SEMESTER – II										
Sl. No.	Course Category	Course Type	Course Code	Name of the Course	L	T	P	C	S	TCH
1.	PC	TH	AVC02004	AI in Media	4	0	0	**4**	2	4
2.	PC	TP	AVC02005	AI - Visual Design	0	0	8	**4**	2	8
3.	PC	TH	AVC02006	Media Research Methods	4	0	0	**4**	2	4
4.	DE	PR		Department Elective - III	0	0	6	**3**	1	6
5.	DE	PR		Department Elective - IV	0	0	6	**3**	2	6
6.	PR	PR		Presentation Skills	0	0	2	**1**	0	2
Total					**8**	**0**	**22**	**19**	**9**	**30**
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours										

SEMESTER – III										
Sl. No.	Course Category	Course Type	Course Code	Name of the Course	L	T	P	C	S	TCH
1.	PC	TP	AVC02007	**Media Entrepreneurship**	4	0	0	**4**	2	4
2.	PC	TH	AVC02008	**Media Ethics & Cyber Laws**	4	0	0	**4**	0	4
3.	PC	PR	AVC02009	**AI -Video Production**	0	0	8	**4**	1	8
4.	DE	TH		**Department Elective - V**	3	0	0	**3**	1	3
5.	DE	PR		**Department Elective - VI**	0	0	6	**3**	1	6
6.			AVC02801	**Summer Internship**	*	-	*	**4**	*	*
Total					**11**	**0**	**14**	**22**	**5**	**25**
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours										

*Students will undergo 1 month of Internship during the II semester summer vacation and it will be evaluated in the III Semester

SEMESTER – IV										
Sl. No.	Course Category		Course Code	Name of the Course	L	T	P	C	S	TCH
5.			AVC02802	**Research Project**	-	-	-	**20**	6	-
Total								**20**	**6**	
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours										

Note:

Publication acceptance in Peer Reviewed or Indexed Journals / Presenting & Publishing in Conference Proceedings / Patent filing is mandatory.

A MOOC/NPTEL course is mandatory

Sl. No.	Course Category	Course Type	SEM	Course Code	Name of the Course	L	T	P	C	S	TCH
- Department Electives											
1.	DE - I	TP	I	AVC02501	Sound Design	1	0	4	**3**	1	5
2.	DE- I	TP	I	AVC02502	Writing for Media	1	0	4	**3**	1	5
3.	DE -II	PR	I	AVC02503	Graphics & Digital Design	0	0	6	**3**	1	6
4.	DE- II	PR	I	AVC02504	Immersive Media Technology	0	0	6	**3**	1	6
5.	DE -III	PR	II	AVC02505	Television Production	0	0	6	**3**	1	6
6.	DE- III	PR	II	AVC02506	Multimedia Journalism	0	0	6	**3**	1	6
7.	DE-IV	TP	II	AVC02507	Game Design	0	0	6	**3**	2	6
8.	DE-IV	TP	II	AVC02508	Visual effects	0	0	6	**3**	2	6
9.	DE-V	TH	III	AVC02509	Communication for Development	3	0	0	**3**	1	3
10.	DE-V	TH	III	AVC02510	Media Psychology	3	0	0	**3**	1	3
11.	DE-VI	TP	III	AVC02511	Data Journalism	1	0	4	**3**	1	5
12.	DE -VI	TP	III	AVC02512	UI/UX Design	1	0	4	**3**	1	5
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours											