



HINDUSTAN

INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

B.Sc. VISUAL COMMUNICATION

(Duration: 3 Years)

CURRICULUM

(Applicable for Students admitted from Academic Year 2020-21)

With effective from June 2022

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 to 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)

The program is expected to enable the students to

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 wellbeing and development of the environment and society.

PROGRAM OUTCOMES (ALIGNED WITH GRADUATE ATTRIBUTES) (PO's)

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'S):

- PSO1:** Create innovative ideas in the field of media and journalism in a secure and effective manner
- PSO2:** Build creative skills to develop as professionals in television network, graphic designing, social media, and film making
- PSO3:** Articulate the role of visual communication within society, and implement the creative process to solve diverse visual communication problems

SEMESTER - I									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CF	TLA2101/ HLA2101/ FLA2102	Tamil – I/Hindi – I French – I	3	0	0	3	0	3
2	CF	ELA4104	English – I	3	0	0	3	0	3
3	PC	VCB2101	Introduction to Visual Communication	3	1	0	4	0	4
PRACTICAL									
4	PC	VCB2131	Drawing- I	0	0	6	3	0	6
5	PC	VCB2132	Graphic Design- I	0	0	5	3	0	5
6	CF	BAA2131	Enrichment Course- I	0	0	4	2	0	4
Total				9	1	15	18	0	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	CF	TLA2116 HLA2116 FLA2116	Tamil – II Hindi – II French – II	3	0	0	3	0	3
2	CF	ELA4116	English – II	3	0	0	3	0	3
3	PC	VCB2116	Media Marketing Communication	3	1	0	4	0	4
PRACTICAL									
4	PC	VCB2141	Drawing- II	0	0	6	3	0	6
5	PC	VCB2142	Graphic Design- II	0	0	5	3	0	5
6	CF	BAA2141	Enrichment Course –II	0	0	4	2	0	4
Total				9	1	15	18	0	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	VCB2201	Printing & Publication	3	1	0	3	0	4
2	PC	VCB2202	Photography- I	3	1	0	3	0	4
3	PC	VCB2203	Commercial Advertisement	3	0	0	3	0	3
4	PC	VCB2204	Videography - I	3	1	0	3	0	4
PRACTICAL									
5	PC	VCB2231	Computer Graphics- I	0	0	6	3	0	6
6	CF	VCB2232	Enrichment Course- III (Anchoring Skills)	0	0	4	2	0	4
Total				12	0	10	17	0	25
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	VCB2216	Media and Public Relation	3	1	0	4	0	4
PRACTICAL									
3	PC	VCB2241	Videography- II	0	0	6	4	0	6
4	PC	VCB2242	Computer Graphics- II	0	0	6	4	0	6
5	PC	VCB2243	Photography - II	0	0	6	4	0	6
6	CF	COA2241	Enrichment Course – IV	0	0	4	2	0	4
Total				3	1	21	18	0	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	VCB2301	Television Production	3	1	0	4	0	4
2.	PC	VCB2302	Elements of Film	3	1	0	4	0	4
3.	PC	VCB2303	Media Laws and Ethics	3	0	0	3	0	3
4.	DE		Elective - I	3	0	0	3	0	3
PRACTICAL									
6	PC	VCB2331	Television Production Practical - I	0	0	6	3	0	6
7	PC	VCB2332	Digital Editing	0	0	6	3	0	6
Total				12	2	12	20	0	26
SEMESTER - VI									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	VCB2316	Media Culture and Society	3	1	0	4	0	4
2	DE		Elective - II	3	0	0	3	0	3
PRACTICAL									
4	PC	VCB2341	Television Production Practical - II	0	0	6	4	0	6
5	PC	VCB2342	3D - Animation	0	0	6	4	0	6
6	PC	VCB2343	Project Report & Viva*	0	0	8	4	0	8
Total				6	1	20	19	0	27

LIST OF DEPARTMENTAL ELECTIVES WITH GROUPING - SEMESTER WISE

SEM	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
Elective I									
5	DE	VCC2351	Development Communication	3	0	0	3	0	3
5	DE	BAC2351	Human Resource Management	3	0	0	3	0	3
5	DE	VCC2352	Audio Production and Podcasting	3	0	0	3	0	3
Elective II									
6	DE	VCC2361	Media Organization	3	0	0	3	0	3
6	DE	BAC2367	Customer Relationship Management	3	0	0	3	0	3
6	DE	VCC2362	Media Market Research	3	0	0	3	0	3