

J.J. College of Arts and Science (Autonomous)
Department of Visual Communication

Proposed Course Structure based on TANSCHÉ and UGC - LOCF
(Choice Based Credit System)

(Applicable for the Candidates admitted from academic year 2023-2024 Onwards)

B.Sc. Visual Communication - Semester I

| Sl.No. | Course Category | Course Code | Course | Overall Credits | Total Contact Hours/Week | Marks | | |
|-------------------|-----------------|----------------------------|-----------------------------------------|-----------------|--------------------------|-------|-----|------------|
| | | | | | | CIA | ESE | Total |
| Semester I | | | | | | | | |
| 1 | Part - I | U1R3TL1/ HL1/FL1 | Language - I (Tamil/Hindi/French) | 3 | 6 | 25 | 75 | 100 |
| 2 | Part - II | U1R3EL1 | Language - II (English) | 3 | 6 | 25 | 75 | 100 |
| 3 | Part - III | U1R3VCCC1 | Introduction to Visual Communication | 5 | 5 | 25 | 75 | 100 |
| 4 | | U1R3VCCC2P | Drawing and Painting Practical | 5 | 4 | 40 | 60 | 100 |
| 5 | | U1R3VCDSE 1:1/ 1:2/ 1:3 | Anyone from the List | 3 | 5 | 25 | 75 | 100 |
| 6 | Part - IV | U1R3VCSEC1 (NME) | To be opted from other Department | 2 | 2 | 25 | 75 | 100 |
| 7 | | U1R3VCFC | Media Literacy | 2 | 2 | 25 | 75 | 100 |
| Total | | | | 23 | 30 | | | 700 |


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Department of Visual Communication

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(Applicable for the candidates admitted from academic year 2023-2024 onwards)

B.Sc. Visual Communication - Semester II

| S. No | Course Category | Course Code | Course | Overall Credits | Total Contact Hours/Week | Marks | | |
|--------------------|-----------------|-------------------------------|--------------------------------------------------|-----------------|--------------------------|-------|-----|------------|
| | | | | | | CIA | ESE | Total |
| Semester II | | | | | | | | |
| 1 | Part - I | U2R3TL2/ HL2/FL2 | Language – I (Tamil/Hindi/French) | 3 | 6 | 25 | 75 | 100 |
| 2 | Part - II | U2R3EL2 | Language – II (English) | 3 | 6 | 25 | 75 | 100 |
| 3 | Part - III | U2R3VCCC3 | Contemporary Media Scenario | 5 | 5 | 25 | 75 | 100 |
| 4 | | U2R3VCCC4P | Digital Art and Painting | 5 | 5 | 40 | 60 | 100 |
| 5 | | U2R3VCDSE2:1/ U2R3VCDSE2:3 | Printing and Publishing/ Film Appreciation | 3 | 4 | 25 | 75 | 100 |
| 6 | Part - IV | U2R3VCSEC2 (NME2) | To be opted from other Department | 2 | 2 | 25 | 75 | 100 |
| 7 | | U2R3VCSEC3 | Photo Journalism | 2 | 2 | 25 | 75 | 100 |
| Total | | | | 23 | 30 | | | 700 |

Principal

CDC – Director

IQAC Co-ordinator

Head of the Department

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