

J.J. College of Arts and Science (Autonomous)
Sivapuram Post, Pudukkottai - 622 422
B.Sc. Visual Communication
Proposed Course Structure based on UGC-LOCF and TANSCHÉ
(Choice Based Credit System)

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

Sem.	Part	Course Code	Course Title	Hrs	Credits	Exam Hrs	Marks		Total
							Int	Ext	
I	I	U1R3TL1	Language Course - I	6	3	3	25	75	100
	II	U1R3EL1	English Language Course - I	6	3	3	25	75	100
	III	U1R3VCCC1	Introduction to Visual Communication	5	4	3	25	75	100
	III	U1R3VCCC2P	Drawing and Painting (Practical)	4	4	3	40	60	100
	III	U1R3VCDSE1 (1:1/1:2/1:3)	Art Appreciation / Creative Advertising / Communication and Media	5	3	3	25	75	100
	IV	U1R3VCSEC1	To be opted from the other department	2	2	3	25	75	100
	IV	U1R3VCFC	Media Literacy	2	2	3	25	75	100
Total				30	21	-	-	-	700
II	I	U2R3TL2	Language Course – II	6	3	3	25	75	100
	II	U2R3EL2	English Language Course- II	6	3	3	25	75	100
	III	U2R3VCCC3	Contemporary Media Scenario	5	5	3	25	75	100
	III	U2R3VCCC4P	Digital art and Painting (Practical)	5	5	3	40	60	100
	III	U2R3VCDSE2 (2:1/2:2/2:3)	Film Appreciation / Media Management / Print and Publishing	4	3	3	25	75	100
	IV	U2R3ITSEC2	To be opted form the other department	2	2	3	25	75	100
	IV	U2R3VCSEC3 (3:1 / 3:2)	Photo Journalism	2	2	3	25	75	100
Total				30	23	-	-	-	700
III	I	U3R3TL3	Language Course – III	6	3	3	25	75	100
	II	U3R3EL3	English Language Course- III	6	3	3	25	75	100
	III	U3R3VCCC5	Theatre and Cinema	5	5	3	25	75	100
	III	U3R3VCCC6P	Photography - Practical	5	5	3	40	60	100
	III	U3R3VCDSE3 (3:1/3:2)	Screen Writing /Acting in Television andFilm	4	3	3	25	75	100
	IV	U3R3VCSEC4 (4:1/4:2)	Graphic Art /Fundamentals of Photography	2	2	3	25	75	100
	IV	U3R3VE	Value Education	2	2	3	25	75	100
Total				30	23	-	-	-	700

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Sem.	Part	Course Code	Course Title	Hrs	Credits	Exam Hrs	Marks		Total
							Int	Ext	
IV	I	U4R3TL4	Language Course – IV	5	3	3	25	75	100
	II	U4R3EL4	English Language - IV	5	3	3	25	75	100
	III	U4R3VCCC7	Communication Theories	5	5	3	25	75	100
	III	U4R3VCCC8P	Audio Production - Practical	5	5	3	40	60	100
	III	U4R3VCDSE4 (4:1/4:2)	Audio Production / Digital Story Telling	4	3	3	25	75	100
	IV	U4R3VCSEC5 (5:1/ 5:2)	Women and Media / Media and Tourism	2	2	3	25	75	100
	IV	U4R3VCSEC6 (6:1 / 6:2)	Broadcast Journalism / New Media	2	2	3	25	75	100
	IV	U4R3ES	Environmental Studies	2	2	3	25	75	100
Total				30	25	-	-	-	800
V	III	U5R3VCCC9	Film studies	5	5	3	25	75	100
	III	U5R3VCCC10	Visual Analysis Tools	5	4	3	25	75	100
	III	U5R3VCCC11	Film Semiotics	5	4	3	25	75	100
	III	U5R3VCCC12P	Audio and Video Editing - Practical	5	4	3	40	60	100
	III	U5R3VCDSE5 (5:1/ 5:2)	Television Production / E-Media Marketing	5	3	3	25	75	100
	III	U5R3VCDSE6 (6:1/ 6:2)	Multimedia and Animation /Media Laws and Ethics	5	3	3	25	75	100
	IV	U5R3VCINT	Internship		2	-	-	-	100
Total				30	25	-	-	-	700
VI	III	U6R3VCCC13	Media, Culture and Society	5	4	3	25	75	100
	III	U6R3VCCC14P	Animation and Web Publishing - Practical	5	4	3	40	60	100
	III	U6R3VCCC15PW	Project Work	6	4	-	-	-	100
	III	U6R3VCDSE7 (7:1/ 7:2)	Cinematography / Fiction and Film	5	3	3	25	75	100
	III	U6R3VCDSE8 (8:1 / 8:2)	Design Thinking and AI in Media /Documentary and Digital Film Making	5	3	3	25	75	100
	III	U6R3VCSEC7 (7:1/7:2)	Reporting and News Editing / Fundamentals of Media Research	2	2	3	25	75	100
	III	U6R3GS	Gender Studies	2	1	3	25	75	100
	V	-	Extension Activity	-	1	-	-	-	-
Total				30	22	-	-	-	700
Grand Total					141				4300

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