

J.J. College of Arts and Science (Autonomous)
Pudukkottai.

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

(Applicable for the Candidates admitted from the academic year 2026-2027 Onwards)
B.Sc. Visual Communication

Sl. No.	Course Category	Course Code	Course	Credits	Hours/ Week	Marks		
						CIA	ESE	Total
Semester I								
1	Part - I	U1R4TL1/HL1/FL1	Language Course - I	3	6	30	70	100
2	Part - II	U1R4EL1	English Language Course - I	3	6	30	70	100
3	Part - III	U1R4VCCC1	Introduction to Visual Communication	5	5	30	70	100
4		U1R4VCCC2P	Drawing and Painting -Practical	5	5	40	60	100
5		U1R4VCAC1	Art Appreciation	3	3	30	70	100
6		U1R4VCAC2	Creative Advertising	3	3	30	70	100
7	Part - IV	U1R4_GEC1	To be opted from other Department	2	2	30	70	100
Total				24	30	-	-	700
Semester II								
1	Part - I	U2R4TL2/HL2/FL2	Language Course - II	3	6	30	70	100
2	Part - II	U2R4EL2	English Language Course - II	3	6	30	70	100
3	Part - III	U2R4VCCC3	Contemporary Media Scenario	5	5	30	70	100
4		U2R4VCCC4P	Digital art and Painting -Practical	5	5	40	60	100
5		U2R4VCAC3	Communication Theories	3	3	30	70	100
6		U2R4VCAC4	Print and Publishing	3	3	30	70	100
7	Part - IV	U2R4_GEC2	To be opted from other Department	2	2	30	70	100
Total				24	30	-	-	700
Semester III								
1	Part - I	U3R4TL3/HL3/FL3	Language Course - III	3	5	30	70	100
2	Part - II	U3R4EL3	English Language Course - III	3	5	30	70	100
3	Part - III	U3R4VCCC5	Theatre and Cinema	5	5	30	70	100
4		U3R4VCCC6P	Photography - Practical	5	5	40	60	100
5		U3R4VCAC5	Media Management	3	4	30	70	100
6	Part - IV	U3R4VCSEC1: 1 /1:2	Fundamentals of Photography / Graphic Art	2	2	30	70	100
7		U3R4VE	Value Education	2	2	30	70	100
8	Part - V	U3R4HW	Health and Wellness	1	2	-	-	100
Total				24	30	-	-	800
Semester IV								

S. Shanthi
10/11/26

R. V. S. S.
10/11/26

K. S. S.
10/11/26

1	Part - I	U4R4TL4/HL4/FL4	Language Course - IV	3	5	30	70	100
2	Part - II	U4R4EL4	English Language Course - IV	3	5	30	70	100
3	Part - III	U4R4VCCC7	Film Studies and Appreciation	5	6	30	70	100
4		U4R4VCCC8P	Audio Production - Practical	5	5	40	60	100
5		U4R4VCAC6	Script Writing	3	5	30	70	100
6	Part - IV	U4R4VCSEC2:1 / 2:2	Gender and Media / Media and Tourism	2	2	30	70	100
7		U4R4VCSLC1	Online Courses (SWAYAM – MOOC's / SWAYAM Plus /NPTEL/COURSERA)	2	-	-	-	100
8		U4R4ES	Environmental Studies	2	2	30	70	100
Total				25	30	-	-	800
Semester V								
1	Part - III	U5R4VCCC9	Media Laws and Ethics	5	6	30	70	100
2		U5R4VCCC10	Visual Analysis Tools	4	6	30	70	100
3		U5R4VCCC11	Development Communication	4	5	30	70	100
4		U5R4VCCC12P	Audio and Video Editing - Practical	4	5	40	60	100
5		U5R4VCDSE1:1 / 1:2	Television Production / E-Media Marketing	3	5	30	70	100
6	Part - IV	U5R4VCINT	Internship	2	-	-	-	100
7		U5R4VCSEC3:1 / 3:2	2D and 3D Animation / Online Journalism	2	3	30	70	100
8		U5R4VCSLC2:1 / 2:2	Department Specific Courses Radio Jockey / Desk Top Publishing	2	-	50	50	100
		U5R4IDM	Introduction to Disaster Management	2	2	30	70	100
Total				28	30	-	-	900
Semester VI								
1	Part - III	U6R4VCCC13	Media Culture and Society	4	5	30	70	100
2		U6R4VCCC14P	Web Designing and Publishing - Practical	4	5	40	60	100
3		U6R4VCCC15PW	Project Work	4	6	-	-	100
4		U6R4VCDSE2:1 / 2:2	Design Thinking / Fiction and Film	3	5	30	70	100
5		U6R4VCDSE3:1 /3:2	Documentary and Digital Film Making/ AI in Media	3	5	30	70	100
6	Part - IV	U6R4VCVAC	Reporting and News Editing	2	2	-	-	100
7		U6R4GS	Gender Studies	2	2	30	70	100
	Part - V	Extension Activity		1	-	-	-	-
Total				23	30	-	-	700
Grand Total				148				4600

* Internship during Semester – IV Summer Vacation. The Credits shall be awarded in Semester - V Statement of

Marks.

S. Raghav
10/11/20

Prasanth
10/11/20

Ex. 10/11/20