

BHARATHIAR UNIVERSITY,COIMBATORE-641 046

B.Sc Visual Communication

(For the students admitted during the academic year 2010-11 & onwards)

SCHEME OF EXAMINATIONS : CBCS Pattern

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credits
				Dur.Hrs	CIA	Marks	Total	
	Semester I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Introduction to Communication		6	3	25	75	100	4
III	Core II – Communication Media		6	3	25	75	100	4
III	Allied Paper I –Introduction to Social Psychology		4	3	25	75	100	4
IV	Environmental Studies #		2	3	-	50	50	2
	Semester II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Advertising-I		5	3	25	75	100	4
III	Core IV – Advertising - Practical		3	3	30	45	75	3
III	Allied Paper II - Writing		4	3	10	40	50	2
III	Allied : Drawing - Practical		4	3	20	55	75	2
IV	Value Education – Human Rights #		2	3	-	50	50	2
	Semester III							
I	Language-III		6	3	25	75	100	4
II	English-III		6	3	25	75	100	4
III	Core V–Communication Theories		4	3	25	75	100	4
III	Core VI – Writing for Media		5	3	25	75	100	4
III	Allied : III - Audiography-I		4	3	20	55	75	3
IV	Skill based Subject-1:Computers in Communication Media-I		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-Major Elective–I Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	50		50	2
	Semester IV							
I	Language-IV		6	3	25	75	100	4
II	English-IV		6	3	25	75	100	4
III	Core VII–Audio Visual Communication (Photo Journalism)		4	3	25	75	100	4
III	Core VIII – Photography - Practical		2	3	40	60	100	4
III	Allied : IV - Audiography-II		4	3	20	55	75	3
III	Allied : Audio Production - Practical		3	3	20	30	50	2
IV	Skill based Subject-2:Computers in Communication Media-II		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	50		50	2

Semester V							
III	Core IX – Film Studies	6	3	25	75	100	4
III	Core X – Marketing	6	3	25	75	100	4
III	Core XI – Media Ethics	5	3	25	75	100	4
III	Core XII – Commercial Broadcasting	5	3	25	75	100	4
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject-3 : Web Designing	3	3	20	55	75	3
Semester VI							
III	Core XIII – Magazine Production, Layout and Design	6	3	25	75	100	4
III	Core XIV – Print Production - Practical	4	3	40	60	100	4
III	Core XV – Video Production - Practical	5	3	40	60	100	4
III	Elective –II :	6	3	25	75	100	4
III	Elective –III :	6	3	20	55	75	3
IV	Skill based Subject 4 : Computers in Communication Media & Web Designing - Practical	3	3	30	45	75	3
V	Extension Activities @	-	-	-	-	50	2
Total						3500	140

List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Elements of Film & Video Production
	B	Screen play
	C	Film marketing and Distribution
Elective – II	A	Advertising
	B	Media Planning
	C	Market Survey
Elective - III	A	Graphic Production
	B	Event Management
	C	Introduction to Design and Visual Culture