

BHARATHIAR UNIVERSITY, COIMBATORE – 641 046

**B.Sc Visual Communication**

(For the students admitted during the academic year 2011 –2012 & onwards)

**SCHEME OF EXAMINATIONS: CBCS Pattern**

Part	Study Components	Course Title	Ins. Hrs / week	Examinations				Credits
				Dur. Hrs	CIA	Marks	Total	
<b>Semester –I</b>								
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	20	55	75	3
IV	Environmental Studies #		2	3	-	50	50	2
<b>Semester –II</b>								
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	Advertising Practical - I		3	3	30	45	75	3
III	Allied Paper - II Writing		4	3	20	55	75	3
III	Allied Drawing Practical		4	3	20	30	50	2
IV	Value Education – Human rights #		2	3	-	50	50	2
<b>Semester –III</b>								
I	Language –III		6	3	25	75	100	4
II	English-III		6	3	25	75	100	4
III	Core IV Communication Theories		4	3	25	75	100	4
III	Core V Writing for Media		5	3	25	75	100	4
III	Allied Paper 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 Right # Constitution of India #		2	3	50		50	2
<b>Semester –IV</b>								
I	Language –IV		6	3	25	75	100	4
II	English-IV		6	3	25	75	100	4
III	Core VI Audio Visual Communication (Photo Journalism)		4	3	25	75	100	4
III	Photography Practical II		2	3	30	45	75	3

III	Allied Paper - IV Audiography - II	4	3	20	55	75	3
III	Allied – Audio Production Practical	3	3	30	45	75	3
IV	Skill based Subject: 2 Computers in Communication media –II	3	3	<b>20</b>	<b>30</b>	<b>50</b>	<b>2</b>
IV	Tamil @ / Advanced Tamil # (or) Non-Major Elective – II General Awareness #	2	3	50		50	2

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

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

**SEMESTER- IV**  
**Allied Paper: Practical - AUDIO PRODUCTION**

**LIST OF PRACTICAL**

1. Add vocals to previously recorded rhythm tracks and correct errors and add new parts.
2. Do over dubbing procedures for any three types of musical instruments.
3. Blend sound to create moods.
4. Record live drums using multiple mikes.
5. Do Signal processing to shape sound through the use of reverberation units, digital delays and echo production – (using either software/hardware)
6. Produce a radio news bulletin.
7. Experiment and discover your own unique sounds and special effects.
8. Create a signature tune, a PSA, a radio spot, a radio ad, a jingle.
9. Produce programme in different formats (Talk, compeering, announcement, anchoring, interviews etc.)
10. Create an audio story book with BGM, ambience and effects (duration 10 to 15 minutes).