

**BHARATHIAR UNIVERSITY, COIMBATORE – 641 046**

**B.Sc Visual Communication**

(For the students admitted from the academic year 2014 –2015 & 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		5	3	25	75	100	4
III	Core II - Communication Media		5	3	25	75	100	4
III	Allied Paper I Introduction to Social Psychology		4	3	20	55	75	3
III	Allied Practical I - Drawing		2	3	20	30	50	2
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		6	3	25	75	100	4
III	Core Practical I - Advertising		5	3	30	45	75	3
III	Allied Paper - II Writing		5	3	20	55	75	3
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		4	3	25	75	100	4
III	Allied Paper III Audiography		3	3	20	55	75	3
III	Allied Practical II –Audio Production		2	3	20	30	50	2
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 – Introduction to Photography		5	3	25	75	100	4
III	Core Practical II Photography		4	3	30	45	75	3

III	Allied Paper IV– Instructional Design	4	3	20	55	75	3
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

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

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

<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

**Note :** The title of the Core paper VI Audio Visual Communication(Photo Journalism) is changed as Introduction to Photography. There is no change in the existing syllabus.