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| **ACADEMIC CURRICULA** |
| **UNDERGRADUATE DEGREE PROGRAMME** **Bachelor of Science****(B.Sc. Visual Communication)****Three Years****Learning Outcomes Based Curriculum Framework (LOCF)****Academic Year****2020 - 2021** |
| ../logo.png |
| **SRM INSTITUTE OF SCIENCE AND TECHNOLOGY****(Deemed to be University u/s 3 of UGC Act, 1956)**Kattankulathur- 603203, Chengalpattu District, Tamil Nadu, India |



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| **1. Department Vision Statement**  |
| Stmt - 1 | *To provide rigorous standards for content knowledge, communication skills, research quality, and professional behavior* |
| Stmt - 2 | *To contribute to a media literate society through teaching (with classrooms, labs, studios, and research), scholarship, and service* |
| Stmt - 3 | *To value a collaborative, collegial, and cooperative teaching and learning community composed of diverse scholars* |

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| **2. Department Mission Statement** |
| Stmt – 1 | *To be the core of excellence in the realm of Visual Communication.* |
| Stmt – 2 | *To produce fruitful projects and valuable critiques in the field of Visual Communication.* |
| Stmt – 3 | *Implementing global standards and encouraging the students through innovation and quality education.* |
| Stmt – 4 | *Cultivating the Media Professionals to effectively contribute to the society with integrity and commitment.* |
| Stmt – 5 | *Developing the student on the ethical side and making them a society friendly professional.* |

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| **3. Program Education Objectives (PEO)** |
| PEO – 1 | *Graduates will have skills and knowledge to excel in their professional career in Visual Communication and related disciplines.* |
| PEO – 2 | *Graduates will contribute and communicate effectively within the team to grow as leaders.* |
| PEO – 3 | *Graduates will practice lifelong learning for continuing professional development.* |
| PEO – 4 | *Graduates will have the capability to continue their formal education and successfully complete an advanced degree.* |
| PEO – 5 | *Graduates will contribute to the growth of the nation and society by applying acquired knowledge in Creative, technical and managerial skills.* |

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| **4. Program Specific Outcomes (PSO)** |
| PSO - 1 | ***Critical Thinking****: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives* |
| PSO - 2 | ***Ethics****: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.* |
| PSO - 3 | ***Knowledge and Competency****: Shall acquire knowledge related to media and its impact and competent enough to undertake professional Job on their own or as per demands and requirements of media industry.* |

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| **5. Consistency of PEO’s with Mission of the Department** |
|  | Mission Stmt. - 1 | Mission Stmt. - 2 | Mission Stmt. - 3 | Mission Stmt. - 4 | Mission Stmt. - 5 |
| PEO - 1 | H | M | H | L | M |
| PEO - 2 | H | H | H | M | M |
| PEO - 3 | H | M | H | H | H |
| PEO - 4 | H | L | H | M | H |
| PEO - 5 | H | M | H | H | H |

H – High Correlation, M – Medium Correlation, L – Low Correlation

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| **6. Consistency of PEO’s with Program Learning Outcomes (PLO)** |
|  | Program Learning Outcomes (PLO) |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | ICT Skills | Professional Behavior | Life Long Learning |
| PEO - 1 | H | H | H | H | H | H | H | H | M | H | H | H | H | H | H |
| PEO - 2 | H | M | H | H | H | H | H | H | H | H | L | H | H | H | H |
| PEO - 3 | H | H | H | L | H | H | H | H | H | H | H | M | H | H | H |
| PEO - 4 | H | H | H | H | H | M | H | H | H | H | H | H | L | H | H |
| PEO - 5  | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H |

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| **7. Programme Structure (B Sc Visual Communication)** |
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| **1. Professional Core Courses (C)*****(16 Courses)*** |
| **Course****Code** | **Course****Title** | **Hours/ Week** | **C** |
| **L** | **T** | **P** |
| *UVC20101T* | *Fundamentals of Visual Communication* | 5 | 1 | 0 | 6 |
| *UVC20102T* | *History of Indian Cinema* | 5 | 1 | 0 | 6 |
| *UVC20201T* | *Advertising* | 4 | 1 | 0 | 5 |
| *UVC20202T* | *Media, Culture and Society* | 4 | 1 | 0 | 5 |
| *UVC20203L* | *Graphic Production* | 0 | 0 | 5 | 2 |
| *UVC20301T* | *Media Laws and Ethics* | 4 | 1 | 0 | 5 |
| *UVC20302T* | *Screenplay Writing* | 4 | 1 | 0 | 5 |
| *UVC20303L* | *2D Animation* | 0 | 0 | 6 | 3 |
| *UVC20401T* | *Film Studies* | 4 | 1 | 0 | 5 |
| *UVC20402T* | *Media Management* | 4 | 1 | 0 | 5 |
| *UVC20403L* | *3D Animation* | 0 | 0 | 4 | 2 |
| *UVC20404L* | *Art Direction* | 0 | 0 | 4 | 2 |
| *UVC20501T* | *Digital Film making* | 5 | 1 | 0 | 6 |
| *UVC20502T* | *Event Management* | 5 | 1 | 0 | 6 |
| *UVC20503L* | *Short Film Making* | 0 | 0 | 7 | 3 |
| *UVC20601L* | *Film Appreciation* | 0 | 0 | 0 | 6 |
| **Total Learning Credits** | **72** |

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| **2. Discipline Specific Elective Courses (E)****(5 Courses)** |
| **Course****Code** | **Course****Title** | **Hours/ Week** | **C** |
| **L** | **T** | **P** |
| *UVC20D01L* | *Fashion Photography* | *0* | *0* | *6* | *3* |
| *UVC20D02L* | *Event Photography* |
| *UVC20D03L* | *Product Photography* |
| *UVC20D04L* | *Writing for Film* | *0* | *0* | *5* | *3* |
| *UVC20D05L* | *Writing for Radio* |
| *UVC20D06L* | *Writing for Television* |
| *UVC20D07L* | *Television Production* | *0* | *0* | *5* | *3* |
| *UVC20D08L* | *Sound Designing* |
| *UVC20D09L* | *Editing Techniques*  |
| *UVC20D10L* | *Visual Effects* | *0* | *0* | *6* | *3* |
| *UVC20D11L* | *Compositing Techniques* |
| *UVC20D12L* | *Title Animation* |
| *UVC20D13L* | *Industrial Project* | *0* | *0* | *0* | *12* |
| **Total Learning Credits** | **24** |

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| **3. Generic Elective Courses (G)****(5 Courses)** |
| **Course****Code** | **Course****Title** | **Hours/ Week** | **C** |
| **L** | **T** | **P** |
| *ULT20G01J* | *Tamil – I* | 2 | 0 | 2 | 3 |
| *ULH20G01J* | *Hindi – I* |
| *ULF20G01J* | *French – I* |
| *UVC20G01L* | *Visual Art Design* | 0 | 0 | 6 | 3 |
| *ULT20G02J* | *Tamil – II* | 2 | 0 | 2 | 3 |
| *ULH20G02J* | *Hindi – II* |
| *ULF20G02J* | *French – II* |
| *UVC20G02T* | *History of World Cinema* | 2 | 1 | 0 | 3 |
| *UVC20G03T* | *Basic Photography* | 5 | 1 | 0 | 6 |
| **Total Learning Credits** | **18** |

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| **4. Ability Enhancement Courses (AE)****(3 Courses)** |
| **Course****Code** | **Course****Title** | **Hours/ Week** | **C** |
| **L** | **T** | **P** |
| *ULE20AE1T* | *English* | 4 | 0 | 0 | 4 |
| *UES20AE1T* | *Environmental Studies* | 3 | 0 | 0 | 3 |
| **Total Learning Credits** | **7** |

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| **6. Extension Activity (EA)****( Any 1 Course - Mandatory)** |
| **Course****Code** | **Course****Title** | **Hours/ Week** | **C** |
| **L** | **T** | **P** |
| *UNS20201L* | *NSS* | 0 | 0 | 0 | 0 |
| *UNC20201L* | *NCC* |
| *UNO20201L* | *NSO* |
| *UYG20201L* | *YOGA* |
| **Total Learning Credits** | **0** |

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| **7. Life Skill Courses (JK)****(4 Courses)** |
| **Course****Code** | **Course****Title** | **Hours/ Week** | **C** |
| **L** | **T** | **P** |
| *UJK20201L* | *Communication Skills* | 0 | 0 | 4 | 2 |
| *UJK20301T* | *Universal Human Values* | 2 | 0 | 0 | 2 |
| *UJK20401T* | *Professional Skills* | 2 | 0 | 0 | 2 |
| *UJK20501T* | *Leadership and Management Skills* | 2 | 0 | 0 | 2 |
| **Total Learning Credits** | **8** |

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| **5. Skill Enhancement Courses (S)****(6 Courses + My India Project)** |
| **Course****Code** | **Course****Title** | **Hours/ Week** | **C** |
| **L** | **T** | **P** |
| *UVC20S01T* | *Design Principles* | 2 | 0 | 0 | 2 |
| *UVC20S02T* | *Introduction to New Media* |
| *UVC20S03T* | *Media Marketing Communication* | 2 | 0 | 0 | 2 |
| *UVC20S04T* | *Introduction to Public Relations* |
| *UVC20S05T* | *Camera Techniques* | 2 | 0 | 0 | 2 |
| *UVC20S06T* | *Lighting Techniques* |
| *UCD20S01L* | *Soft Skills* | 0 | 0 | 2 | 1 |
| *UCD20S02L* | *Quantitative Aptitude and Reasoning* | 0 | 0 | 2 | 1 |
| *UMI20S01L* | *My India Project* | 0 | 0 | 0 | 1 |
| **Total Learning Credits** | **9** |

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| **Total Learning Credits: 138** |

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| **8. Implementation Plan** |
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| **Semester – I** |
| ***Course******Code*** | ***Course Title*** | ***Hours/*** ***Week*** | ***C*** |
| ***L*** | ***T*** | ***P*** |
| *ULT20G01J* | *Tamil – I* | *2* | *0* | *2* | *3* |
| *ULH20G01J* | *Hindi – I* |
| *ULF20G01J* | *French – I* |
| *ULE20AE1T* | *English* | *4* | *0* | *0* | *4* |
| *UVC20101T* | *Fundamentals of Visual Communication* | *5* | *1* | *0* | *6* |
| *UVC20102T* | *History of Indian Cinema* | *5* | *1* | *0* | *6* |
| *UVC20G01L* | *Visual Art Design* | *0* | *0* | *6* | *3* |
| *UVC20S01T* | *Design Principles* | *2* | *0* | *0* | *2* |
| *UVC20S02T* | *Introduction to New Media* |
| *UCD20S01L* | *Soft Skills* | *0* | *0* | *2* | *1* |
| **Total number of hrs/ week** | **18** | **2** | **10** | **30** |
| **Total Learning Credits** | **25** |

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| **Semester - II** |
| ***Course******Code*** | ***Course Title*** | ***Hours/*** ***Week*** | ***C*** |
| ***L*** | ***T*** | ***P*** |
| *ULT20G02J* | *Tamil – II* | *2* | *0* | *2* | *3* |
| *ULH20G02J* | *Hindi – II* |
| *ULF20G02J* | *French – II* |
| *UVC20201T* | *Advertising* | *4* | *1* | *0* | *5* |
| *UVC20202T* | *Media, Culture and Society* | *4* | *1* | *0* | *5* |
| *UVC20203L* | *Graphic Production* | *0* | *0* | *5* | *2* |
| *UVC20G02T* | *History of World Cinema* | *2* | *1* | *0* | *3* |
| *UVC20S03T* | *Media Marketing Communication* | *2* | *0* | *0* | *2* |
| *UVC20S04T* | *Introduction to Public Relations* |
| *UCD20S02L* | *Quantitative Aptitude and Reasoning* | *0* | *0* | *2* | *1* |
| *UJK20201L* | *Communication Skills*  | *0* | *0* | *4* | *2* |
| *UNS20201L* | *NSS* | *0* | *0* | *0* | *0* |
| *UNC20201L* | *NCC* | *0* | *0* | *0* | *0* |
| *UNO20201L* | *NSO* | *0* | *0* | *0* | *0* |
| *UYG20201L* | *YOGA* | *0* | *0* | *0* | *0* |
| **Total number of hrs/ week** | **14** | **3** | **13** | **30** |
| **Total Learning Credits** | **23** |

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| **Semester – III** |
| ***Course******Code*** | ***Course Title*** | ***Hours/ Week*** | ***C*** |
| ***L*** | ***T*** | ***P*** |
| *UVC20301T* | *Media Laws and Ethics* | *4* | *1* | *0* | *5* |
| *UVC20302T* | *Screenplay Writing* | *4* | *1* | *0* | *5* |
| *UVC20303L* | *2D Animation* | *0* | *0* | *6* | *3* |
| *UVC20D01L* | *Fashion Photography* | *0* | *0* | *6* | *3* |
| *UVC20D02L* | *Event Photography* |
| *UVC20D03L* | *Product Photography* |
| *UVC20G03T* | *Basic Photography* | *5* | *1* | *0* | *6* |
| *UMI20S01L* | *My India Project* | *0* | *0* | *0* | *1* |
| *UJK20301T* | *Universal Human Values* | *2* | *0* | *0* | *2* |
| **Total number of hrs/ week** | **15** | **3** | **12** | **30** |
| **Total Learning Credits** | **25** |

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| **Semester - IV** |
| ***Course******Code*** | ***Course Title*** | ***Hours/ Week*** | ***C*** |
| ***L*** | ***T*** | ***P*** |
| *UVC20401T* | *Film Studies* | *4* | *1* | *0* | *5* |
| *UVC20402T* | *Media Management* | *4* | *1* | *0* | *5* |
| *UVC20403L* | *3D Animation* | *0* | *0* | *4* | *2* |
| *UVC20404L* | *Art Direction* | *0* | *0* | *4* | *2* |
| *UVC20D04L* | *Writing for Film* | *0* | *0* | *5* | *3* |
| *UVC20D05L* | *Writing for Radio* |
| *UVC20D06L* | *Writing for Television* |
| *UVC20D07L* | *Television Production* | *0* | *0* | *5* | *3* |
| *UVC20D08L* | *Sound Designing* |
| *UVC20D09L* | *Editing Techniques*  |
| *UVC20S05T* | *Camera Techniques* | *2* | *0* | *0* | *2* |
| *UVC20S06T* | *Lighting Techniques* |
| *UJK20401T* | *Professional Skills* | *2* | *0* | *0* | *2* |
| **Total number of hrs/ week** | **10** | **2** | **18** | **30** |
| **Total Learning Credits** | **24** |

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| **Semester - V** |
| ***Course******Code*** | ***Course Title*** | ***Hours/*** ***Week*** | ***C*** |
| ***L*** | ***T*** | ***P*** |
| *UVC20501T* | *Digital Film making* | *5* | *1* | *0* | *6* |
| *UVC20502T* | *Event Management* | *5* | *1* | *0* | *6* |
| *UVC20503L* | *Short Film Making* | *0* | *0* | *7* | *3* |
| *UVC20D10L* | *Visual Effects* | *0* | *0* | *6* | *3* |
| *UVC20D11L* | *Compositing Techniques* |
| *UVC20D12L* | *Title Animation* |
| *UES20AE1T* | *Environmental Studies* | *3* | *0* | *0* | *3* |
| *UJK20501T* | *Leadership and Management Skills* | *2* | *0* | *0* | *2* |
| **Total number of hrs/ week** | **15** | **2** | **13** | **30** |
| **Total Learning Credits** | **23** |

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| **Semester - VI** |
| ***Course******Code*** | ***Course Title*** | ***Hours/*** ***Week*** | ***C*** |
| ***L*** | ***T*** | ***P*** |
| *UVC20601L* | *Film Appreciation* | *0* | *0* | *0* | *6* |
| *UVC20D13L* | *Industrial Project* | *0* | *0* | *0* | *12* |
| **Total number of hrs/ week** | **0** | **0** | **0** | **0** |
| **Total Learning Credits** | **18** |

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| **9.** **Program Articulation Matrix** |
| ***Course Code*** | ***Course Name*** | ***Programme Learning Outcomes*** |
| Fundamental Knowledge | Application of Concepts | Link with Related Disciplines | Procedural Knowledge | Skills in Specialization | Ability to Utilize Knowledge | Skills in Modeling | Analyze, Interpret Data | Investigative Skills | Problem Solving Skills | Communication Skills | Analytical Skills | ICT Skills | Professional Behavior | Life Long Learning |
| ***UVC20101T*** | ***Fundamentals of Visual Communication*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* | *H* | *L* | *H* | *H* |
| ***UVC20102T*** | ***History of Indian Cinema*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *L* | *L* | *L* | *H* | *H* | *H* | *H* |
| ***UVC20201T*** | ***Advertising*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20202T*** | ***Media, Culture and Society*** | *H* | *M* | *H* | *L* | *L* | *H* | *H* | *L* | *L* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UVC20203L*** | ***Graphic Production*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *L* | *L* | *H* | *H* | *H* | *H* |
| ***UVC20301T*** | ***Media Laws and Ethics*** | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *L* | *H* | *H* |
| ***UVC20302T*** | ***Screenplay Writing*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UVC20303L*** | ***2D Animation*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *L* | *L* | *L* | *H* | *H* | *H* | *H* |
| ***UVC20401T*** | ***Film Studies*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *L* | *H* | *H* |
| ***UVC20402T*** | ***Media Management*** | *H* | *M* | *H* | *M* | *M* | *H* | *M* | *H* | *L* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UVC20403L*** | ***3D Animation*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *H* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20404L*** | ***Art Direction*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* |  *M* | *L* | *H* | *H* | *H* | *H* |
| ***UVC20501T*** | ***Digital Film making*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UVC20502T*** | ***Event Management*** | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *M* | *M* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UVC20503L*** | ***Short Film Making*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20601L*** | ***Film Appreciation*** | *H* | *H* | *H* | *H* | *H* | *H* | *L* | *H* | *M* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UVC20D01L*** | ***Fashion Photography*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *H* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20D02L*** | ***Event Photography*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *M* | *H* | *M* | *H* | *H* | *H* |
| ***UVC20D03L*** | ***Product Photography*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *M* | *H* | *M* | *H* | *H* | *H* |
| ***UVC20D04L*** | ***Writing for Film*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UVC20D05L*** | ***Writing for Radio*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UVC20D06L*** | ***Writing for Television*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UVC20D07L*** | ***Television Production*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UVC20D08L*** | ***Sound Designing*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20D09L*** | ***Editing Techniques***  | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20D10L*** | ***Visual Effects*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20D11L*** | ***Compositing Techniques*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20D12L*** | ***Title Animation*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20D13L*** | ***Industrial Project*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***ULT20G01J*** | ***Tamil – I*** | *H* | *H* | *H* | *M* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***ULH20G01J*** | ***Hindi – I*** | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***ULF20G01J*** | ***French – I*** | *H* | *H* | *H* | *M* | *H* | *H* | *M* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UVC20G01L*** | ***Visual Art Design*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***ULT20G02J*** | ***Tamil – II*** | *H* | *H* | *H* | *M* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***ULH20G02J*** | ***Hindi – II*** | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***ULF20G02J*** | ***French – II*** | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UVC20G02T*** | ***History of World Cinema*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20G03T*** | ***Basic Photography*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *M* | *H* | *M* | *H* | *H* | *H* |
| ***ULE20AE1T*** | ***English*** | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UES20AE1T*** | ***Environmental Studies*** | *H* | *M* | *H* | *M* | *M* | *H* | *M* | *H* | *L* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UVC20S01T*** | ***Design Principles*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20S02T*** | ***Introduction to New Media*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *M* | *H* | *M* | *H* | *H* | *H* |
| ***UVC20S03T*** | ***Media Marketing Communication*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20S04T*** | ***Introduction to Public Relations*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *M* | *L* | *M* | *H* | *H* | *H* | *H* |
| ***UVC20S05T*** | ***Camera Techniques*** | *H* | *M* | *H* | *M* | *M* | *H* | *M* | *H* | *L* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UVC20S06T*** | ***Lighting Techniques*** | *H* | *M* | *H* | *M* | *M* | *H* | *M* | *H* | *L* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UCD20S01L*** | ***Soft Skills*** | *H* | *H* | *H* | *M* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UCD20S02L*** | ***Quantitative Aptitude and Logical Reasoning*** | *H* | *H* | *H* | *M* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UJK20201L*** | ***Communication Skills*** | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UJK20301T*** | ***Universal Human Values*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UMI20S01L*** | ***My India Project*** | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* | *H* |
| ***UJK20401T*** | ***Professional Skills*** | *H* | *H* | *H* | *M* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
| ***UJK20501T*** | ***Leadership and Management Skills*** | *H* | *H* | *H* | *M* | *H* | *H* | *M* | *H* | *H* | *H* | *H* | *H* | *M* | *H* | *H* |
|  | ***Program Average*** | ***H*** | ***H*** | ***H*** | ***M*** | ***H*** | ***H*** | ***M*** | ***H*** | ***H*** | ***H*** | ***H*** | ***H*** | ***M*** | ***H*** | ***H*** |

H – High Correlation, M – Medium Correlation, L – Low Correlation

**Structure of UG Courses in Visual Communication**

Distribution of different Courses in each semester with their credits for B Sc Visual Communication

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Compulsory Core Courses (CC) with 72 credit (Total no. of Papers 16)** | **Discipline Specific Elective(DSE)****With 24 credit****(Total no.** **of Papers 5)** | **Generic Elective (GEC)****With 06 credit** **(T + P)****& 04 credit (T)****(Total no. of Papers 4)** | **Ability Enhancement Compulsory Courses (AECC)****With 04 credit****(Total no. of Papers 2)** | **Skill Enhancement Course (SEC)****With 02 credit****(Total no. of Papers 4)** | **Life Skills****(Jeevan Kaushal)** | **Extension activity** | **Total Credits** |
| Sem I | CC-1 (6)CC-2 (6)(12) | - | GE-1 (Language-I) (3)GE-2 (Viscom) (3)(6) | AECC-1(English) (4) | SEC-1 (2)SEC-2 (Soft Skills) (1)(3) | - | - | 25 |
| Sem II | CC-3 (5)CC-4 (5) CC-5 (2)(12) | - | GE-1 (Language- II) (3)GE-2 (Viscom) (3)(6) | - | SEC-3 (QALR) (1)SEC-4 (2)(3) | JK-2 (2) (Communication Skills)(2) | NCC/ NSO/ NSS/ YOGA (0) | 23 |
| Sem III | CC-6 (5)CC-7 (5) CC-8 (3)(13) | DSE-1 (3)(3) | GE-5 (Viscom) (6)(6) | - | SEC-5 (2)SEC-1 (1) (My India Project)(3) | JK-1 (2) (Universal Human Values)(2) | - | 27 |
| Sem IV | CC-9 (5)CC-10 (5) CC-11 (2)CC-12 (2)(14) | DSE-2 (3)DSE-3 (3)(6) | - |  | - | JK-3 (2) (Professional Skills)(2) | - | 22 |
| Sem V | CC-13 (6)CC-14 (6)CC-15 (3)(15) | DSE-4 (3)(3) | - | AECC-3 (EVS)(3) | - | JK- 4 (2)(Leadership and Management skills)(2) | - | 23 |
| Sem VI | CC-16 (3)(6) | DSE- 5 (12)(12) | - | - | - | - | - | 18 |
| **Total Credits** | **72** | **24** | **18** | **7** | **9** | **8** | **0** | **138** |