

K.S.RANGASAMY COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
TIRUCHENGODE-637215
DEPARTMENT OF VISUAL COMMUNICATION

Programme : B.Sc Visual Communication

Courses having relevance to local, national, regional and global needs

SEMESTER I

COURSE CODE	COURSE NAME	NEED				Description
		Local	National	Regional	Global	
20UVCM101	CORE - I: Introduction to Visual Communication	✓	✓	✓		This course analyzes the evolution of Visual Communication in the nation.
20UVCM102	CORE - II: Computer Applications in Media		✓		✓	To access the multimedia elements globally over internet.
20UENVCA101	ALLIED - I: Basics of Writing		✓	✓		This course focuses on concept of writing for different media platforms
20UVCMP101	CORE PRACTICAL - I: Drawing		✓	✓		To represent the culture and architecture through composition.


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SEMESTER II

COURSE CODE	COURSE NAME	NEED				Description
		Local	National	Regional	Global	
20UVCM201	CORE - III : Graphic Communication		✓	✓		This course is designed to gain knowledge in graphic communication.
20UVCM202	CORE - IV : Digital Photography		✓	✓	✓	To expose professional career and entrepreneurial opportunities in the field of photography.
20UCCVCA201	ALLIED - II: Digital Marketing		✓			This course is designed to build, scale up and sustain their brand's reputation.
20UVCMP201	CORE PRACTICAL - II: Photography		✓	✓	✓	This course is designed to capture the various kinds of photography.


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SEMESTER III

COURSE CODE	COURSE NAME	NEED				Description
		Local	National	Regional	Global	
20UVCM301	CORE - V : Radio Programme Production			✓		To acquire knowledge on writing for radio to satisfy the local / regional needs.
20UBAVCA301	ALLIED - III: Media Management		✓			To apply the principles of event management to identifying the target audience of the event.
20UVCMP301	CORE PRACTICAL - III: Audio Production	✓		✓		To create audio content for special audience through audio mediums such as radio, podcast.
20UVCSBP301	SBC I: Graphic Design		✓	✓	✓	To design print ad and other promotional materials to satisfy the client needs.
20UVCAC301	Add-On Course I: Community Radio	✓		✓		This course focuses on educational broadcasts for rural development.
20UVCNM301	NMEC-I: Advertising Basics	✓		✓		To classify the demographics and psychographic of the audience member.


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SEMESTER IV

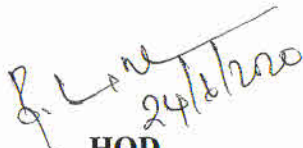
COURSE CODE	COURSE NAME	NEED				Description
		Local	National	Regional	Global	
20UVCM401	CORE VI: Advertising			✓	✓	To acquire knowledge on advertising campaign and advertisement strategies.
20UCSVCA401	ALLIED - IV: Web Designing		✓		✓	To get familiarized with developing websites based on audience requirements.
20UVCMP401	CORE PRACTICAL - IV: Video Editing		✓	✓	✓	To produce audio-video content in various formats to use globally.
20UVCSBP401	SBC II: Advertising Production			✓	✓	To understand the advertising principles to promote a product, service or goods
20UVCAC401	Add-On Course II: E-Content Development		✓	✓		To gain knowledge on the different elements of E-Content.
20UVCNM401	NMEC-II: Introduction to Multimedia	✓		✓		To utilize the use of audio video element in multimedia production.
20UVCAL401	Advanced Learners Course I: Photo Journalism	✓	✓	✓		To understand about Editorial and Pagination in newsroom.

SEMESTER V

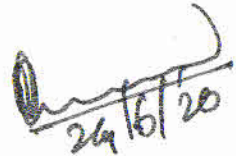
COURSE CODE	COURSE NAME	NEED				Description
		Local	National	Regional	Global	
20UVCM501	CORE - VII: Visual Aesthetics	✓		✓		To generate a sense of aesthetics and skills in communication through media.
20UVCM502	CORE - VIII: Television Production		✓		✓	To develop the knowledge about television production techniques in post production.
20UVCEL501	Digital Cinematography		✓	✓		To elaborate on aesthetics of lighting, resources and various kinds of cinematography cameras to produce a film.
20UVCEL502	Script Writing		✓	✓		To develop the skills to write script for target audience.
20UVCMP501	CORE PRACTICAL - V: Television and Video Production		✓		✓	To produce indoor or outdoor programs using various production techniques.
20UVCMP502	CORE PRACTICAL - VI: VFX & Animation		✓		✓	Developing animation projects to meet the current industry needs.
20UVCSB501	SBC III: Animation				✓	To determine applications of 2D Animation and Concept Development
20UVCAL501	Advanced Learners Course II: Radio Jockey			✓		To understand audience measurement through producing various programs

SEMESTER VI

COURSE CODE	COURSE NAME	NEED				Description
		Local	National	Regional	Global	
20UVCM601	CORE - IX: Media Law and Ethics		✓			To understand about the Indian Constitution and various acts.
20UVCMP601	CORE PRACTICAL - VII: Film Appreciation		✓	✓		To gain knowledge on production stages of film making.
20UVCMP602	CORE PRACTICAL - VIII: Web Publishing		✓		✓	To showcase their profile digitally with all their works to the other member globally anywhere.
20UVCMP603	Project and Viva-voce Examination	✓	✓	✓		To develop their skills in the field of film making.
20UVCSBP601	SBC IV: E-Content Development		✓	✓		To develop and upload E-Content in LMS platform.


 24/6/2020
HOD
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