

**RATHINAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)**

**Scheme of Curriculum for B.Sc Visual Communication for the Batch admitted during 2017-2018 Onwards**

Sem	Part	Type	Sub Code	Subject	Credit	Per Week	CIA	ESE	Total	Exam Hours
1	1	L1	LANG1	Language - I	3	6	40	60	100	3
1	2	E1	17BGE12E	English for Communication	3	6	40	60	100	3
1	3	C1	17BVC13A	Core Theory – I Introduction Communication Media	4	6	40	60	100	3
1	3	CP1	17BVC13P	Core Practical - I Creative Arts	4	5	40	60	100	3
1	3	A1	17BVC1AA	Allied – I Social Psychology	4	5	40	60	100	3
1	4	AEC1	17BGE1FA	Ability Enhancement Compulsory Course-I – Environmental Studies @	2	2	50	0	50	3
1	6	VAC	17BVC1VA	Value Added Course - I@	2	-	100	-	100	3
2	1	L2	LANG2	Language - II	3	6	40	60	100	3
2	2	E2	17BGE22E	Technical English - Writing for Media	3	6	40	60	100	3
2	3	C2	17BVC23A	Core Theory - II Photography	4	5	40	60	100	3
2	3	C3	17BVC23B	Core III –Commercial Production	4	4	40	60	100	3
2	3	CP2	17BVC23P	Core Practical - II - Photography	4	3	40	60	100	3
2	3	A2	17BVC2AB	Allied – IIMedia Management	4	4	40	60	100	3
2	4	AEC2	17BGE2FB	Ability Enhancement Compulsory Course-II – Value Education Human Rights @	2	2	50	0	50	3
2	6	VAC	17BVC2VA	Value Added Course - II@	2	-	100	-	100	3
3	3	C4	17BVC33A	Core - IV - Advertising	4	7	40	60	100	3
3	3	CP3	17BVC33P	Core Practical – III - Advertising	4	7	40	60	100	3
3	3	A3	17BVC3AC	Allied - IIIMedia Production	4	6	40	60	100	3
3	3	CP4	17BVC33V	Core Practical – IV – Industrial Training Report	2			50	50	3
3	4	S1	17BVC3ZA	Skill Enhancement Courses – I Digital Animation	4	6	40	60	100	3
3	4	AEC3	17BGE3FC	Ability Enhancement Compulsory Course-III – (Tamil / Advanced Tamil (OR) Non-major elective-1 (Yoga for Human Excellence) / Women’s Rights / Career Enhancement – I) @	2	2	50	0	50	3
3	6	VAC	17BVC3VA	Value Added Course - III@	2	-	100	-	100	3

3	6	IDL	IDL1	Inter Department Learning – I#	2	2	-	100	100	3
4	3	C5	17BVC43A	Core - V - Audiography	4	6	40	60	100	3
4	3	CP5	17BVC43P	Core Practical – V Audiography	4	5	40	60	100	3
4	3	A4	17BVC4AD	Allied - IV Media Law and Ethics	4	6	40	60	100	3
4	4	S2	17BVC4ZB	Skill Enhancement Courses – II Video Editing	4	6	40	60	100	3
4	4	SP1	17BVC4ZP	Skill Lab – I Video Editing	4	3	40	60	100	3
4	4	AEC4	17BGE4FD	Ability Enhancement Compulsory Course-IV –(Tamil / Advanced Tamil (OR) Non-major elective-II (General Awareness) / Career Enhancement – II) @	2	2	50	0	50	3
4	6	VAC	17BVC4VA	Value Added Course - IV@	2	-	100	-	100	3
4	6	IDL	<b>IDL2</b>	Inter Department Learning – II#	2	2	-	100	100	3
5	3	C6	17BVC53A	Core - VI - Script Writing	5	6	40	60	100	3
5	3	EL1	17BVC53A	Elective - I	5	6	40	60	100	3
5	3	EL2	17BVC53A	Elective - II	5	6	40	60	100	3
5	3	CP6	17BVC53P	Core Practical – VI - Script Writing	4	6	40	60	100	3
5	3	CP7	17BVC53V	Core Practical – VII – Mini-project	3		40	60	100	3
5	4	S3	17BVC5ZC	Skill Enhancement Courses – III Film Appreciation	4	6	40	60	100	3
5	6	VAC	17BVC5VA	Value Added Course - V@	2	-	100	-	100	3
6	3	EL3	ELE2	Elective - III	5	6	40	60	100	3
6	3	EL4	ELE3	Elective - IV	5	6	40	60	100	3
6	3	CP8	17BVC6EP	Core Practical Lab - Elective Lab	4	4	40	60	100	3
6	3	CP9	17BVC63V	Core Project - Short Film Production	8	8	80	120	200	3
6	4	S4	17BVC6ZD	Skill Enhancement Courses – IV Radio Production	4	6	40	60	100	3
6	5	EX	17BGE65A	Extension Activity@	2		50		50	
<b>TOTAL</b>					<b>154</b>	<b>180</b>	<b>2030</b>	<b>2170</b>	<b>4200</b>	

<b>Elective</b>	<b>Sub code</b>	<b>Subject</b>
Elective-I	17BVC5EA	Journalism
	17BVC5EB	Reporting and Editing
	17BVC5EC	Editorial Practice

Elective-II	17BVC5ED	Media Entrepreneurship
	17BVC5EE	New Media
	17BVC5EF	Media Marketing
Elective-III	17BVC6EA	Documentary
	17BVC6EB	Educational Films
	17BVC6EC	Non-Fiction Films
Elective-IV	17BVC6ED	Research Communication
	17BVC6EE	Research Methodology
	17BVC6EF	Media Research

### Inter Department Learning

<b>IDL</b>	<b>Sub Code</b>	<b>Subject</b>
SEM3	17BVC3LA	Photography
	17BVC3LB	Screenplay Writing
	17BVC3LC	Radio Jockey
	17BVC3LD	Print Media
SEM4	17BVC4LA	Videography
	17BVC4LB	Digital Film Making
	17BVC4LC	Video Jockey
	17BVC4LD	Journalism