

**Department of Visual Communication, Self Financed Stream Madras Christian College**

| S. No          | Semester 1        | Subject                              | Credit | Hour | CA | ESE | T/P |
|----------------|-------------------|--------------------------------------|--------|------|----|-----|-----|
|                |                   | English                              | 3      | 4    |    |     |     |
|                |                   | Language                             | 3      | 4    |    |     |     |
|                |                   | Value Education                      | 1      | 2    |    |     |     |
| VC/MC/IVC/1/5  | Major Core        | Introduction to Visual communication | 5      | 4    | 50 | 50  | T   |
| VC/MC/INT/1/5  | Major Core        | The Internet and New Technology      | 5      | 4    | 50 | 50  | T   |
| VC/CA/ADS/1/5  | Core Allied       | Art and Design Studies               | 5      | 6    | 50 | 50  | P   |
| VC/GC/BVC/2    | GC or BT or AT    | Basic of Visual Communication        | 2      | 4    | 50 | 50  | T   |
|                | <b>Semester 2</b> |                                      |        |      |    |     |     |
|                |                   | English                              | 3      | 4    |    |     |     |
|                |                   | Language                             | 3      | 4    |    |     |     |
|                |                   | Value Education                      | 1      | 2    |    |     |     |
| VC/MC/MECS/2/5 | Major Core        | Media Effects and Cultural Studies   | 5      | 4    | 50 | 50  | T   |
| VC/MC/AD/2/5   | Major Core        | Advertising                          | 5      | 6    | 50 | 50  | T   |
| VC/CA/B2D/2/5  | Core Allied       | Basic of 2D Animation                | 5      | 6    | 50 | 50  | P   |
| VC/GC/BVC/2/2  | GC or BT or AT    | Basic of Visual Communication        | 2      | 4    | 50 | 50  | T   |
|                | <b>Semester 3</b> |                                      |        |      |    |     |     |
|                |                   | English                              | 3      | 4    |    |     |     |
|                |                   | Language                             | 3      | 4    |    |     |     |
|                |                   | Personality Development              | ---    | 2    |    |     |     |
| VC/MC/MD/3/4   | Major Core        | Multimedia Design                    | 4      | 4    | 50 | 50  | P   |
| VC/MC/FS/3/3   | Major Core        | Film Studies                         | 3      | 3    | 50 | 50  | T   |
| VC/MC/VC/3/3   | Major Core        | Visual Culture                       | 3      | 3    | 50 | 50  | T   |
| VC/OPT/NGP/3/5 | Optional Allied   | News Gathering and Presentation      | 5      | 6    | 50 | 50  | T   |
| VC/OPT/SW/3/5  |                   | OR<br>Script Writing                 |        |      |    |     |     |
| VC/IDE/PS/3/3  | IDE               | Presentation Skills                  | 3      | 4    | 50 | 50  | P   |

| S.NO           | Semester 4           | Subject                               | Credit | Hour | CA | ESE | T/P |
|----------------|----------------------|---------------------------------------|--------|------|----|-----|-----|
|                |                      | English                               | 3      | 4    |    |     |     |
|                |                      | Language                              | 3      | 4    |    |     |     |
|                |                      | Personality Development               | 3      | 2    |    |     |     |
| VC/MC/BP/4/4   | Major Core           | Basic Photography                     | 4      | 4    | 50 | 50  | P   |
| VC/MC/WDP/4/3  | Major Core           | Web Designing and Publishing          | 3      | 3    | 50 | 50  | T   |
| VC/MC/UV/4/3   | Major Core           | Understanding the Visual              | 3      | 3    | 50 | 50  | T   |
| VC/OPT /PR/4/5 | Optional Allied      | Public Relations OR Media Management  | 5      | 6    | 50 | 50  | T   |
| VC/OPT/MM/4/5  |                      |                                       |        |      |    |     |     |
|                |                      | Environmental Studies                 | 2      | 4    |    |     |     |
|                | <b>Semester 5</b>    |                                       |        |      |    |     |     |
| VC/MC/3DMA/5/5 | Major Core           | 3D Modeling and Animation             | 5      | 8    | 50 | 50  | P   |
| VC/MC/TVP/5/5  | Major Core           | Television Production                 | 5      | 8    | 50 | 50  | P   |
| VC/MC/MR/5/5   | Major Core           | Media Search                          | 5      | 4    | 50 | 50  | T   |
| VC/MC/CC/5/5   | Major Core           | Corporate Communication               | 5      | 4    | 50 | 50  | T   |
| VC/GE/CP/5/3   | GE                   | Creative Painting                     | 3      | 4    | 50 | 5-  | P   |
| VC/CT/UHN/5/3  | Comp. Training       | Understanding hardware and networking | 3      | 2    | 50 | 50  | T   |
|                | <b>Semester 6</b>    |                                       |        |      |    |     |     |
| VC/C/6/5       | Major Core           | Comprehensive                         | 5      | 15   | 50 | 50  | P   |
| VC/P/6/5       | Major Core           | Project                               | 5      | 15   | 50 | 50  | P   |
| VC/I/6/5       | Major Core           | Internship                            | 5      | ---  | 50 | 50  | p   |
| PART V         | Extension activities |                                       | 1      |      |    |     |     |

Part I (12), Part II (12), Part III (75+20), Part IV (4+12+2+2), Part V (I)

TOTAL = 140 credit

**Apart from the above requirements a student is expected to have completed a mandatory internship programming during his/her second year for a period of one month.**