

BACHELOR OF SCIENCE (VISUAL COMMUNICATION)

VISION

Impart knowledge and necessary skills to create socially responsible media personnel. To provide holistic learning environment that encourage students to identify and enhance their potentials.

MISSION

- To deliver comprehensive media education for developing media literacy, pluralistic media space and socially responsible media personnel.
- To design and deliver learning inputs to develop the employability and professionalism requires for the media environment.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1: To provide a comprehensive understanding of visual communication theories, concepts, and practices, enabling students to effectively utilize visual media..

PEO 2: Cultivate creativity and innovation in visual communication, fostering the ability to develop compelling visual narratives and solutions.

PEO 3: Enhance technical skills in various aspects of visual communication, including design, photography, videography, and multimedia production.

PROGRAMME OUTCOMES (PO)

After completion of the programme, the graduates will be able to

PO 1: Visual Communication Competency: Develop proficiency in visual communication theories, principles, and practices across various media platforms.

PO 2: Problem Solving Skills: Analyze and solve complex visual communication issues effectively using critical thinking and creative approaches.

PO 3: Entrepreneurial Skills: Demonstrate the ability to identify business opportunities, create business plans, and undertake entrepreneurial ventures based on the needs and standards of media industry.

PO 4: Effective Communication: Communicate ideas and information effectively through visual, written, and oral means in professional and collaborative environments.

PO5: Ethical Practices: Apply ethical principles and practices in visual communication, considering the impact on individuals, society, and the environment.

PO 6: Creative Expression: Cultivate creativity and innovation in visual communication, fostering the ability to develop compelling visual narratives and solutions.

PO 7: Media Literacy: Develop the ability to critically evaluate media messages and productions, understanding their impact on individuals and society.

PO 8: Career Readiness: Prepare for professional careers and academic pursuits by acquiring a strong foundation in visual communication and related fields, enabling to become professionally competent and socially responsible in performing media tasks.

PROGRAMME SPECIFIC OUTCOMES (PSO)

After completion of the programme, the graduates will be able to

PSO1: Acquire fundamental knowledge of visual communication and various media platforms.

PSO2: Gain Information Communication Technologies (ICTs) skills and digital competency.

PSO3: Develop media literacy and professional competencies.

PSO4: Apply the acquire skills in performing industry standard media works.

PSO5: Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.

REGULATIONS

1. ELIGIBILITY

Candidates seeking admission to the first year of the Bachelor of Science in Visual Communication should have pass in the Higher Secondary Examination conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the syndicate, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the B.Sc., Visual Communication Degree of this university after a course of study of Three Academic Years.

2. DURATION OF THE PROGRAMME

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective Courses.

3. MAXIMUM DURATION FOR THE COMPLETION OF THE UG PROGRAMME

The maximum duration for completion of the UG Programme shall not exceed 12 semesters.

SCHEME OF EXAMINATION

Course Code	Course	Hrs of Instruction	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
First Semester							
Part - I							
24UTAL101/ 24UHIL101/ 24UFRL101	Tamil-I / Hindi-I/ French-I	5	3	25	75	100	3
Part - II							
24UENLA101	English for Arts and Science-I	5	3	25	75	100	3
Part - III							
24UVCM101	DSC I: Introduction to Visual Communication	5	3	25	75	100	5
24UVCMP101	DSC Practical I: Visual Arts	5	3	40	60	100	4
24UVCMP102	DSC Practical II : Print Journalism	5	6	40	60	100	4
24UVCA101	GEC I: Multimedia and Graphics	4	3	25	75	100	4
Part - IV							
24UVE101	VAC I: Yoga	1	3	25	75	100	1
	Total	30				700	24
Second Semester							
Part - I							
24UTAL201/ 24UHIL201/ 24UFRL201	Tamil-II/ Hindi-II/ French-II	5	3	25	75	100	3
Part - II							
24UENLA201	English for Arts and Science -II	5	3	25	75	100	3
Part - III							
24UVCM201	DSC II: Digital Photography	5	3	25	75	100	5
24UVCMP201	DSC Practical III: Digital Photography	5	6	40	60	100	4
24UVCMP202	DSC Practical IV: Graphic Design	5	6	40	60	100	4
24UVCA201	GEC II: Media Psychology	4	3	25	75	100	4
Part - IV							
24UVE201	VAC II: Environmental Studies	1	3	25	75	100	1
	Total	30				700	24

Course Code	Course	Hrs of Instruction	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
Third Semester							
Part - I							
24UTAL301/ 24UHIL301/ 24UFRL301	Tamil-III / Hindi-III/ French-III	4	3	25	75	100	3
Part - II							
24UENLA301	English for Arts and Science -III	4	3	25	75	100	3
Part - III							
24UVCM301	DSC III: Radio Programme Production	5	3	25	75	100	5
24UVCMP301	DSC Practical V: Audio Production	6	6	40	60	100	3
24UVCA301	GEC III: Script Writing	4	3	25	75	100	4
Part - IV							
24UVCSBP301	SEC I : Advanced Photography	3	6	40	60	100	2
	MDC I:	2	3	25	75	100	2
24UVE301	VAC III: Understanding India	1	3	25	75	100	1
24ULS301	AEC I: Career Competency Skills I	1	-	100	0	100	1
	Total	30				900	24
Fourth Semester							
Part - I							
24UTAL401/ 24UHIL401/ 24UFRL401	Tamil-IV/ Hindi-IV/ French-IV	4	3	25	75	100	3
Part - II							
24UENLA401	English for Arts and Science -IV	4	3	25	75	100	3
Part - III							
24UVCM401	DSC - IV: Creative Advertising Techniques	5	3	25	75	100	5
24UVCMP401	DSC Practical VI: Video Editing	6	6	40	60	100	3
24UVCA401	GEC - IV: Integrated Marketing Communication	4	3	25	75	100	4
Part - IV							
24UVCSBP401	SEC II: Commercial Production	3	6	40	60	100	2
24UVCNM401	MDC II:	2	3	25	75	100	2

B.Sc., Visual Communication (Students admitted from 2024 – 2025 onwards)

24UVE401	VAC IV: Digital & Technological Solutions	1	3	25	75	100	1
24ULS401	AEC II: Career Competency Skills II	1	-	100	0	100	1
	Total	30				900	24

Course Code	Course	Hrs of Instruction	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
Fifth Semester							
Part – III							
24UVCM501	DSC V: Television Production	5	3	25	75	100	4
24UVCM502	DSC VI: Film Studies	5	3	25	75	100	4
	Discipline Specific Elective Course I	5	3	25	75	100	4
24UVCMP501	DSC Practical VII: Television Production	6	6	40	60	100	3
24UVCMP502	DSC Practical VIII: VFX & Animation	6	6	40	60	100	3
24UVCi501	Summer Internship	-	-	100	-	100	2
Part – IV							
24UVCSB501	SEC III: Animation	2	3	100	-	100	2
24ULS501	AEC III: Career Competency Skills III	1	-	100	0	100	1
Part – V							
24UVCE501	Extension Activity	-	-	-	-	-	2
		30				800	25
Sixth Semester							
Part – III							
24UVCM601	DSC - VII: Media Research	5	3	25	75	100	5
	Discipline Specific Elective Course II	5	3	25	75	100	4
24UVCMP601	DSC Practical IX: Portfolio Production	6	6	40	60	100	4
24UVCMP602	DSC Practical X: Digital Cinematography	5	6	40	60	100	3
24UVCPR601	DSC: Project and Viva-voce Examination	6	-	40	60	100	4
Part – IV							
24UVCSBP601	SEC IV: AI for Visual Communication	2	6	40	60	100	2
24ULS601	AEC IV: Career Competency Skills IV	1	-	100	0	100	1
Part – V							
		30				700	23
TOTAL						4700	144

Multidisciplinary Course (MDC): for other department students in THIRD and FOURTH semester

Course	Course Code	Course Name
III	24UVCNM301	MDC I: Social Media Marketing
IV	24UVCNM401	MDC II: Introduction to Multimedia

Additional Credit Course (ACC) – I

The candidate with minimum 60% of Marks with no arrears has the option to select one Additional Credit Course each in Semester IV and Semester V. The candidate shall be declared to have passed the Examination and awarded two extra credits, if the candidate secures not less than 40 marks out of 100 in the Comprehensive Examination. Alternatively, the candidate may enroll and complete any NPTEL / MOOC and by producing the certificate, he/ she shall obtain two extra credits.

Course Code	Course Name
24UVCAL401	ACC I: Photo Journalism
24UVCAL501	ACC I: Radio Jockey

Discipline Specific Elective Courses

The department offers the following Discipline Specific Elective Courses. Student shall select any one of the following Course as Elective in the fifth and Sixth Semester.

Course Code	Course Name
24UVCEL501	DSE I: Digital Cinematography
24UVCEL502	DSE I: New Media Studies
24UVCEL601	DSE II: Media Laws and Ethics
24UVCEL602	DSE II: Media Society and Culture

FOR COURSE COMPLETION

Students shall complete:

- Language Courses (Tamil/ Hindi/French and English) in I, II, III and IV Semesters.
- Value Education Courses Yoga, Environmental Studies, Understanding India, Digital & Technological Solutions in I, II, III & IV Semesters respectively.
- Generic Elective Courses (GEC) in I, II, III and IV semesters.
- Multidisciplinary Course (MDC): during Semester III and Semester IV.
- Skill Enhancement Courses (SEC): from Semester III to Semester VI.
- Extension Activity in semester V.
- Discipline Specific Elective Courses in the semester V and semester VI.
- Ability Enhancement Course (AEC): Career Competency skills (CCS) from Semester III to Semester VI.
- A Group Project and Viva-Voce Examination at the end of VI semester, but they have to carry out their Project work from V Semester onwards.

TOTAL CREDIT DISTRIBUTION

Components	Courses	No. of Courses x Marks	Total	Credits x Papers	Credits
Part - I	Tamil	4 x 100 =	400	3 x 4 papers	12
Part - II	General English	4 x 100 =	400	3 x 4 papers	12
Part - III	Discipline Specific Courses	5 x 100 =	500	5 x 5 papers	33
		2 x 100 =	200	4 x 2 papers	
	Project	1 x 100 =	100	4 x 1 paper	39
	Discipline Specific Courses (Practical)	5 x 100 =	500	3 x 5 papers	
		5 x 100 =	500	4 x 5 paper	
	Discipline Specific Elective Courses	2 x 100 =	200	4 x 2 papers	08
	Generic Elective Courses	4 x 100 =	400	4 x 4 papers	16
	Value Education Courses: (Yoga, EVS, Understanding India, Digital & Technological Solutions)	4 x 100 =	400	1 x 4 papers	04
	Multidisciplinary Course (MDC)	2 x 100 =	200	2 x 2 papers	04
	Skill Enhancement Courses (SEC)	4 x 100 =	400	2 x 4 papers	08
Part - V	Ability Enhancement Courses (AEC)	4 x 100 =	400	1 x 4 papers	04
	Extension Activity	-	-	2 x 1 activity	02
	Internship	1 x 100 =	100	2 x 1 Internship	02
Total		47 x 100 =	4700		144

24UTAL101	பொதுத்தமிழ் - I	பருவம் - I	
இப்பாடத்திட்டத்தின்நோக்கங்களாவன - தற்கால இலக்கிய வகைகளை மாணவர்களுக்குக் கற்பித்தல் - காலந்தோறும் தமிழ் கவிதை வளர்ச்சி நிலைகள் மற்றும் சிறுகதைகளை அறிமுகப்படுத்துதல். - நாட்டுப்புற இலக்கியங்களின் வழி வாழ்க்கை கூறுகளையும், இலக்கியம், இலக்கணத்தில் சிறப்புகளையும் உணர்த்துதல்.			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	கவிதைகள் அ) பொண் கண்ணகி—காலம்மாறிப்போச்சு ஆ) அறிவுமதி— (தேர்ந்தெடுக்கப்பட்ட 30 கவிதை –புல்லின நுனியில் பனித்துளி ஹைக்க கவிதைகள்) இ) வைரமுத்து—மரங்களைப் பாடுவோம் ஈ) சிற்பி—அங்கீகரிக்க படாத காதல்	10	CO1
II	சிறுகதைகள் அ) புதுமைப்பித்தன் - கடவுளும் கந்தசாமி பிள்ளையும் ஆ) ஆண்டாள் பிரியதர்ினி – மாத்திரை இ) புலிக்கலைஞன் - அசோகமித்திரன் ஈ) ராஜா வந்திருக்கிறார் - கு.அழகிரிசாமி	10	CO2
III	நாட்டுப்புறவியல் - பாடல்கள்,விளையாட்டுகள் அ) தாலாட்டுப்பாடல்கள் - தாயின் கனவுகள் ஆ) காதல் பாடல்கள் - கிளியம்மா,கருத்தபுள்ள. இ) தொழில் பாடல்கள் - களையெடுப்பு ஈ) ஒப்பாரிபாடல்கள் உ) சிறுவர்,சிறுமியர் விளையாட்டு—ஆடவர்,மகளிர் விளையாட்டுகள்	10	CO3
IV	இலக்கியவரலாறு அ) மரபுக்கவிதை தோற்றம் வளர்ச்சி ஆ) புதுக்கவிதை தோற்றம் வளர்ச்சி இ) சிறுகதை தோற்றம் வளர்ச்சி ஈ) நாட்டுப்புறவியல், பாடல்கள், விளையாட்டுகள் அறிமுகம்	10	CO4
V	இலக்கணம் - பொருள் இலக்கணம் அ) பகுபத உறுப்பிலக்கணம் ஆ) பிறமொழிச் சொற்களைதமிழ் சொற்களாகமாற்றுதல் இ) அகத்திணை, புறத்திணை	10	CO5
பாடநூல்			
1.தமிழ்த்துறை வெளியீடு			
பார்வைநூல்கள்			

தமிழண்ணல், புதியநோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை– 2017.
வைரமுத்து கவிதைகள், வைரமுத்து பதிப்பகம் திருமகள் நிலையம்.

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன

CO1	கவிதைகளின் சிறப்புகளை கூறுதல்
CO2	சிறுகதைகளின் தன்மைகளை கூறுதல்
CO3	நாட்டுப்புற இலக்கியங்களின் வழி வாழ்க்கை கூறுகளை அறிதல்
CO4	இலக்கிய வரலாற்றின் தோற்ற வளர்ச்சினை அறிதல்
CO5	அடிப்படை இலக்கணத்தை அறிதல்.

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UENLA101	ENGLISH FOR ARTS AND SCIENCE - I	SEMESTER - I	
Course Objectives: The course aims, - To develop strategies and skills to enhance the ability to read and comprehend technical texts. - To foster ability to write convincing job applications and effective reports. - To develop speaking skills to make technical presentations, participate in impromptu speeches. - To strengthen listening skill which will help them comprehend lectures and talks in their areas of specialization.			
Credits:3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	1. Listening Listening- short texts- short formal and informal conversations 2.Speaking Pair work and small group work 3.Reading Reading Newspaper Article 4.Writing a. Purpose statements b. Checklists c. Instructions 5.Grammar: Sentence and Noun a. Sentences- Kinds of Sentences b. Sentence Patterns c. Classification of Noun 6. Vocabulary in Context a. Synonyms &Antonyms b. Compound words.	10	CO1
II	1. Listening Listening to science invention talks and completing exercises based on them 2. Speaking Asking for and giving directions 3. Reading Reading longer technical texts- identifying the various transitions in a text 4. Writing a. Developing a story with pictures b. Paragraph writing	10	CO2

	5. Grammar : Pronouns and Adjectives a. Pronouns: Types of Pronouns b. Types of Adjectives, Correct use of Adjectives, Position of Adjectives 6. Vocabulary in Context a. Single word substitute b. Phrasal verbs		
III	1. Listening Listening to documentaries and making notes 2. Speaking Mechanics of presentations 3. Reading Longer texts both general and technical practice in speed reading 4. Writing a. Job application – Cover Letter –Resume preparation b. Note – Making 5. Grammar: Verb and Adverb a. Types of Verbs: Finite and Non-Finite Verbs b. Strong and Weak Verbs c. Primary and Modal Auxiliary Verbs d. Adverb- Kinds of adverbs 6. Vocabulary in Context a. Different forms and use of words b. Cause and Effect words	10	CO3
IV	1. Listening Listening to broadcast and telecast from Radio and TV 2. Speaking Giving impromptu talks 3. Reading Reading – Critical reading 4. Writing Creative writing, Poster making 5. Grammar: Prepositions, Conjunction and Interjection 6. Vocabulary in Context a. Use of abbreviations and acronyms b. Misspelt words	10	CO 4
V	1. Listening Listening to different accents. 2. Speaking a. Role-play b. Simulation 3. Reading Making inference from the reading passage 4. Writing	10	CO5

	Precis Writing 5. Grammar: Voice 6. Vocabulary in Context Lexical items (fixed / semi fixed expressions)		
Reference Books			
1.	Technical Communication – Principles and Practices by Meenakshi Raman &Sangeeta Sharma, Oxford Univ. Press, 2016, New Delhi.		
2.	A Course Book on Technical English by Lakshminarayanan, Scitech Publications (India) Pvt. Ltd		
Web sources			
1.	https://www.cambridgeenglish.org/why-choose-us/		
2.	https://ieeexplore.ieee.org/Xplore/home.jsp		
3.	https://www.acronymfinder.com/		

COURSE OUTCOMES (CO)

On completion of this course, the students should be able to

CO1	Develop the ability to listen to a conversation in English
CO2	Demonstrate confidence and proficiency in communication.
CO3	Analyse and restate the meaning of a text in English
CO4	Deliver impactful presentations.
CO5	Ability to speak clearly in standard academic English

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVC M101	DSC I: INTRODUCTION TO VISUAL COMMUNICATION	SEMESTER – I	
Course Objectives: The Course aims - To provide knowledge about Visual Communication and its concepts. - To offer an insight of Communication Elements and its Process. - To introduce them to the Design Concept, Color Theory and the basic of Graphic Design.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Basics of Human and visual communication - communication as expressions - skill and process - understanding communication: SMCR- Model - Message - connotation - Denotation and Contextual.	10	CO1
II	Elements of visual communication - culture/codes: levels of communication: Technical - semantic - and pragmatic. The semiotic landscape: language and visual communication - narrative representation: visual aesthetics.	10	CO2
III	Fundamentals of Design: Definition. Approaches to Design - Centrality of Design - Elements of Design - Line - Shape - Space - color - Texture and Form. Principles of Design: Symmetry - Rhythm - contrast - Balance Mass/Scale.	10	CO3
IV	Principles of Visual and other Sensory Perceptions. Color psychology and theory: Definition - Optical/ Visual Illusions - Various stages of design process-problem identification search for solution refinement - analysis - decision making - implementation.	10	CO4
V	Elements of Graphic Design. Process of Designing - Research - a source of concept - the process of developing ideas - verbal - visual - combination & thematic - visual thinking - associative techniques - materials - tool - design execution and presentation.	10	CO5
Text Book			
1.	Susan B. Barnes. 2017. An Introduction to Visual Communication: From Cave Art to Second Life. [Second Edition].Peter Lang Publications, Switzerland.		
Reference Books			
1.	Meredith Davis. 2017. Visual Communication Design: An Introduction to Design Concepts in Everyday Experience. Bloomsbury Publications, United Kingdom.		
2.	Keval J. Kumar. 2013. Mass Communication in India. [Fourth Edition]. Jaico Publications, Mumbai.		
3.	Norman Don. 2018. The Design of Everyday Things. [Second Edition]. Basic Books Publications, New York.		
4.	Palmer, Frederic. 1998. Visual Elements of Art and Design. Longman Publications, England.		
5.	Paul Martin Lester. 2013. Visual communications: images with Messages. [Sixth Edition]. Wadsworth Publications, USA.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	articulate the basics of Visual Communication and its concepts.
CO2	acquire an insight of Communication Elements and its Process.
CO3	obtain familiar with Design Concept, Color Theory and the fundamentals of Graphic Design.
CO4	apply acquired communication skills effectively.
CO5	execute and present the Models, Design, Color Concept and the Graphic Design within a specified timeframe.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	H	L	H	H	H	H	M	H	H	H
CO2	H	M	L	H	H	H	H	M	H	M	H	H	H
CO3	H	H	H	M	L	H	H	H	H	H	H	H	H
CO4	H	M	M	H	H	M	M	H	H	M	H	H	H
CO5	M	H	M	M	H	H	M	H	M	H	H	H	H

H-High; M-Medium; L-Low

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVCMP101	DSC PRACTICAL I: VISUAL ARTS	SEMESTER – I	
Course Objectives: The Course aims - To introduce the basic concept of drawing, its elements and principles - To acquaint the students to the designing principles and techniques of composition. - To represent the conceived concept visually using different art techniques.			
Credits: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Basic Geometrical shapes.	5	CO1
2.	Basic colors.	5	CO1
3.	Light and shades.	5	CO2
4.	Perspectives.	5	CO2
5.	Composition.	5	CO3
6.	Drawing Landscape.	5	CO3
7.	Logo styles.	5	CO4
8.	Symbols.	5	CO4
9.	Still life drawing.	5	CO5
10.	Basic of faces.	5	CO5
The student has to submit TWO works in each exercise listed above and submit a record of work in standard format during practical examination			
Text Book			
1.	<i>Jim Dowdalls</i> . 2014. The Fundamentals of Drawing: A Comprehensive Drawing Course for the Beginning Artist Book . Walter Foster Publishing.		
Reference Books			
1.	<i>Barrington Barber</i> . 2013. The Fundamentals of Drawing: Inspiring Projects from the Bestselling Art Instruction Author , Arcturus Publishing Ltd.		
2.	<i>Victor Perard</i> , 2006. Anatomy & Drawing , New Enlarged Edition.		
3.	<i>Ernest R. Norling</i> . 2007. Perspective Made Easy , www.bnpublishing.com. BN Publishing		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	gain knowledge about the basic concept of drawing and its elements and principles.
CO2	understand knowledge about the basic concept of Lights and Perspectives.
CO3	acquire about Principles and techniques of composition.
CO4	produce Logos with applying appropriate Font and Typefaces.
CO5	create drawings of Nature and Still Life.

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVCMP102	DSC PRACTICAL II: PRINT JOURNALISM	SEMESTER – I	
Course Objectives:			
The Course aims			
• To identify and differentiate between various types of leads used in news articles. • To demonstrate the ability to apply appropriate lead types to different news stories based on relevance and significance. • To evaluate the effectiveness of leads in capturing readers' attention and conveying key information.			
Credits: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Newspaper	5	CO1
2.	Lead and its types	5	CO1
3.	Beat Reporting	5	CO2
4.	Headline and its types	5	CO2
5.	Typography and Masthead.	5	CO3
6.	Elements of News Story.	5	CO3
7.	Different forms of Caption Writing.	5	CO4
8.	Unit Count System.	5	CO4
9.	Types of Interviews	5	CO5
10.	Types of News and Articles	5	CO5
For each exercise, students will be required to carefully observe newspaper content, cut out relevant material, and paste it onto a record note.			
Text Book			
1.	Bill Kovach and Tom Rosenstiel. 2007. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect. Three Rivers Press.		
Reference Books			
1.	Melvin Mencher. 2010. News Reporting and Writing , McGraw-Hill Education.		
2.	Charanjit Ahuja Bharat Hiteshi, 2017. Print Journalism: A Complete Book of Journalism , Lightning Source.		
3.	BARUN ROY. 2013. Beginners' Guide to Journalism & Mass Communication , V&S Publishers		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	demonstrate proficiency in identifying and categorizing various types of leads used in news articles.
CO2	exhibit competence in beat reporting, including story selection, research, and collaboration.
CO3	create master headline creation and typography principles for effective newspaper layout design.
CO4	apply knowledge of news story elements and caption writing techniques to enhance content clarity and visual presentation.
CO5	recognize and classify different types of interviews and news articles, demonstrating understanding of journalistic practices and storytelling techniques.

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVCA101	GEC I: MULTIMEDIA AND GRAPHICS	SEMESTER – I	
Course Objectives: The Course aims • To understand animation principles and techniques for effective multimedia content creation. • To develop skills in audio and video techniques, photo retouching, editing, and gain knowledge about various image file formats, enhancing proficiency in graphic design. • To empower students with the knowledge and skills for adeptly producing 2D animations, 3D animation, dynamic particles, and advanced animation techniques.			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Multimedia - definitions - elements - applications - multimedia in broadcast applications - principles & techniques of animation	10	CO1
II	Video basics - video formats - video editing - Video Streaming Technologies - software - video compression - Audio basics - audio formats - audio editing - software.	10	CO2
III	Graphic Communication - Definition and Principles of design. Fundamentals of Layout - typography color theory & basics - Photo retouching - editing - Image file formats.	10	CO3
IV	Introduction to 2D Animation - timeline - key frame - ease in ease out - Particles and dynamics - rendering the animation - masking - Stop motion animation	10	CO4
V	Introduction to Visual Effects - CG VFX - 3D animation - Modeling - lighting - dynamic particles - animation techniques - Inverse Kinematics- simulation - motion capturing.	10	CO5
Text Book			
1.	Tay Vaughan, (2006) Multimedia: Making It Work , Ninth Edition		
Reference Books			
1.	Ellen Lupton and Jennifer Cole Phillips (2015) " Graphic Design: The New Basics ", Princeton Architectural Press		
2.	Richard Williams (2015) " The Animator's Survival Kit ", Farrar, Straus and Giroux		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand multimedia elements and various applications.
CO2	comprehend the both Video and Audio production techniques.
CO3	follow the design process and utilize computers effectively in graphic design.
CO4	demonstrate competency in 2D animation principles and techniques.
CO5	exhibit proficiency in visual effects and 3D animation

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	M	H	H	M	H	L	M	H	H
CO2	H	H	M	H	M	H	M	H	L	M	L	H	H
CO3	M	H	H	M	H	M	H	H	H	M	M	M	H
CO4	H	H	M	M	M	H	H	H	H	H	M	H	H
CO5	H	M	H	H	H	H	M	M	H	H	M	H	H

H-High; M-Medium; L-Low

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVE101	VAC I: YOGA	SEMESTER – I	
Course Objectives: The course aims • To understand physical body and Health concepts • To have the basic Knowledge on Simplified Physical Exercises, Asanas and Meditation • To Introspect and improve the behaviors • To inculcate cultural behavioral patterns			
Credits: 1		Total Hours: 15	
UNIT	CONTENTS	Hr	CO
I	Yoga and Physical Health: Health - Meaning and Definition - Physical Structure - Three bodies - Five limitations - Simplified Physical Exercises - Hand, Leg, Breathing, Eye exercises - Kapalabathi, Makarasana 1, 2 , Massage, Acu pressure, Relaxation exercises - Yogasanas – Surya namaskar.	3	CO1
II	Greatness of Life Force and Mind: Maintaining youthfulness - Postponing the ageing process - Sex and spirituality - Significance of sexual vital fluid - Married life - Chastity - Development of mind in stages - Mental Frequencies - Methods for Concentration.	3	CO2
III	Personality Development – Sublimation: Purpose and Philosophy of Life - Introspection - Analysis of Thought - Moralization of Desire - Analysis and practice - Neutralization of Anger.	3	CO3
IV	Human Resources Development: Eradication of Worries - Analysis and Eradication practice - Benefits of Blessings – Effect of good vibrations - Guidance for good Friendship – Individual Peace and world peace.	3	CO4
V	Law of Nature: Unified force - Cause and effect system - Purity of thought deed and Genetic Centre – Love and Compassion - Gratitude - Cultural Education - Fivefold culture.	3	CO5

Text Book	
1.	Value Education - World Community Service centre, Vethathiri Publication Erode.

Reference Books	
1	Vethathiri Maharishi, 2011, Journey of Consciousness, Erode, Vethathiri Publications.
2	Vethathiri Maharishi, 2022, Simplified Physical Exercises, Erode, Vethathiri Publications.
3	Vethathiri Maharishi, 2004, Unified force, Erode, Vethathiri Publications
4	Yoga for Modern age - Thathuvagnani Vethathiri Maharishi
5	Sound Health through yoga - Dr. K. Chandrasekaran, November 1999 PremKalyan Publications, Madurai
6	Light on yoga - BKS.Lyenger
7	Thathuvagnani Vethathiri Maharishi - Kayakalpa yoga - First Edition 2009 Vethathiri Publications, Erode.
8	Environmental Studies - Bharathidasan University Publication Division

COURSE OUTCOMES (CO)

After completion of the course, the student will be able to

CO1	Understand the physical structure and simplified physical exercises.
CO2	Nurture the life force and mind
CO3	Introspect and improve the moral values
CO4	Realize the importance of human resources development
CO5	Enhance purity of thought and deed.

24UTAL201	பொதுத்தமிழ் - II	பருவம் - II	
இப்பாடத்திட்டத்தின்நோக்கங்களாவன - ஐம்பெருங்காப்பியங்களின் மூலம் பழங்காப்பிய நிகழ்வுகள் மற்றும் அமைப்பு முறைகளை எடுத்துரைத்தல். - பிற காப்பியங்கள் மூலம் வரலாற்று நிகழ்வுகளை மாணவர்களுக்கு அறிமுகம் செய்தல் - சிற்றிலக்கியங்களில் வழி வாழ்வியல் முறையை உணர்த்துதல்			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	சிலப்பதிகாரம் - வழக்குரைகாதை மணிமேகலை – மலர்வனம் புக்ககாதை	10	CO1
II	பிறகாப்பியங்கள் அ) கம்பராமாயணம் - வாலிவதை படலம் ஆ) பெரியபுராணம் - இளையான்குடிமாற நாயனர் புராணம்	10	CO2
III	சிற்றிலக்கியங்கள் அ) கலிங்கத்துப்பரணி—போர் படியாது ஆ) குற்றாலக் குறவஞ்சி – மலைவளம்	10	CO3
IV	அ) காப்பியத்தின் தோற்றம் வளர்ச்சி –ஐம்பெருங்காப்பியங்கள், ஐஞ்சிறுகாப்பியங்கள் - அறிமுகம் ஆ) சிற்றிலக்கியம் தோற்றம் வளர்ச்சி	10	CO4
V	இலக்கணம் அ) ஆகுப்பெயர் ஆ) மயங்கொலிச ' சொற்கள் - 8 (ர,ற வேறுபாடுகள்) இ) அலுவலகம் சார்ந்த கடிதங்கள், மனுக்கல் எழுதுதல்	10	CO5
பாடநூல்			
1.தமிழ்த்துறைவெளியீடு			
பார்வைநூல்கள்			
தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கியவரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை – 2017.			
சிலப்பதிகாரம் – புலியூர்கேசிகன், பாரி நிலையம்,சென்னை– 2015.			
கலிங்கத்துப்பரணி – சாரதாபதிப்பகம், சென்னை- 2021.			

COURSE OUTCOMES(CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன

CO1	காப்பியங்களின் சிறப்புகளை அறிதல்
CO2	பிற காப்பியங்களின் தன்மைகளை அறிதல்
CO3	சிற்றிலக்கியங்கள் பற்றி அறிதல்
CO4	காப்பியங்கள், சிற்றிலக்கியங்களின் தோற்றம், வளர்ச்சியினை அறிதல்
CO5	கடிதம் எழுதுதல், இலக்கணம் பற்றி அறிதல்

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UENLA201	ENGLISH FOR ARTS AND SCIENCE - II	SEMESTER- II	
Course Objectives: The course aims, - To develop strategies and skills to enhance ability to read and comprehend technical texts. - To foster ability to write convincing job applications and effective reports. - To develop speaking skills to make technical presentations, participate in group discussions. - To strengthen listening skill this will help them to comprehend lectures and talks in their areas of specialization.			
Credits:3		Total Hours:50	
UNIT	CONTENTS	Hrs	CO
I	1. Listening Listening-Listening to talks of a scientific/technical nature and completing information 2. Speaking Role – play on Scientific invention 3. Reading Reading short technical texts from journals 4. Writing- Purpose Statements-Dialogue writing Scientific inventions/ Technology 5. Grammar & Vocabulary in Context: a. Present Tense (simple and progressive) /Past Tense (Simple and progressive) b. Question types: Wh/Yes or No/and Tags. c. Synonyms & Antonyms, One word substitution.	10	CO1
II	1. Listening Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions) 2. Speaking Small group discussions (the discussions can be based on the listening and reading passages- open ended questions. 3. Reading Reading biographies, travelogues.	10	CO2

	4.Writing a. General Essay on Scientific/technical topics b.Short Report on an event(field trip etc.) 5.Grammar& Vocabulary in Context a . Present tense and past tense (Perfect) b.Subject-Verb Agreement; c. Word forms(prefixes & suffixes) d. Phrasal verbs.		
III	1.Listening a.Listening for Product description b.Process description 2.Speaking a.Describing process b. Continuing discussions with connecting ideas 3.Reading Reading advertisements, gadget review user Manuals. 4.Writing Writing emails/Report writing 5.Grammar& Vocabulary in Context a.Present Tense &Past Tense(Perfect continuous) b.Synonyms & Antonyms ,One word substitution	10	CO3
IV	1.Listening Giving and responding to opinions 2.Speaking Opinions and facts. 3.Reading Newspaper articles; Journal reports 4.Writing a. Hints Development b. Recommendations c.Extracting information from infographics (charts and graph) 5. Grammar & Vocabulary in Context a.Voice (showing the relationship between Tenses and Voices) b.Collocations; Fixed/Semi fixed expressions.	10	CO4

V	1.Listening Listening to factual and abstract information. 2.Speaking Group Discussion 3.Reading Reading Editorials; and Opinion Blogs 4.Writing Drafting advertisement 5.Grammar& Vocabulary in Context: a. Punctuation b. Negation (Statements & Questions) c. Cause & Effect Expressions –Content vs Function words.	10	CO5
Reference Books			
1	TechnicalCommunication–PrinciplesAndPracticesByMeenakshiRaman&Sangeeta Sharma, Oxford Univ. Press, 2016, New Delhi.		
2..	ACourseBookOnTechnicalEnglishByLakshminarayanan,ScitechPublications (India) Pvt. Ltd		
Web Sources			
1	https://www.linkedin.com/learning/		
2	https://www.ego4u.com/		
3	https://www.grammarly.com/		

COURSE OUTCOMES (CO)

On completion of this course, the students should be able to

CO1	Develop the ability to listen to a conversation in English
CO2	Demonstrate confidence and proficiency in communication.
CO3	Analyse and restate the meaning of a text in English
CO4	Deliver impactful presentations.
CO5	Ability to speak clearly in standard academic English

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVC201	DSC - II: DIGITAL PHOTOGRAPHY	SEMESTER - II	
Course Objectives: The Course aims - To introduce the features of DSLR cameras and techniques of creatively controlling photographic contents using lights, lenses, aperture settings and composition. - To help develop a concept-based approach for making and understanding photography as a form of visual art. - To expose professional career and entrepreneurial opportunities in the field of photography with an understanding to professional and practices			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	History of photography - characteristics of light, types of cameras - Compact camera - SLR and DSLR - structure and functions of camera - Mirror less cameras.	10	CO1
II	Composition: Aperture - Usage - Shutter Speed - Usage - Depth of Field. Focal Length. Rule of Third. Basic Lighting- key light-fill light. Color - shape - form - texture - pattern - depth - format - angles- frame - movement - White Balance - Color temperature.	10	CO2
III	Techniques: Interchangeable lenses - macro photography - exposure - focusing - shutter speed - filters and common faults-Inputs and File Formats.	10	CO3
IV	Type of photography: News photography nature - architecture - wildlife - travel - funfairs - weddings - sports and people.	10	CO4
V	Ethical issues in photography - Codes of ethics for photographers - digital improvement - privacy - moral rights of subjects etc. Basic software of photo editing tools - Introduction to Photoshop.	10	CO5
Text Book			
1.	<i>Bryan Peterson. 2009. Understanding Photography Field Guide: How to Shoot Great Photographs with Any Camera. Amphoto Books; Original edition</i>		
Reference Books			
1.	<i>Liz Wells. 2015. Photography: A Critical Introduction, London Routledge, Oxon.</i>		
2.	<i>Tony Northrup. 2012. How to Create Stunning Digital Photography, Mason Press; 2nd edition</i>		
3.	<i>John Hyman. 2006. The Objective Eye - Color, Form, and Reality in the Theory of Art, University of Chicago Press; New edition</i>		
4.	<i>John Hedge Coe. 1993. Basic photography. London: Collins & Brown.</i>		
5.	<i>L.Lorelle. 1956. The colour book of photography. London: Focal press.</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand the features of DSLR cameras.
CO2	identify the techniques of creatively controlling photographic contents using lights, lenses, aperture settings and composition.
CO3	compose a picture with knowledge of triangular exposure.
CO4	capture different kinds of photographs.
CO5	apply post production techniques and follow the ethical norms and codes.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	H	H	H	H	H	L	H	H	H
CO2	M	M	H	H	H	H	H	H	H	M	H	H	H
CO3	H	H	H	H	H	H	H	M	H	H	H	H	H
CO4	H	M	H	L	M	H	M	H	H	M	H	H	H
CO5	H	H	H	M	H	M	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVCMP201	DSC PRACTICAL - III: DIGITAL PHOTOGRAPHY	SEMESTER – II	
Course Objectives: The Course aims - To apply the art of Photography. - To apply the art of Composition, Framing and Lighting. - To capture different kinds of photography.			
Credits: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Outdoor - Single / Group – people.	5	CO1
2.	Composition - Normal, Wide, Tele.	5	CO1
3.	Wildlife Photography.	5	CO2
4.	Life Style Photography.	5	CO2
5.	Advertising Photography.	5	CO3
6.	Architecture-interior-exterior.	5	CO3
7.	Event Photography	5	CO4
8.	Action photography - Pan, freeze frame.	5	CO4
9.	Indoor photography - portrait - single, group.	5	CO5
10.	Lighting – Three-point lighting, Multiple Exposures.	5	CO5
Text Book			
1.	Scott Kelby. 2013. The Digital Photography Book: Part 1 . Publisher: Peachpit press.		
Reference Books			
1.	Kathy Burns-Millyard. 2014. Digital Photography Basics: A Beginner's Guide to Getting Great Digital Photos [Second edition]. Published by electronic perceptions.		
2.	DK. 2015. The Beginner's Photography Guide . [Second edition]. published by Penguin UK		
3.	Gustavo Mercado. 2019. The Filmmaker's Eye: The Language of the Lens: The Power of Lenses and the Expressive Cinematic Image . [First edition]. Routledge.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand Photography as an art with good Composition.
CO2	frame the photographs with various lenses.
CO3	take indoor, outdoor as well as Advertising photography.
CO4	capture Architecture and Action kinds of photography.
CO5	produce photographs under different lighting conditions.

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVCMP202	DSC PRACTICAL IV: GRAPHIC DESIGN	SEMESTER – II	
Course Objectives: The Course aims • To introduce the principles and techniques of design to produce various promotional and informational materials. • To impart skills in developing and designing print materials to suit the needs of different organizations. • To develop abilities to innovatively design materials in different formats.			
Credits: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Logo designing.	5	CO1
2.	Business card.	5	CO1
3.	Poster design.	5	CO1
4.	Packaging design.	5	CO2
5.	Event invitation design.	5	CO2
6.	Book Cover design.	5	CO3
7.	Tri-fold brochure.	5	CO3
8.	Print ad design	5	CO4
9.	Label design.	5	CO4
10.	Photo Manipulation.	5	CO5
Text Book			
1.	Ellen Lupton, Jennifer Cole Phillips. 2008. Graphic Design: The New Basics.		
Reference Books			
1.	Josef Mülller-Brockmann.1999. Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers. Bilingual edition Antique Collectors Club.		
2.	Robin Williams. 2014. The Non-Designer's Design Book (Non Designer's Design Book. [Fourth Edition]. Peachpit Press.		
3.	David Dabner, Sandra Stewart, Abbie Vickress.2017. Graphic Design School: The Principles and Practice of Graphic Design.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	demonstrate proficiency in conceptualizing and creating visually appealing designs for various mediums.
CO2	showcase the ability to effectively apply design principles
CO3	develop practical skills using graphic design software and tools to execute design projects
CO4	analyze design briefs, interpret client needs, and communicate their design concepts effectively through visual representations.
CO5	create a diverse portfolio of graphic design work.

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVCA201	GEC - II : MEDIA PSYCHOLOGY	SEMESTER - II	
Course Objectives:			
- To provide students with a comprehensive understanding of the psychological principles underlying media effects and communication. - To equip students with the critical thinking skills necessary to analyze and evaluate media content and its effects on individuals and society, considering both positive and negative influences. - To foster an awareness of the ethical and social responsibilities inherent in media production, consumption, and representation, encouraging students to consider the implications of media psychology in shaping societal attitudes and behaviors.			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Media Psychology: Importance and Need for Media Psychology - History of Media Psychology - Structuralism - Functionalism - Behaviorism - Gestalt psychology.	10	CO1
II	Media Effects on Behavior and Perception: The Effects of Media Violence - Psychological effects and influences of media - Pro-social Effects of Media - Parental Mediation	10	CO2
III	Media and Childhood Development: Young Children and Television - Children's Socialization Through Media - Imagination, Pretence, and Theory of Mind - Media and Adolescence - The Role of Media Figures During Adolescence - Media Influences on Adolescent Body Image	10	CO3
IV	Social Representation and Audience Dynamics: Social Psychology of the Media - Representation of social groups - Media audience - Audience participation	10	CO4
V	Psychology in Advertising and Future Trends: The Role of Psychology in Advertising - Advertising and Children - Future of Media Psychology - aspects of internet use -Media performance.	10	CO5
Text Book			
1.	<i>L.J. Shrum, The Psychology of Entertainment Media</i> , Lawrence Erlbaum associates publishers, First edition, 2005		
Reference Books			
1.	<i>Coon Dennis, Introduction to psychology</i> , Wadsworth Cengage learning, 2010.		
2.	<i>Rashmi Gahlowt, Introduction to media psychology</i> First edition-2016		
3.	<i>Gayle S. Steve David, C. Giles, J. David Cohen Mary, E. Myers ,Understanding Media psychology</i> ,2022		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand the historical evolution of media psychology and its foundational theories
CO2	critically evaluate the effects of media on behavior and perception, recognizing the importance of parental mediation in moderating media influences.
CO3	demonstrate a comprehensive understanding of how media shapes childhood development and adolescence.
CO4	develop the ability to analyze social representation in media and understand audience dynamics.
CO5	apply psychological principles to advertising strategies, anticipate future trends in media psychology, and to evaluate.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M	M	L	M	H	M	H	M	H
CO2	M	H	M	H	M	L	M	H	M	M	H	M	H
CO3	M	L	M	M	H	M	H	H	H	M	H	M	H
CO4	M	M	H	H	M	M	H	M	H	M	M	H	H
CO5	L	L	M	H	H	M	H	M	H	M	H	M	M

H-High; M-Medium; L-Low

Prepared by
Course Coordinator

Approved by
BoS Chairman

24UVE201	VAC II: ENVIRONMENTAL STUDIES	SEMESTER – II
Course Objectives: The course aims - To enable the students acquire knowledge, values, attitudes, commitment and skills needed to protect and improve the environment. - To implicate awareness among young minds for safeguarding environment from manmade disasters.		
Credits: 1		Total Hours: 15
UNIT	CONTENTS	Hrs
I	Environment - Definition - Scope - Structure and function of ecosystems - producers, consumers and decomposers - Energy flow in the ecosystem - Ecological succession- food chain, food webs.	03
II	Natural resources: Renewable - air, water, soil, land and wildlife resources. Non-renewable - Mineral coal, oil and gas.	03
III	Biodiversity - Definition - Values - Consumption use, productive social, ethical, aesthetic and option values threats to bio diversity - hotspots of bio diversity - conservation of bio- diversity:	03
IV	Environmental Pollution: Definition - causes, effects and mitigation measures - Air pollution, Water pollution, Soil pollution, Noise pollution. Acid rain - Climate change and global warming	03
V	Population and environment - Population explosion -Women and Child welfare - Disaster Management - Role of information technology in environmental health.	03
Text Book		
1. Department of Biochemistry. Environmental Studies (Study Material). Published by K. S. Rangasamy College of Arts & Science (Autonomous). Tiruchengode.		
Reference Book		
1. Erach Bharucha. 2005. Textbook of Environmental studies . Universities press. PVT. Ltd.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Describe the types of ecosystem and concepts in sustainable development
CO2	Explain the importance of natural resources
CO3	Recite about the biodiversity, hot spots of biodiversity and its Conservation
CO4	Be conscious on the effects of pollution and global warming
CO5	Implement the preventive measures for environmental issues

Prepared by
Course Coordinator

Approved by
BoS Chairman

GUIDELINES

1. SUBMISSION OF RECORD NOTE BOOKS AND PROJECT DISSERTATION:

Candidates appearing for Practical Examinations and Project Viva-voce shall submit Bonafide Record Note Books/ Dissertation prescribed for Practical / Project Viva-voce Examinations, otherwise the candidates will not be permitted to appear for the Practical/ Project Viva-voce Examinations.

2. PASSING MINIMUM AND INTERNAL MARK DISTRIBUTION (Theory and Practical)

(i) THEORY

The candidate shall be declared to have passed the Examination, if the candidate secures not less than 40 marks put together out of 100 in the Comprehensive Examination in each Theory paper with a passing minimum of 30 marks in External out of 75.

Internal Marks Distribution [CA- Total Marks: 25]

Attendance	: 5 Marks
Assignment	: 5 Marks (2 Assignments)
Internal Examinations	: 10 Marks
Activities	: 5 Marks (Seminar, GD, Debate, Quiz etc..)
Total	: 25 Marks

(ii) THEORY (If Internal Evaluation is for 100 Marks)

The candidate shall be declared to have passed the Examination, if the candidates secure not less than 40 marks out of 100 in the Comprehensive Examination (Internal Evaluation only).

Internal Marks Distribution [CA- Total Marks: 100]

Attendance	: 10 Marks
Assignment and Seminar	: 20 Marks (2 Assignments)
Activities	: 10 Marks (Seminar, GD, Debate, Quiz etc..)
Internal Examinations	: 60 Marks
Total	: 100 Marks

(iii) PRACTICAL

The candidate shall be declared to have passed the Examination, if the candidate secure not less than 40 marks put together out of 100 in the Comprehensive Examination in each Practical paper with a passing minimum of 24 marks in External out of 60.

Internal Marks Distribution [CA- Total Marks: 40]

Experiment	: 10 Marks (10 Experiments)
Attendance	: 5 Marks
Record	: 5 Marks
Internal Examinations	: 20 Marks
Total	: 40 Marks

(iv) CAREER COMPETENCY SKILLS

Viva voce- Semester V

- The student has to come in proper dress code for the Viva Voce
- Questions will be asked to evaluate the reading, speaking and listening skills of the students.
- E-mail and Letter drafting exercises will be given.

Online Objective Examination (Multiple Choice questions) – Semester VI

- 100 questions-100 minutes
- Twenty questions from each UNIT.
- Online examination will be conducted at the end of the IV.

3. QUESTION PAPER PATTERN AND MARK DISTRIBUTION

(i) THEORY

Question Paper Pattern and Mark Distribution [Maximum Marks 75]

1. PART - A (10 x 1 = 10 Marks)

Answer ALL questions Two questions from each UNIT

2. PART - B (5 x 7 = 35 Marks)

Answer ALL questions One question from each UNIT with Internal Choice

3. PART - C (3 x 10 = 30 Marks)

Answer ANY THREE questions Open Choice – 3 out of 5 questions One question from each UNIT.

(ii) PRACTICAL

Question Paper Pattern and Mark Distribution [Maximum Marks 60]

Question Paper Pattern:

Practical Examinations shall be conducted at the end of every Semester.

External Marks Distribution [CE- Total Marks: 60]

i) Exercise 1	: 20 Marks
ii) Exercise 2	: 20 Marks
iii) Result	: 20 Marks
Total	: 60 Marks