

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	5	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	2	-	100	-	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	5	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
24UVE401	VAC IV: Digital & Technological Solutions	1	3	25	75	100	1
24ULS401	AEC II: Career Competency Skills II	2	-	100	-	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 % Internal Evaluation)	-	-	100	-	100	2
Part - IV							
24UVCSB501	SEC III: Animation	2	3	100	-	100	2
24ULS501	AEC III: Career Competency Skills III	1	-	100	-	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	-	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

List of NPTEL Course

NPTEL Course	Week	Credit
Advertisement and Media	12 weeks	3
Online Communication in the Digital Age	12 weeks	3

ABBREVIATION

DSC	:	Discipline Specific Course
DSE	:	Discipline Specific Elective Course
GEC	:	Generic Elective Course
SEC	:	Skill Enhancement Course
MDC	:	Multi-Disciplinary Course
VAC	:	Value Added Course
AEC	:	Ability Enhancement Course
ACC	:	Additional Credit Course

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
24UVCEL503	DSC I: Documentary Film Making
24UVCEL601	DSE II: Media Laws and Ethics
24UVCEL602	DSE II: Media Society and Culture
24UVCEL603	DSE II: Media Management

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

24UTAL301	nghJj;jkpò III	gUtk - III
இப்பாடத்திட்டத்தின் நோக்கங்களாவன - சமயங்கள் பற்றி அறிமுகம் செய்தல். - சமய இலக்கியங்கள் பற்றி மாணவர் அறியுமாறு செய்தல். - பிற நீதி இலக்கியங்கள் மூலம் மாணவர்களுக்கு அறத்தினை வலியுறுத்துதல்.		
Credits: 3		Total Hours: 50
UNIT	CONTENTS	Hrs. CO
I	irtk;> itzk; m) jpUQhdrk;ge;jh; - NfhsW gjpfk; M) nghpaho;thh; - jpUg;gy;yhz;L (Kjy; 5 ghly;fs;) ,) Mz;lhs; - jpUkzf; fdT	10 CO 1
II	கிருத்துவ இஸ்லாமிய இலக்கியங்கள் அ) கண்ணதாசன் - இயேசு காவியம் - சிலுவைப்பாடு (முதல் 10 பாடல்கள்) ஆ) நாயகம் ஒரு காவியம் - பாம்பின் நேசமும் தோழரின் பாசமும் (முதல் 10 பாடல்கள்)	10 CO 2
III	பிறநீதி இலக்கியங்கள் அ) கொன்றை வேந்தர் - முதல் 20 பாடல்கள் ஆ) வெற்றி வேற்கை - முதல் 20 பாடல்கள் இ) நீதிநெறி விளக்கம் - முதல் 5 பாடல்கள் ஈ) உலகநீதி - முதல் 5 பாடல்கள் உ) மூதுரை - முதல் 5 பாடல்கள்	10 CO 3
IV	சமய இலக்கிய வரலாறு அ) சைவம் தோற்றம் வளர்ச்சி ஆ) வைணவம் தோற்றம் வளர்ச்சி இ) கிறித்துவ தோற்றம் வளர்ச்சி ஈ) இஸ்லாம் தோற்றம் வளர்ச்சி உ) பிற்கால நீதி இலக்கியங்கள் அறிமுகம்	10 CO 4
V	இலக்கணம் அ) அணியிலக்கணம் 1. தற்குறிப்பேற்ற அணி 2. உவமையணி 3. பின்வருநிலையணி 4. உருவக அணி 5. வஞ்சுகழ்ச்சியணி ஆ) ஆகுபெயர்கள் இ) வல்லினம் மிகும், மிகா இடங்கள்	10 CO 5
பாடநூல்		
1. செய்யுள்திரட்டு - தமிழ்த்துறை வெளியீடு, கே.எஸ்.ரங்கசாமி கலை மற்றும் அறிவியல் கல்லூரி (தன்னாட்சி)		

பார்வை நூல்கள்
1. வேந்தன், த. கோ. 2017. நாலாயிரதிவ்ய பிரபந்தம், சாரதா பதிப்பகம், சென்னை. 2. கண்ணதாசன், 2006. இயேசு காவியம். கலைக்காவிரி வெளியீடு, சென்னை. 3. மேத்தா, மு. 2012. நாயகம் ஒரு காவியம். ரஹ்மத் பதிப்பகம், சென்னை. 4. தமிழண்ணல், 2017. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை. 5. தண்டியலங்காரம், கதிர் பதிப்பகம், திருவையாறு. 2020.

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன:

CO 1	பக்தி இலக்கியங்கள், மொழி வளர்ச்சிக்கு உதவியதைக் கூறுதல்.
CO 2	சமய இலக்கியங்கள் பற்றி அறிதல்
CO 3	நீதி இலக்கியங்கள் வழி அறத்தை வலியுறுத்துதல்
CO 4	சமய இலக்கியங்கள் தோற்றம் வளர்ச்சியை அறிதல்.
CO 5	மொழியின் அடிப்படை இலக்கணத்தை அறிதல்.

Course Prepared by
Ms. L. VENNILA
Assistant Professor

Course Approved by
Dr. R. PALANIVEL
BOS Chairman

24UENLA301	ENGLISH FOR ARTS AND SCIENCE - III	SEMESTER – III	
Course Objectives The course aims to • Use English to communicate effectively in familiar and routine academic, professional and social contexts. • Demonstrate effective listening skills to interpret academic and real-life situations. • Apply grammatical rules and sentence structures accurately in speaking and writing. • Select technical terms and general vocabulary to express ideas clearly.			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs.	CO
I	1. Listening : Listening to conversations and instructions. 2. Speaking : Role Play-Seeking and sharing information 3. Reading : Critical reading 4. Writing : Extended Definitions, Dialogue writing, Film/Book review 5. Grammar : Modals 6. Vocabulary : Business Jargon (Synonyms & Antonyms)	10	CO 1
II	1. Listening : Listening to advertisements and Short Documentary films 2. Speaking : Brainstorming (mind mapping) Small group discussions (subject- specific) 3. Reading : Reading visual texts – Advertisements 4. Writing : Hints development, Advertisement Writing. 5. Grammar : Concord 6. Vocabulary : Homophones, Homonyms	10	CO 2
III	1. Listening : Listening to interviews 2. Speaking : Small Talks, Non-Technical presentation 3. Reading : Short passage. 4. Writing : Process description, Blog Writing. 5. Grammar : Conditional Clause 6. Vocabulary : Portmanteau Words	10	CO 3
IV	1. Listening : Listening to TED talks. 2. Speaking : Giving ideas and opinions on launching a gadget/instrument 3. Reading : Reading biography (eminent speakers and writers) 4. Writing : Creative writing, Check list. 5. Grammar : Reported speech 6. Vocabulary : Idioms and Phrasal Verbs	10	CO 4
V	1. Listening : Listening to gadget presentation. Listening to lectures on scientific inventions. 2. Speaking : Technical presentation (PPT) 3. Reading : Reading to interviews. 4. Writing : Narrative writing – writing narrative essays 5. Grammar : Simple, Compound and Complex sentences 6. Vocabulary : Discourse Markers	10	CO 5

Text Books
1. Thimmesha, L., Victor, R. 2022. A Textbook of English Language Communication Skills , [Revised Edition], Infinite Learning Solutions. 2. Gajendra Singh Chauhan. 2018. Technical Communication , [Latest Revised Edition], Cengage learning India Pvt Limited.
Reference Books
1. Sanjay Kumar, Pushp Lata. 2019. Communication Skills , Oxford University Press. 2. Shoba, K.N., Praveen. Sam, D. 2020. A Course in Technical English , Cambridge University Press. 3. Sudharshana, N.P., Savitha, C. 2018. English for Engineers , Cambridge University Press. 4. Nick Bell. 2015. Reading Skills: How to Read Better and Faster- Speed Reading, Reading Comprehension & Accelerated Learning . [2 nd Edition], CreateSpace Independent Publishing Platform. 5. Michael McCarthy, Felicity O'Dell, 2017. English Vocabulary in Use Upper-Intermediate Book with Answers Vocabulary Reference and Practice . Cambridge University Press.
Web Reference
1. https://learnenglish.britishcouncil.org/skills/listening/a2-listening/four-conversations 2. https://www.csuohio.edu/writing-center/critical-reading-what-critical-reading-andwhy-do-ineed-do- 3. https://learnenglish.britishcouncil.org/grammar/b1-b2-grammar/reported-speech-statements 4. https://www.youtube.com/watch?v=TdWcUi4RjtA 5. https://hbr.org/2013/06/how-to-give-a-killer-presentation

COURSE OUTCOMES (CO)

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

CO 1	recall key vocabulary words, grammar rules, and language structures.
CO 2	interpret the meaning of texts, including implicit and explicit information.
CO 3	apply grammar rules and vocabulary knowledge to create sentences and express ideas accurately.
CO 4	analyze the structure and organization of texts, identifying elements such as main ideas, supporting details, and transitions.
CO 5	evaluate the effectiveness of communication strategies in different contexts.

Course Prepared by
Ms. P. JANANI
Assistant Professor

Course Approved by
Dr. V. V. MALINEE
BOS Chairman

24UVC301	DSC III: RADIO PROGRAMME PRODUCTION	SEMESTER – III	
Course Objectives: The Course aims - To demonstrate an understanding of radio as a mass medium and various roles in radio programme production. - To impart knowledge on writing for radio and radio programme formats. - To expose the production and transmission process in radio programme production.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction of Radio: History of Radio: Growth and development. Radio as a Mass - Medium: Uses and characteristics of radio. Professions in the Industry - Production Staff - Radio jockey - News anchor - Structure of Radio Station.	10	CO1
II	Writing for Radio: Concept: Definition – Importance - Scripting - Use of Language - Voice Modulation. Elements of Radio Script – Spoken – immediate - person to person - entertain & inform.	10	CO2
III	Radio Programme Formats: What is Radio format? Types of Radio formats - Radio Drama - Radio Documentary - Radio Live Show- Jingles - Talk Show and Discussions - Radio Music programme and News Bulletins.	10	CO3
IV	Radio Program Production Process: Basic Equipment – Microphone – Types - Console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Pro-tools – Audition – Neuendo - Audacity and Sony Vegas). Packaging: music and sound effects.	10	CO4
V	Radio Transmission: AM – FM – Emerging trends in radio broadcasting - Internet Radio - Satellite Radio - Community Radio –Podcast - Features & Functions of Community Radio - Radio as a tool for Development.	10	CO5
Text Book			
1.	<i>M.Neelamalar.2018. ‘Radio Programme Production’. PHI Learning Pvt.</i>		
Reference Books			
1.	<i>McInerney, V. 2001. Writing For Radio. Manchester University Press.</i>		
2.	<i>Sharma, Basic Radio and Television, McGraw-Hill Inc.,US</i>		
3.	<i>M.H. Adams, K.K. Massey. 1994. Introduction to Radio: Production and Programming. Brown (William C.) Co ,U.S</i>		
4.	<i>McLeish, R. 2012. Radio Production. CRC Press.</i>		
5.	<i>Fleming, C. 2009. The Radio Handbook. Rutledge.</i>		

COURSE OUTCOMES (CO)

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

CO1	comprehend the nature and characteristics of Radio as a mass medium and roles of individual involved in radio programme production.
CO2	acquire knowledge on writing for radio.
CO3	identify various radio programme formats.
CO4	demonstrate the technical elements in radio program production process.
CO5	design and develop radio transmission, advancements in radio and radio as catalyst for development.

MAPPING

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

H-High; M-Medium; L-Low

Course Prepared by
Ms.N.Kavya
Assistant Professor - Viscom

Course Approved by
Dr.B.Ganesh Prabhu
BoS Chairman

24UVCMP301	DSC PRACTICAL V: AUDIO PRODUCTION	SEMESTER – III	
Course Objectives: The Course aims - To introduce the basic principles of the art and science of sound production and design. - To provide hands-on experience in field sound recording, foley, ADR, sound effects gathering, scoring, digital audio editing and mixing. - To enable the students s to employ and apply audio production technologies to produce creative audio content.			
Credits: 3		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Audio Editing software – Project settings – Importing files.	5	CO1
2.	Adding Tracks - Mixing Multiple tracks – Applying transitions & effects.	5	CO1
3.	Mastering - Export settings – Audio file formats.	5	CO1
4.	Produce audio content for a 5-minute Talk show.	5	CO2
5.	Produce audio content for a 5-minute Panel Discussion.	5	CO2
6.	Conduct and record live interview with Professionals (5 Minutes).	5	CO3
7.	Recording of a festival /sports event for 5 minutes.	5	CO3
8.	Produce audio content for 5 minutes to convey space and time to the listener using audio clips.	5	CO4
9.	Create an audio story book (5 min) with ambience sound and effects.	5	CO4
10.	Do Dubbing for a Video (10 Minutes).	5	CO5
Text Book			
1.	Woody Woodhall.2011. ‘Audio Production and Postproduction’.		
Reference Books			
1.	Gary Davis, Ralph Jones.1988. The Sound Reinforcement Handbook [Second Edition] Yamaha.		
2.	Bobby Owsinski.2009. The Recording Engineer's Handbook Paperback. [Second Edition]. Cengage Learning PTR.		
3.	Tim Dittmar.2011. Audio Engineering 101: A Beginner's Guide to Music Production Paperback[First Edition] Focal Press.		

COURSE OUTCOMES (CO)

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

CO1	understand the basic principles of the art and science of sound production and design.
CO2	identify various types of audio programme format.
CO3	develop skills to perform in Live recording & audio editing.
CO4	apply the principles of the art and science of sound production in producing audio content.
CO5	create audio content for various audio programme formats including Talk show, Panel Discussion, interview, event and audio story book.

Course Prepared by
Ms.N.Kavya
Assistant Professor - Viscom

Course Approved by
Dr.B.Ganesh Prabhu
BoS Chairman

24UVCA301	GEC III: SCRIPT WRITING	SEMESTER – III	
Course Objectives: The Course aims • To provide an insight into the elements of scriptwriting from writer’s perspective. • To introduce basic research approaches for strengthening script and ethical consideration. • To enhance knowledge and skills to develop scripts based on the target audience.			
Credits: 4		Total Hours: 40	
UNIT	CONTENTS	Hrs	CO
I	Introduction - Visual thinking - Types of films/videos – fiction – documentary – animation - educational program - Scripting for fiction and nonfiction film/videos - differences and similarities between scripting for fiction and non -fiction films.	8	CO1
II	Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format.	8	CO2
III	Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Nonfiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats.	8	CO3
IV	Research for non-fiction films - differences between program research and academic research - Sources of information - historical documents - statistical data – journals – observation – interview - processing information - qualitative and quantitative information - types of interviews - interview techniques.	8	CO4
V	Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women’s program - scripting for commercials.	8	CO5
Text Book			
1.	Syd Field. 2005. Screenplay: The Foundations of Screenwriting . [Revised Edition] RHUS;		
Reference Books			
1.	J. Michael Straczynsk.1996. Complete Book of Scriptwriting . [Revised Edition]. Writers Digest Books.		
2.	Robert Mckee.2016. Dialogue: The Art of Verbal Action for Page, Stage, and Screen . Grand Central Publishing		
3.	Patricia Cooper.2006. Writing the Short Film . [Second Edition]. Elsevier.		
4.	Syd Field. 2006. The Screenwriter's Workbook Paperback . [Revised Edition] RHUS;		

COURSE OUTCOMES (CO)

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

CO1	understand the basics of visual thinking and scripting for fiction and nonfiction visual formats.
CO2	gain knowledge on stages of scripting and script writing formats.
CO3	develop skills to write scripts for fiction and nonfiction films.
CO4	adopt appropriate research method and ethically collect information to strengthen their scripts.
CO5	evaluate and develop scripts suitable for target audience.

MAPPING

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

H-High; M-Medium; L-Low

Course Prepared by
Mr.S.Mohan Kumar
Assistant Professor - Viscom

Course Approved by
Dr.B.Ganesh Prabhu
BoS Chairman

24UVCSBP301	SEC I : ADVANCED PHOTOGRAPHY	SEMESTER - III	
Course Objectives: The Course aims • To develop an advanced understanding of photography techniques and artistic expression. • To master composition, framing, and lighting under complex conditions. • To specialize in different types of photography, including commercial, artistic, and documentary styles. • To apply post-processing techniques for professional-grade photography.			
Credits: 2		Total Hours: 30	
S.No	Experiments	Hrs	CO
Indoor Photography			
1.	Product Styling Photography	3	CO1
2.	Studio Lighting for Fashion Photography	3	CO1
3.	Luxury Advertisement Photography	3	CO2
4.	Beauty and Makeup Photography	3	CO2
5.	Beverage Photography with Splash Effect	3	CO3
Outdoor Photography			
6.	Environmental Advertising Photography	3	CO3
7.	Outdoor Fashion Photography	3	CO4
8.	Food Photography for Advertisements	3	CO4
9.	Golden Hour Photography Techniques	3	CO5
10.	Expressive Photography	3	CO5
For each exercise, Students must capture and present TWO high-quality images per experiment, documenting technical details like ISO, aperture, and lighting. Post-processing in Lightroom or Photoshop is required. A final portfolio of TEN best photographs across various genres must be compiled professionally.			
Text Book			
1.	Scott Kelby. 2013. The Digital Photography Book: Part 1 . Peachpit Press.		
Reference Books			
1.	Kathy Burns-Millyard. 2014. Digital Photography Basics: A Beginner's Guide to Getting Great Digital Photos . Electronic Perceptions.		
2.	Gustavo Mercado. 2019. The Filmmaker’s Eye: The Language of the Lens . Routledge.		
3.	Michael Freeman. 2017. The Photographer’s Eye: Composition and Design for Better Digital Photos . Focal Press.		

COURSE OUTCOMES (CO)

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

CO1	develop skills in product styling and studio lighting for fashion photography.
CO2	apply techniques in luxury and beauty photography for brand presentation.
CO3	master in environmental and splash effect photography for dynamic visuals.
CO4	execute outdoor fashion and food photography with effective lighting.
CO5	capture mood and emotion through golden hour and expressive photography.

Course Prepared by
Mr.S.Mohan Kumar
Assistant Professor - Viscom

Course Approved by
Dr.B.Ganesh Prabhu
BoS Chairman

24UVCNM301	MDC I: SOCIAL MEDIA MARKETING	SEMESTER – III	
Course Objectives: The Course aims • Understand the fundamentals of Visual Communication & its significance. • Explore design principles and tools used for creating visual content. • Develop skills in video content creation and management for digital platforms. • Analyze the impact of visual storytelling in marketing & emerging media trends. • Gain practical experience in creating visual campaigns.			
Credits: 2		Total Hours: 25	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Visual Communication - What is Visual Communication? - Key Design Principles: Color Theory, Typography, Layout - Tools for Visual Content Creation: Canva, Adobe Spark.	5	CO1
II	Designing for social media: Instagram, Facebook - Creating Visual Content: Images, Videos, Infographics - Introduction to Video Editing Tools: Adobe Premiere, FCP, DaVinci Resolve - Practical Exercise: Designing a Social Media Post.	5	CO2
III	Video Content and YouTube - Setting Up a YouTube Channel - Video Production Basics: Scripting, Editing - Optimizing Videos for SEO: Thumbnails, Titles - Creating Channel Art and Playlists.	5	CO3
IV	Visual Storytelling and Emerging Platforms - Visual Narratives in Marketing - Platforms for Storytelling: Instagram Stories, Facebook, X (twitter) - Interactive Content: Polls, AR Filters - Case Study: Successful Visual Campaign.	5	CO4
V	Emerging Trends and Future of Visual Communication - AR and VR in Visual Marketing - Future Trends: 360-Degree Videos, Interactive Ads - Ethical Considerations in Visual Communication - Final Project Overview: Visual Campaign for a Brand.	5	CO5
Text Book			
1.	McDonald, J. (2023). Social media marketing workbook . Jason McDonald Consulting.		
Reference Books			
1.	Hart, Norman. 1990. The practice of advertising . Heinemann Pub.; London.		
2.	Berger, Arthur Asa. "Seeing is Believing: An Introduction to Visual Communication." McGraw-Hill, 2012.		
3.	Kleppner, Otto. 1980. Fundamentals of Advertising . Prentice Hall; New Jersey.		

COURSE OUTCOMES (CO)

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

CO1	explain visual communication and its design principles.
CO2	create visual content using design tools.
CO3	produce and optimize video content for social media.
CO4	utilize visual storytelling in marketing.
CO5	explore trends and ethics in visual communication.

Course Prepared by
Ms.N.Kavya
Assistant Professor - Viscom

Course Approved by
Dr.B.Ganesh Prabhu
BoS Chairman

24UVE301	VAC III: UNDERSTANDING INDIA	SEMESTER - III	
Course Objectives The course aims - Identify India's geographical location, neighboring countries and major geographical features. - Recognize the components of the Indian social structure, including caste, community, class and gender. - Analyze the evolution of social hierarchies in India over different periods.			
Credits: 1		Total Hours: 15	
UNIT	CONTENTS	Hrs.	CO
I	Geography & Cultures of India: Physical Features of India - Landscape - Mountains - Rivers - Population, its growth, distribution - Migration People - Culture of India - Major Festivals, Culinary traditions - Costumes.	3	CO 1
II	Architecture of India: Ancient Architecture - Indus Valley Civilization, Mauryan, Gupta - Architecture - An introduction to Indian knowledge systems.	3	CO 2
III	Freedom Struggle: Revolt of 1857 - Formation of Indian National Congress - Swadeshi Movement - Gandhian Movements - Subhas Chandra Bose and INA - Independence and Partition of India.	3	CO 3
IV	Communicating Culture: Oral narratives - Myths - Tales and Folklore - Introduction to the Tribal Cultures of India	3	CO 4
V	Indian Economy: Economic Liberalization - Mixed Economy - Planning Commission	3	CO 5
Text Books 1. Chauhan, Abha. 2021. Understanding Culture and Society in India: A Study of Sufis, Saints and Deities in Jammu Region. Springer Nature.			
Reference Books 1. Hussain, Majid. 2022. Geography of India. Edited by Tasawwur Husain Zaidi. Noida: McGraw Hill. 2. Ramesh Dutta Dikshit, 2020. Political Geography: Politics of Place and Spatiality of Politics, Macmillan Education. 3. Thapar, Romila. 2021. Indian Cultures as Heritage: Contemporary Pasts. London, Seagull Books.			

COURSE OUTCOMES (CO)

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

CO 1	identify India's geographical location, neighboring countries, and major geographical features.
CO 2	interpret the significance of different types of architectural structures and Indian Knowledge Systems in shaping philosophical thought.
CO 3	illustrate the role of different freedom fighters and their contributions to India's independence.
CO 4	demonstrate how oral narratives contribute to the preservation of tribal cultures.
CO 5	assess the impact of economic liberalization on India's development.

Course Prepared by
Mr. J. SIBI CHAKARAVARTY
Assistant Professor

Course Approved by
Dr. V. V. MALINEE
BOS Chairman

24ULS301	AEC I: CAREER COMPETENCY SKILLS I	SEMESTER - III
Course Objectives The course aim To develop and improve the problem-solving skill.		
Credits: 1		Total Hours: 25
UNIT	CONTENTS	Hrs. CO
I	Pipes and Cisterns – Time and Work Chapter 16, 17	5 CO 1
II	Time and Distance – Boat and Streams Chapter 18, 19	5 CO 2
III	Problem on Trains – Alligation and Mixture Chapter 20, 21	5 CO 3
IV	Simple Interest - compound interest Chapter 22, 23	5 CO 4
V	Calendar – Clock – Permutation and combination Chapter 27, 28, 30	5 CO 5
Text Books		
1. Aggarwal R.S. 2025. Quantitative Aptitude . [Revised Edition]. S. Chand & Co., New Delhi.		

COURSE OUTCOMES (CO)

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

CO 1	solve problems involving the concepts of Simplification and average.
CO 2	solve problems involving the concepts of Surds and Indices
CO 3	solve problems involving the concepts of Ratio and Proportion
CO 4	solve problems involving the concepts of Profit and loss, Partnership.
CO 5	solve problems involving the concepts of Age and Percentage.

Course Prepared by
 Ms.A. ISWARYA
 Assistant Professor

Course Approved by
 Mr. T. RAJENDRAKUMAR
 (BOS Chairman)

24UTAL401	பொதுத்தமிழ் IV	பருவம் - IV
இப்பாடத்திட்டத்தின் நோக்கங்களாவன - சங்க இலக்கியங்களை அறிமுகம் செய்தல். - அற இலக்கியங்கள் பற்றி மாணவர்கள் அறிய செய்தல். - இலக்கிய வரலாறுகளை அறிய வைத்தல்.		
Credits: 3		Total Hours: 50
UNIT	CONTENTS	Hrs. CO
I	சங்க இலக்கியம் (எட்டுத்தொகை) அ) குறுந்தொகை - பாடல் 2,3,4,40,167 ஆ) கலித்தொகை - பாடல் 1-5 இ) புறநானூறு - பாடல் 3,112 ஈ) ஐங்குறுநூறு - அம்ம வாழிப்பத்து	10 CO 1
II	சங்க இலக்கியம் (பத்துப்பாட்டு) அ) குறிஞ்சிப்பாட்டு (106 வரிகள் மட்டும்)	10 CO 2
III	அற இலக்கியம் அ) திருக்குறள் - மருந்து ஆ) நாலடியார் - குடிப்பிறப்பு (முதல் 5 பாடல்கள்) இ) இன்னா நாற்பது - முதல் 5 பாடல்கள் ஈ) முதுமொழிக்காஞ்சி - தண்டாப்பத்து	10 CO 3
IV	இலக்கிய வரலாறு அ) முச்சங்க வரலாறு அறிமுகம் ஆ) எட்டுத்தொகை நூல்கள் இ) பத்துப்பாட்டு நூல்கள் ஈ) பதினெண்கீழ்க்கணக்கு நூல்கள்	10 CO 4
V	இலக்கணம் அ) அகத்திணைகள் ஆ) புறத்திணைகள் இ) தன்வினை, பிறவினை, செய்வினை, செய்பாட்டுவினை வாக்கியங்கள்	10 CO 5
பாடநூல்		
1. பொதுத்தமிழ், தமிழ்த்துறை வெளியீடு, கே.எஸ். ரங்கசாமி கலை மற்றும் அறிவியல் கல்லூரி (தன்னாட்சி)		
பார்வை நூல்கள்		
1. சுப்பிரமணியம், ச.வே. 2012. பதினெண்கீழ்க்கணக்கு நூல்கள், மணிவாசகர் பதிப்பகம், சென்னை. 2. சுப்பிரமணியம், ச. வே. 2008. சங்க இலக்கியம் மூலம் முழுவதும், மணிவாசகர் பதிப்பகம், சென்னை. 3. மறைமலையடிகள், 2005. குறிஞ்சிப்பாட்டு ஆராய்ச்சியுரை. இராமையா பதிப்பகம், சென்னை. 4. முனைவர் பாக்யமேரி, 2008. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு. பாரி நிலையம், சென்னை.		

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன:

CO 1	எட்டுத்தொகை நூல்கள் பற்றி அறிதல்.
CO 2	பத்துப்பாட்டு நூல்கள் பற்றி அறிதல்.
CO 3	அற இலக்கியங்கள் வழி வாழ்க்கை கூறுகளை உணர்த்துதல்
CO 4	இலக்கிய வரலாற்றின் தோற்றம் வளர்ச்சியை அறிதல்
CO 5	அடிப்படை இலக்கணத்தை அறிதல்.

Course Prepared by
Dr. R. PUVITHA
Assistant Professor

Course Approved by
Dr. R. PALANIVEL
BOS Chairman

24UENLA401	ENGLISH FOR ARTS AND SCIENCE - IV	SEMESTER - IV	
Course Objectives The course aims to • Integrate language skills effectively in professional and academic contexts. • Analyze and apply domain-specific registers to communicate with clarity and precision in subject-related discussions. • Enhance proficiency by expanding vocabulary and evaluating its formal usage. • Construct context-appropriate responses using advanced grammar, vocabulary, and technical terms in academic and professional settings.			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs.	CO
I	1. Listening : Listening to technical Style of communication, ABC of technical communication 2. Speaking : Public speaking and Extempore. 3. Reading : Reading scientific and technical texts 4. Writing : Proposals 5. Grammar : Determiners 6. Vocabulary : Fixed Expressions	10	CO 1
II	1. Listening : Listening and Note taking 2. Speaking : Techniques for neutralization of Mother Tongue Influence (MTI) 3. Reading : News magazines, Pamphlets, Reading words with accuracy. 4. Writing : Summary writing 5. Grammar: Common errors. 6. Vocabulary : Compare and Contrast expressions.	10	CO 2
III	1. Listening : Listening to accent of English - British & American 2. Speaking : Debate 3. Reading : Short narratives and descriptions excerpts interview. 4. Writing : Essay Writing. 5. Grammar: Mood, Modifiers. 6. Vocabulary : Changing words from one form to another.	10	CO 3
IV	1. Listening : Radio News / TV -News telecast 2. Speaking : Watch or Listen to documentaries 3. Reading : Reading Motivational Stories (Success stories in subject areas) 4. Writing : Report writing (Investigative and Progress report) 5. Grammar: Negation (Statements & Questions) 6. Vocabulary : Sequence of words	10	CO 4
V	1. Listening : Listening to health problems and advice, Stress in responses, Listening to restaurant	10	CO 5

	Orders 2. Speaking : Expressing Likes and dislikes, Agreeing and disagreeing, Table manners. 3. Reading : Reading about the new hobby of geo coaching 4. Writing : Meeting Minutes 5. Grammar : Relative clause 6. Vocabulary in Context : Subject-Specific Vocabulary – Science / Arts		
Text Books			
1. Thimmesha, L., Victor, R. 2022. A Textbook of English Language Communication Skills , [Revised Edition], Infinite Learning Solutions.			
Reference Books			
1. Jack C. Richards., Jonathan Hull., 2015. Interchange. Cambridge University Press. 2. Lakshminarayanan., A Course Book On Technical English, Scitech Publications (India) Pvt. Ltd.			
Web Reference			
1. https://www.fluentu.com/blog/educator-english/esl-listening-websites/ 2. https://americanenglish.state.gov/resources/teachers-corner-listening			

COURSE OUTCOMES (CO)

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

CO 1	understand and share information and ideas clearly in writing and speaking across different situations.
CO 2	speak clearly and confidently in real-life situations using suitable communication methods.
CO 3	analyze different texts to understand both their meaning and language use.
CO 4	evaluate their own English language skills to identify strengths and areas for improvement.
CO 5	create effective conversations and written pieces for different communication situations.

Course Prepared by
Mr. R. PACHAGOUNDAN
Assistant Professor

Course Approved by
Dr. V. V. MALINEE
BOS Chairman

24UVC401	DSC IV: CREATIVE ADVERTISING TECHNIQUES	SEMESTER - IV	
Course Objectives: The Course aims - To demonstrate an understanding of the overall role of advertising in the business world. - To give basic understanding of operations of advertising agencies, advertising strategies, budgets and identify the various advertising media. - To present the Professional ethics in advertising.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	History of advertising and its role in the market place, advertising industry in India - advertising as a process of communication - Social effects of advertising. The changing world of advertising.	10	CO1
II	Types of advertising: consumer - corporate - industrial - retail - cooperative and Public service advertising - tone and content - reading the advertisement - review with current ad campaigns.	10	CO2
III	Creative Aspects of Advertising - Art Direction - Creative Aspects in print and electronic media - Print production; electronic production Advertising agency: Structure and functions; Leading agencies in India.	10	CO3
IV	Advertising campaign: objectives - creative strategy: message - appeals - target market - level of response - media Planning - advertising budget - pre testing and post testing.	10	CO4
V	Professional ethics in advertising- cases of ethical violations - Advertising Standards Council of India - Social and cultural issues - Global regulations and Future trend.	10	CO5
Text Book			
1.	<i>S Ramesh Kumar & Anup Krishnamurthy. 2020. Advertising, Brands and Consumer Behavior. Sage Publication.</i>		
Reference Books			
1.	<i>Wells.W, Moriarty. S, Brunett. N, Advertising: Principles and Practice[Seventh Edition] ed PHI</i>		
2.	<i>Rossiter, John R. & Larry Percy (1997), Advertising Communications and Promotion Management. New York: McGraw Hill.</i>		
3.	<i>Fox, Stephen. 1997. The Mirror Makers: A History of American Advertising and Its Creators. Chicago: University of Illinois Press.</i>		
4.	<i>Kleppner, Otto. 1980. Fundamentals of Advertising. Prentice Hall; New Jersey.</i>		
5.	<i>Hart, Norman. 1990. The practice of advertising. Heinemann Pub.; London.</i>		

COURSE OUTCOMES (CO)

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

CO1	determine the role of advertising as communication tool and understand the Social effects of advertising.
CO2	identify the types of advertising and analyze tone and content.
CO3	comprehend structure and functions of advertising agency and evaluate ad agencies based on the services, challenges and opportunities.
CO4	acquire knowledge on advertising campaign strategies and tools.
CO5	understand the Professional ethics in advertising and future trends in advertising.

MAPPING

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

H-High; M-Medium; L-Low

Course Prepared by
Ms.N.Kavya
Assistant Professor - Viscom

Course Approved by
Dr.B.Ganesh Prabhu
BoS Chairman

24UVCMP401	DSC PRACTICAL -VI: VIDEO EDITING	SEMESTER - IV	
Course Objectives: The Course aims - To provide a well-rounded and comprehensive training on video editing through exercises and applications. - To emphasize skill proficiency so that students can practically contribute and provide support to the relevant industry. - To maximize the production of high-quality videos, films, documentaries and other related formats.			
Credits: 3		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	NLE - software - Project settings - Capturing process - workspace - Importing files.	2	CO1
2.	Demonstrate the above process using any video clip.	8	CO1
3.	Editing on a Timeline - Cutting clips, adding transition - Trimming, moving, organizing clips - Continuity, matching, overlapping - Rough cut - Final Cut.	2	CO2
4.	Do a trailer for 2 minutes.	8	CO2
5.	Audio Editing – Multiple tracks - Dub matching – Gaining - Fading - Balancing - Setting Track Volume & Mixing Tracks.	2	CO3
6.	Do a promotional video for an actor / actress using multiple video & audio tracks.	8	CO3
7.	Color Correction – white balance – tone - Curves – Color wheels – HSL.	2	CO4
8.	Shoot & Do a Color correction for 5 min (Day – Night, Curves, HSL, Keying, Color Wheels).	8	CO4
9.	Export settings - working with Title – subtitle – Rendering - export edited video.	2	CO5
10.	Create a subtitle for any video for 5 minutes & export the files in different file format.	8	CO5
Text Book			
1.	Robert M. Goodman, Patrick McGrath. 2002. Editing Digital Video: The Complete Creative and Technical Guide . McGraw Hill Professional.		
Reference Books			
1.	Ken Dancyger. 2018. The Technique of Film and Video Editing: History, Theory, and Practice . [Sixth Edition]. Routledge.		
2.	Greg Keast. 2015. The Art of the Cut: Editing Concepts Every Filmmaker Should Know . Createspace Independent Pub.		
3.	Tom Wolsky. 2002. Final Cut Pro 3 Editing Workshop . [Second Edition]. Focal Press.		

COURSE OUTCOMES (CO)

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

CO1	demonstrate the NLE process.
CO2	perform audio and video editing using the NLE platform and create trailer.
CO3	make use of Audio track settings and create promotional video.
CO4	applying color correction for a video.
CO5	produce audio-video content including titling and export the video in desired format in post-production.

Course Prepared by
Mr.S.Mohan Kumar
Assistant Professor - Viscom

Course Approved by
Dr.B.Ganesh Prabhu
BoS Chairman

24UVCA401	GEC IV: INTEGRATED MARKETING COMMUNICATION	SEMESTER - IV	
Course Objectives: The Course aims • To introduce the fundamentals, evolution, and role of advertising in IMC. • To explore advertising classifications, agency structures, and market impact. • To examine brand building, ethical issues, and advertising execution.			
Credits: 4		Total Hours: 40	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Integrated Marketing Communication (IMC): Definition and Importance of IMC - Components of IMC: Advertising, Sales Promotion, Public Relations, Direct Marketing, Digital Marketing - The IMC Process: Planning, Execution, and Evaluation.	8	CO1
II	Branding and Brand Communication: Understanding Branding: Definition and Importance - Brand Positioning - Brand Identity and Brand Image - Brand Communication Strategies: Storytelling, Brand Voice, and Personality.	8	CO2
III	Media Strategy in IMC: Media Planning - Types of Media: Print, Broadcast, Digital - Media Mix: Traditional vs. Digital Media - Media Scheduling - Influencer Marketing.	8	CO3
IV	IMC Campaign Planning and Execution: Campaign Planning: Setting Objectives (SMART Goals) - Target Audience Analysis: Segmentation, Targeting, Positioning (STP) - Message Appeals.	8	CO4
V	Ethical and Regulatory Aspects of IMC: Ethical Issues in IMC: Misleading Advertising, Stereotyping, Privacy Concerns - Regulatory Bodies: Advertising Standards Council of India (ASCI), Consumer Protection Act - Future Trends: AI in IMC.	8	CO5
Text Book			
1.	Belch, G. & Belch, M. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective (12th Edition). McGraw-Hill Education.		
Reference Books			
1.	Batra, R., Myers, J. G., & Aaker, D. A. (2009). Advertising Management (5th Edition). Pearson Education.		
2.	Jefkins, F. (2000). Advertising (4th Edition). Pearson Education.		
3.	Arens, W. F., Weigold, M. F., & Arens, C. (2018). Contemporary Advertising and Integrated Marketing Communications (16th Edition). Pearson.		

COURSE OUTCOMES (CO)

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

CO1	explain the fundamentals of Integrated Marketing Communication and its role.
CO2	develop effective brand communication strategies for various platforms.
CO3	apply media planning and selection techniques to optimize IMC campaigns.
CO4	design and execute IMC campaigns, including message creation.
CO5	analyze ethical and regulatory aspects of IMC with practical case studies.

MAPPING

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

H-High; M-Medium; L-Low

Course Prepared by
Mr.S.Mohan Kumar
Assistant Professor - Viscom

Course Approved by
Dr.B.Ganesh Prabhu
BoS Chairman

24UVCSBP401	SEC - II: COMMERCIAL PRODUCTION	SEMESTER -IV	
Course Objectives: The Course aims • Understand the historical evolution and current trends in radio commercials. • Learn the art of identifying and connecting with the target audience through advertising. • Develop skills to translate advertising ideas into compelling visual stories. • To help them for applying visual storytelling techniques to promote technological advancements. • To understand the dynamics of digital platforms for broadcasting and advertising.			
Credit: 2		Total Hours:30	
S.No	Experiments	Hrs	CO
1	Radio Advertising: Trends in radio commercials - Scriptwriting for radio - Voiceover recording techniques	3	CO1
2	Produce a Product Launch Commercial for Radio	3	CO1
3	Branding and Campaign Development: Positioning strategies in radio commercials - Planning and executing.	3	CO2
4	Produce audio content for Environmental Awareness Campaign	3	CO2
5	Visual Advertising: Visual elements in advertising - Visual stories - Storyboarding techniques.	3	CO3
6	Create a storyboard outline for launching Restaurant.	3	CO3
7	Production & Post Production: Cinematography for commercials - Effective editing - Digital Platforms	3	CO4
8	Produce a radio commercial to promote a local community event or initiative	3	CO4
9	Create a video content for introduce and showcase a new technological innovation.	3	CO5
10	Create a short video in Reels format to showcase and promote a travel destination.	3	CO5
The students have to submit their works in each exercise listed above and submit a record of work in standard format during practical examination.			
TEXT BOOK			
<i>Hausman, C. (2019). Crafting the Considerate, Modern Radio Commercial. Routledge.</i>			
Reference Books			
1	<i>Wells, W., Moriarty, S., & Burnett, J. (2016). Advertising: Principles and Practice (10th ed.). Pearson Education.</i>		
2	<i>Millerson, G., & Owens, J. (2012). Video Production Handbook (5th ed.). Focal Press.</i>		

COURSE OUTCOMES (CO)

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

CO1	explore the art of voiceover narration and its significance in radio advertising.
CO2	develop a comprehensive understanding of the planning process for radio advertising campaigns.
CO3	achieve proficiency in combining visual elements, storytelling techniques, and storyboarding skills to craft a compelling storyboard within the field of visual advertising.
CO4	gain mastery in cinematography for commercials, and utilizing digital platforms, demonstrated through the production of a radio commercial.
CO5	students will acquire the expertise to produce engaging video content in both conventional and Reels formats.

Course Prepared by
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Assistant Professor - Viscom

Course Approved by
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BoS Chairman

24UVCNM401	MDC II: INTRODUCTION TO MULTIMEDIA	SEMESTER - IV	
Course Objectives: The Course aims • To introduce the fundamentals of Multimedia. • To provide an understanding of the different elements of multimedia. • To introduce Macromedia Flash in creating and exporting animation works.			
Credits: 2		Total Hours: 25	
UNIT	CONTENTS	Hrs	CO
I	Multimedia - Definitions - Elements - Applications - Interactive - Non-Interactive Applications - Multimedia in Broadcast Applications - Animation Principles & Techniques.	5	CO1
II	Video basics - working with video - video formats - video hardware - encoding - decoding - video editing - non-linear editing - software - video compression - video conversions resolution.	5	CO2
III	Audio basics - working with audio - audio formats - audio hardware & software - digitization of audio - electronic music & synthesizer - sound card.	5	CO3
IV	Basics of 2D & 3D Animation - Warping - Morphing - Tweening - Timeline - Scanning for animation - onion skinning - project planning - execution - delivering the project.	5	CO4
V	Adobe Animate basics - drawing - working with colors using imported artworks - adding sound - working with objects - layers - symbols & instances - creating animation & interactivity - publishing & exporting.	5	CO5
Text Book			
1.	Ze-Nian Li, Mark S. Drew, Jiangchuan Liu. 2014. Fundamentals of Multimedia. [Second Edition].		
Reference Books			
1.	Richard E. Mayer.2009. Multimedia Learning. [Second Edition]. Cambridge University Press.		
2.	Richard E. Mayer. 2014. The Cambridge Handbook of Multimedia Learning. [Second Edition]. Cambridge University Press.		
3.	Vic Costello. 2016. Multimedia Foundations: Core Concepts for Digital Design. [Second Edition]. Routledge.		

COURSE OUTCOMES (CO)

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

CO1	understand Multimedia and its related concepts.
CO2	gain knowledge of Video as an element in multimedia production.
CO3	utilize the use of Audio as an element in multimedia production.
CO4	apply the techniques involved in Animation.
CO5	analyze the nuances in creating and exporting the animation works using Adobe Animate.

Course Prepared by
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Assistant Professor - Viscom

Course Approved by
Dr.B.Ganesh Prabhu
BoS Chairman

24UVE401	VAC IV: DIGITAL AND TECHNOLOGICAL SOLUTIONS	SEMESTER - IV	
Course Objectives The course aims - To build familiarity with key digital paradigms. - To create awareness about the importance and impact of digital technology. - To impart knowledge of communication and network systems. - To promote awareness and understanding of e-Governance and Digital India initiatives			
Credits: 1		Total Hours: 15	
UNIT	CONTENTS	Hrs.	CO
I	Evolution of Digital Systems: Introduction and Evolution of Digital Systems - Role and Significance of Digital Technology - Information and Communication Technology - Tools.	3	CO 1
II	Computer System: Computer System - Software and its types - Operating systems: Types and Functions. Problem Solving: Algorithms and Flowcharts.	3	CO 2
III	Communication System: Principles, Model & Transmission Media. Internet: Concepts - Application - WWW - Web Browsers and Search Engines - Messaging - Email and Social Networking.	3	CO 3
IV	E-commerce & Digital Marketing: Basic Concepts - Benefits of E-commerce - Challenges in Digital Marketing. Computer Based Information System: Significance and Types.	3	CO 4
V	Digital India and e-Governance: Initiatives, Infrastructure, Services and Empowerment. Digital Financial Tools: Unified Payment Interface - Aadhar Enabled Payment System - USSD - Credit / Debit Cards - e-Wallets - Internet Banking - NEFT/RTGS and IMPS - Online Bill Payments and PoS.	3	CO 5
Text Books			
1. <i>Rajaraman, V.</i> 2018. Introduction to Information Technology , [3 rd Edition], PHI Learning private Limited.			
2. <i>Behrouz A. Forouzan,</i> 2022. Data Communications and Networking , [4 th Edition], McGrawHill.			
3. <i>Balagurusamy, E.</i> 2009. Fundamentals of Computers , Tata McGraw Hill.			

Reference Books

1. *Pramod Kumar, Anuradha Tomar, Sharmila, R.* 2021. **Emerging Technologies in Computing Theory, Practice, and Advances**, [1st Edition], Chapman and Hall/CRC Imprint.
2. *Stuart Jonathan Russell, Peter Norvig.* 2014. **Artificial Intelligence - A Modern Approach**, Pearson Education
3. *Samuel Greengard,* 2021. **Internet of Things**, [Revised and Updated Edition], MIT Press.
4. *Murthy, C.S.V.* 2002. **E-Commerce (Concepts, Models, Strategies)**, Himalaya Publishing House.
5. *Judith S. Hurwitz, Alan Nugent, Fern Halper, Marcia Kaufman,* 2013. **Big Data for Dummies**, Wiley & Sons-Wiley.

COURSE OUTCOMES (CO)

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

CO 1	understand digital systems, technology and the effective use of ICT tools.
CO 2	gain knowledge of computer systems, software, operating systems, and problem-solving techniques.
CO 3	learn about communication systems, computer networks, the internet, and various online platforms.
CO 4	know about computer-based information systems, e-commerce, and digital marketing concepts.
CO 5	gain awareness of Digital India initiatives, e-governance services and digital financial tools.

Course Prepared by
Dr. S. NITHYA
Assistant Professor

Course Approved by
Dr. J. TAMILSELVAN
(BOS Chairman)

24ULS401	AEC II: CAREER COMPETENCY SKILLS II	SEMESTER - IV	
Course Objectives The course aim - Analyze the structure and function of English grammar for effective communication in diverse contexts. - Demonstrate appropriate linguistic expressions and soft skills required for formal and informal interactions. - Use effective communication techniques for professional speaking, writing, and interactions at the workplace			
Credits: 1		Total Hours: 25	
UNIT	CONTENTS	Hrs.	CO
I	Advanced Functional Grammar in Context Tense usage in Professional Settings - Present perfect - Past perfect - Future forms – Conditionals - Reported Speech	5	CO 1
II	Professional Communication & Writing Resume and Cover Letter writing - Writing memos, Meeting minutes	5	CO 2
III	Soft Skills Goal setting: SMART goals, planning and prioritization - Conflict resolution and problem-solving approaches	5	CO 3
IV	Speaking Skills for Workplace Debates - Group discussions	5	CO 4
V	Advanced Professional Communication Business Reports - Proposals	5	CO 5
Text Books			
<i>Biber, Douglas, et al.</i> 2020. Longman Grammar of Spoken and Written English. Pearson Education, <i>Vickers, Rachel.</i> 2021. The Art of Writing a CV: A Practical Guide to Writing a Winning CV and Cover Letter. [2nd Edition]. Kogan Page.			
Reference Book			
<i>Eastwood, John.</i> 2022. Oxford Practice Grammar: Basic. [3rd Edition]. Oxford University Press. <i>Bailey, Stephen.</i> 2022. Academic Writing: A Handbook for International Students. [5th Edition]. Routledge.			

COURSE OUTCOMES (CO)

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

CO 1	identify and apply basic rules of English grammar in everyday communication.
CO 2	construct clear and well-organized short pieces of writing for different purposes.
CO 3	demonstrate appropriate social and professional expressions in spoken interactions.
CO 4	develop effective verbal and non-verbal communication skills for various contexts.
CO 5	engage in everyday conversations and workplace communication by applying appropriate language and etiquette.

Course Prepared by
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Assistant Professor

Course Approved by
Dr. V. V. MALINEE
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/Seminar	: 5 Marks (2 Assignments and 1 Seminar) Internal
Examinations	: 15 Marks
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	: 30 Marks (2 Assignments and 1 Seminar)
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) AEC: CCS (100 % Internal Evaluation)

CCS Internal Marks Distribution [CA-Total Marks: 100]

Attendance	:	10 Marks
Assignment/Listening/Speaking	:	50 Marks (5 Assignments Compulsory)
Class Test	:	40 Marks (2 Test Compulsory)
Total	:	100 Marks

The candidate shall be declared to have passed the examination if he/she secure at least 40 marks for UG Programme and at least 50 marks for PG Programme, out of a total of 100 marks.

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

4 PROJECT GUIDELINES:

SHORT FILM (OR) DOCUMENTARY PRODUCTION

- Three members per team (Director, Cinematographer, Editor).
- Student has to submit either a Documentary or Short Film for duration of 30 minutes and not less than 15 minutes.
- The film should be an original work of the team members.
- The film should not be uploaded online until the Comprehensive Examination.
- Student should maintain a work diary wherein weekly work carried out has to be written. Mentor should review the work every week.
- The student has to produce a record of Production Work Diary, Budget, Script work, Shot division, Storyboard and other necessary materials of production during Viva voce.
- The Student has to attend 2 reviews before completing his/her Project and it will be evaluated by an internal examiner.
 - I. 1st Review – Pre-Production (One-line, Description, Script, Budget, Shot division, Story Board)
 - II. 2nd Review – Production (Footages, Rough Cut, Project Report)
- The assessment of student performance in a semester is calculated by Continuous Internal Assessment (CA) for 40 marks and External Assessment for 60 marks.
- Upon completion of the Project work the candidate shall be required to appear for a Viva-Voce conducted by an external examiner.
- 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 Project with a passing minimum of 24 marks in External out of 60.

Mark Distribution Pattern

Internal Mark Distribution Continuous Assessment (CA) Total Marks: 40

1. Attendance	:	10 Marks
2. Review (2)	:	20 Marks
3. Presentation	:	10 Marks
Total	:	40 Marks

External Mark Distribution Comprehensive Examination (CE) Total Marks: 60

1. Project work done	:	20 Marks
2. Project report	:	20 Marks
3. Viva-Voce	:	20 Marks
Total	:	60 Marks

5. INTERNSHIP & VIVA VOCE GUIDELINES:

- Students must complete an internship for 15 days [Minimum] during their course of study (Ist Semester to IVth Semester vacations) under a guidance of a mentor.
- It is compulsory for the students to take internship in any Media House – TV, Radio / Print Media / Advertising Agency / Media Professional / Film Industry.
- Student should maintain a work diary on a daily basis during their period of Internship.
- At the end of the internship the students have to produce a certificate from the Media House.
- A record of verification (Internship report) for the work done has to be submitted to the department.
- The Student has to attend 2 reviews during Vth Semester and it will be evaluated by an internal examiner.
 - I. Ist Review – Briefing Organization, Nature of work done, Work diary.
 - II. IInd Review – Certificate, Presentation, Internship report.
- The assessment of student performance in a semester is calculated by Continuous Internal Assessment (CA) / Review meetings.
- Upon completion of the internship work the candidate shall be required to appear for a Viva-Voce conducted by an internal examiner.
- The final result should be Commended (or) Highly Commended.