

## Loyola College (Autonomous) - Chennai 600 034

### M.Sc. Visual Communication Syllabus

#### Year of Implementation: 2012

#### Year of Implementation: 2016

Sem	Course code	Name of the Course	Old / New	% of modification	NET-Yes/No	% of inclusion	Skill Development	Entrepreneurship	Employability	Sem	Course code	Name of the Course	Old / New	% of modification	NET-Yes/No	% of inclusion	Skill Development	Entrepreneurship	Employability
I	VC 1815	Image and Imagination	Old	0	Yes		✓			I	16PVC1MC01	Image and Imagination	Old	5	Yes	20	✓		
I	VC 1818	Science and Art of Sound	Old	15	No		✓		✓	I	16PVC1MC02	Media Technologies	Old	50	No	15	✓		✓
I	VC 1819	Science and art of Light	Old	10	No		✓		✓	I	16PVC1MC03	Science & Art of Light	Old	60	No	10	✓	✓	✓
I	VC 1817	Contemporary Advertising	Old	0	Yes		✓	✓	✓	I	16PVC1MC04	Development Communication	Old	5	Yes	40	✓		✓
I	VC 1816	Communication Theories	Old	0	Yes		✓			I	16PVC1MC05	Communication Theories	Old	5	Yes	30	✓		
II	VC 2815	Film Studies	Old	0	No		✓			II	16PVC2MC01	Film Studies	Old	65	No	20	✓		
II	VC 2814	Writing for Media	Old	0	No				✓	II	16PVC2MC02	Writing for Media	Old	5	No	40			✓
II	VC 2816	Media Technologies	Old	15	Yes		✓		✓	II	16PVC2MC03	Science & Art of Sound	Old	5	Yes	40	✓		✓
II	VC 2813	Visual Methodologies	Old	10	Yes		✓			II	16PVC2MC04	Visual Methodologies	Old	5	Yes	40	✓		
II	VC 2959	Television Direction	Old	20	Yes		✓	✓	✓	II	16PVC2ES01	Digital Design	Old	5	Yes	40	✓	✓	✓
II	VC 2960	Digital Design	Old	20	No					II	16PVC2ES02	TVP - I (Advanced Videography)	New	100	No	0			✓
III	VC3815	Development Communication	Old	10	Yes		✓			III	16PVC3MC01	Contemporary Advertising	Old	75	Yes	10	✓		✓

III	VC3814	Communication Research Methods	Old	0	Yes	✓			III	16PVC3MC02	Communication Research Methods	Old	5	Yes	40	✓		
III	VC3816	Media Management	Old	0	No	✓		✓	III	16PVC3MC03	Public Relations & Event Management	Old	55	No	15	✓	✓	✓
III	VC3808	Television Production Management (or) Computer Graphics	Old	0	Yes	✓	✓	✓	III	16PVC3ES01	ES CG (Computer Graphics)	Old	5	Yes	40	✓		✓
III	VC3875	ID Web and Interactive Media	New	0	Yes	✓	✓	✓	III	16PVC3ES02	TVP – II (Advanced Editing & Production)	New	100	Yes	0	✓		✓
									III	16PVC3ID01	ID Paper - Web and Interactive Media	Old	55	Yes	20	✓	✓	✓
IV	VC4808	Media Economics	Old	0	No	✓			IV	16PVC4MC01	Integrated Marketing Communications	New	100	No	0	✓		✓
IV	VC4810	Public Relations-Event	Old	15	Yes				IV	16PVC4MC02	Media Management	Old	100	Yes	15	✓		✓
IV	VC4809	Media Laws and Ethics	New	40	Yes	✓			IV	16PVC4MC03	Media Laws & Ethics	Old	65	Yes	15	✓		
IV	VC4811	Internship					✓	✓	IV	16PVC4MC04	New Media Studies	New	100	Yes	0	✓		✓
IV	VC4812	Project					✓	✓	IV	16PVC4MC05	Internship						✓	✓

										IV	16PVC4MC06	Project							✓	✓
--	--	--	--	--	--	--	--	--	--	----	------------	---------	--	--	--	--	--	--	---	---