Loyola College (Autonomous) - Chennai 600 034

B.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	VC1506	Human Communication	Old	0	Yes	10	✓			I	16UVC1MC01	Human Communication	Old	10	Yes	10	✓		
I	VC1507	Visual Literacy	Old	0	Yes	10	✓			I	16UVC1MC02	Visual Literacy	Old	55	Yes		✓		
I	VC1508	Photography	Old	0	Yes	25	✓	✓	✓	I	16UVC1AL01	Animation Figure Drawing (offered to BMM)	New	100	No	0	✓		
II	VC2508	Drawing	Old	0	Yes	25	✓	✓	✓	II	16UVC2MC01	Drawing	Old	65	Yes	10	✓		
II	VC2509	Advertising Basics	Old	10	Yes	40	✓	✓	✓	II	16UVC2MC02	Media Culture and Society		10	Yes		✓		
II	VC2510	Elements of Film	Old	0	Yes	20	✓	✓	✓	II	16UVC2AL01	Media Design & Development	New	100	No	0			✓
				0						II	16UVC2AL02	Photography and Videography (offered to BMM)	New	100	No	0	✓		✓
III	VC3509	Graphic Design	Old	10	Yes	20	✓	✓	✓	III	16UVC3MC01	Photography	Old	70	Yes		✓	✓	✓
III	VC3510	Media Culture and Society	Old	10	Yes	35	✓			III	16UVC3MC02	Elements of Film	Old	60	Yes		✓	✓	✓
III	VC3508	History of Media	New	0	No	0				III	16UVC3MC03	Graphic Design	Old	10	Yes	10	✓	✓	✓
III	VC3200	Print Media Skills	Old	0	No	0	✓			III	16UVC3AL02	Writing for the Screen (offered to Tamil Shift I)	New	100	No	0	✓		
III		Film Appreciation	New	0	No	0	✓			III	16UVC3AL01	Art for Literature (offered to English Dept)	New	100	No	0	✓		

Sem	Code	Title	Type	No.	Y/N	No.	✓	✓	✓	Sem	Code	Title	Type	No.	Y/N	No.	✓	✓	✓
III		Radio presentation (to other Depts.)	New	0	No	0	✓			III	16UVC3AL01	Art for Literature (offered to English Dept)	New	100	No	0	✓		
IV	VC4508	Communication Theories	Old	0	No	0	✓		✓	IV	16UVC4MC01	Communication Theories	Old	40	Yes	10	✓		✓
IV	VC4507	Art and Aesthetics	Old	0	Yes	10	✓			IV	16UVC4MC02	Advertising	Old	60	Yes		✓	✓	✓
IV	VC4201	Media Skills in Advertising	Old	0	Yes	10	✓			IV	16UVC4ES01	Professional Photography	Old	80	Yes		✓	✓	✓
IV	VC4505	Script Writing	Old	0	Yes	10	✓	✓	✓	IV	16UVC4ES02	Script Writing	Old	30	Yes		✓	✓	✓
IV	VC4302	Visual aesthetics (to other Depts.)	New	0	No	0	✓			IV	16UVC4AL01	Writing for the screen offered to Tamil Dept	New	100	No	0	✓		
IV		Acting Skills (to other Depts.)	New	0	No	0	✓			IV	16UVC4AL02	Writing for the Screen (offered to History Dept) Shift II	New	100	No	0	✓		
V	VC5412	Television Production	Old	0	Yes	10	✓	✓	✓	V	16UVC5MC01	Art & Aesthetics	Old	15	Yes	10	✓		
V	VC5517	Media Research Methods	Old	0	Yes	10	✓			V	16UVC5MC02	Visual Analysis	Old	10	Yes	15	✓		
V	VC5515	Visual Analysis	Old	0	Yes	10	✓			V	16UVC5MC03	Development Communication	Old	10	Yes	5	✓		
V	VC5518	Development Communication	Old	0	Yes		✓			V	16UVC5SK01	Television Production	Old	5	Yes	20	✓		✓
V	VC5413	ES: Advertising Production	Old	0	Yes		✓	✓	✓	V	16UVC5ES01	ES: Digital Filmmaking	New	100	Yes	20	✓	✓	✓
V	VC5414	ES: Professional Photography	Old	0	Yes		✓	✓	✓	V	16UVC5ES02	ES: Copywriting	New	100	Yes	45	✓	✓	✓
VI	VC6612	Integrated Visual Studies	Old	0	Yes		✓			VI	16UVC6MC01	Media Management	Old	60	Yes	10	✓		

Sem	Code	Title	Type		Y/N					Sem	Code	Title	Type		Y/N				
VI	VC6610	Media Management	Old	0	Yes		✓			VI	16UVC6MC02	Media Presentation Skills	Old	5	Yes	20	✓		
VI	VC6611	Media Presentation Skills	Old	0	Yes		✓			VI	16UVC6MC03	Media Laws & Ethics	Old	5	Yes	40	✓		
VI	VC6609	Media Laws and Ethics	Old	0	Yes		✓			VI	16UVC6MC04	New Media Studies	New	100	Yes	10	✓		✓
VI	VC6657	Internship	Old	0	No	0	✓	✓	✓	VI	16UVC6MS01	Media Research Methods	Old	40	Yes	10	✓		
VI	VC6658	Project	Old	0	No	0		✓	✓	VI	16UVC6MC05	Project			No	0	✓		✓
										VI	16UVC6TP01	Internship			No	0	✓		✓