

SRM ARTS AND SCIENCE COLLEGE

B.Sc. VISUAL COMMUNICATION –SYLLABUS

FIRST SEMESTER

- Language - I
- English - I
- Introduction to Visual Communication
- Drawing – I [**Practical**]
- Graphic Design –I (**Practical**)
- Basic Tamil / Advance Tamil / NME
- Soft Skill-I

SECOND SEMESTER

- Language - II
- English - II
- Communication Skills
- Drawing – II [**Practical**]
- Graphic Design – II [**Practical**]
- Basic Tamil / Advance Tamil / NME
- Soft Skill – II

THIRD SEMESTER

- Language- Paper - III
- English - Paper - III
- Advertising and Publication Design
- Communication Aesthetics
- Computer Graphics - I [**Practical**]
- Soft Skill - III

FOURTH SEMESTER

- Language- Paper - IV
- English - Paper - IV
- Film Studies
- Basic Photography
- Photography [**Practical**]
- Soft Skill -IV
- Environmental Studies

FIFTH SEMESTER

- Communication Culture and Society
- Television Production
- Web Publishing [**Practical**]
- Advertising Photography [**Practical**]
- Audio & Video Editing [**Practical**]
- Value Education

SIXTH SEMESTER

- Visual culture of India and Tamilnadu
- TV Production Practice [**Practical**]
- 3D Animation [**Practical**]
- Project - **Media Internship**
- Extension Activities