

Integrated M. Sc. Visual Communication

Curriculum (effective 2018 admissions onwards)

SEMESTER 1					SEMESTER 2				
Course Code	Course Title	LTP	Cr	ES	Course Code	Course Title	LTP	Cr	ES
18ENG101	Communicative English	2-0-2	3	A	18ENG121	Professional Communication	1-0-2	2	A
	Language Paper I	1-0-2	2	B		Language Paper II	1-0-2	2	B
18VMC101	Introduction to Communication	3-1-0	4	C	18VMC111	Content Writing	2-1-0	3	C
18VMC102	Introduction to Multi-Media Graphics	3-0-0	3	D	18VMC112	Print Journalism	3 1 0	4	D
18VMC103	Media Evolution	3 0 0	3	E	18VMC113	Script Writing Practice	1 1 2	3	E
18VMC104	Photography and Photo Journalism	3-0-0	3	G	18ENV300	Environmental Science and Sustainability	3-0-0	3	H
18VMC181	Digital Imaging Lab.	0-1-2	2	L1	18FNA111	Introduction to Visual Arts	1-1-0	2	G
18VMC182	Photography Lab	0-1-2	2	L2	18VMC186	Digital Illustrations Lab.	0-1-2	2	L1
18CUL101	Cultural Education I	2-0-0	2	F	18VMC187	News Editing and Design Lab.	0-0-2	1	L2
					18CUL111	Cultural Education II	2-0-0	2	F
TOTAL					TOTAL				
24					24				
SEMESTER 3					SEMESTER 4				
18VMC201	Audio-Video Production I	3-1-0	4	A	18VMC211	Development Communication	2-1-0	3	A
18VMC202	Drawing and Sketching	1-0-2	2	B	18VMC212	Event Management	2-0-0	2	B
18VMC203	Fundamentals of Advertising	3-0-0	3	C		Elective A	2-1-0	3	D
18VMC204	Radio and Television Journalism	2-1-0	3	D		Elective B	2-1-0	3	E
18FNA203	Web Publishing	2-1-0	3	E		Open Elective A*	3-0-0	3	J
18VMC281	Audio Production Lab.	0-1-2	2	L1	18VMC286	Introduction to 2D Animation Practice I	0-1-2	2	L1
18VMC282	Video-Production Practice	0-1-2	2	L2	18VMC287	Video-Production Lab. II	0-1-2	2	L2
18FNA284	Web Publishing Lab.	0-1-2	2	L3	18FNA285	Anchoring and Media Presentation Skills Lab.	0-0-2	1	L3
18SSK201	Life Skills I	1-0-2	2	G	18SSK211	Life Skills II	1-0-2	2	G
18AVP201	Amrita Values Programme I	1-0-0	1	F	18AVP211	Amrita Values Programme II	1-0-0	1	F
TOTAL					TOTAL				
24					22				
SEMESTER 5					SEMESTER 6				
18VMC301	Fundamentals of Media Management	3-0-0	3	A		Elective E	2-1-0	3	D
18VMC302	Media Laws and Ethics I	3-0-0	3	B		Elective F	2-1-0	3	E
	Elective C	1-0-4	3	L1	18VMC396	Portfolio Presentation		2	P1
	Elective D	1-0-4	3	L2	18VMC399	Project		6	P
18VMC380	Online Promotion Practice	0-0-2	1	L3	Total			14	
18VMC381	Advanced 2D Animation Practice II	0-1-2	2	L4					
18VMC390	Live-in-Lab® / Open Elective B*	3-0-0	3	J	18VMC398	Project (for Exit Option students)		6	
18SSK301	Life Skills III	1-0-2	2	G	Total for Exit-option students			138	
18VMC391	Minor Project		4	P1					
Total					24				
Total 132 credits (for exit option students - 138 credits)									

ELECTIVES (Total six – one from each group)									
ELECTIVE A					ELECTIVE B				
18VMC231	Fundamentals of Feature Writing	2-1-0	3	D	18FNA232	Introduction to Brand Management	2-1-0	3	E
18VMC232	Introduction to Technical Writing	2-1-0	3	D	18FNA242	Introduction to Niche Journalism	2-1-0	3	E
18FNA332	Public Relations and Corporate Communication	2-1-0	3	D	18VMC332	Film Appreciation – Theory and analysis	2-1-0	3	E
ELECTIVE C					ELECTIVE D				
18VMC382	Advertisement Film Making Practice	1-0-4	3	L1	18VMC386	Anchoring for Radio RJ Practice	1-0-4	3	L2
18VMC383	Documentary Film Making Practice	1-0-4	3	L1	18VMC385	Anchoring for Television VJ Practice	1-0-4	3	L2
18VMC384	Short film Making Concepts (Fiction) Practice	1-0-4	3	L1	18FNA334	Web Designing Practice	1-0-4	3	L2
ELECTIVE E					ELECTIVE F				
18VMC331	Writing for New Media	2-1-0	3	D	18FNA241	Advertising Case Studies	2-1-0	3	E
18FNA333	Research Methods for Media Studies	2 1 0	3	D	18VMC387	Science Communication	2-1-0	3	
18FNA331	Art Direction for Advertising	1 1 2	3	D	18VMC388	International Communication	2-1-0	3	
LANGUAGES									
Paper I					Paper II				
18HIN101	Hindi I	1 0 2	2	B	18HIN111	Hindi II	1 0 2	2	B
18KAN101	Kannada I	1 0 2	2	B	18KAN111	Kannada II	1 0 2	2	B
18MAL101	Malayalam I	1 0 2	2	B	18MAL111	Malayalam II	1 0 2	2	B
18SAN101	Sanskrit I	1 0 2	2	B	18SAN111	Sanskrit II	1 0 2	2	B
18TAM101	Tamil I	1 0 2	2	B	18TAM111	Tamil II	1 0 2	2	B

* Two Open Elective courses are to be taken by each student, one each at the 4th and the 5th semesters, from the list of Open electives offered by the School.

@ Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.

DIGITAL FILM MAKING AND MEDIA PRODUCTION STREAM

SEMESTER 7					SEMESTER 8					
18VMC501	Introduction to Communication Theories	3-0-0	3	A	18VMC520	Culture and Entertainment Media	3-0-0	3	A	
18VMC502	Media Economics and Management	3-0-0	3	B	18VMC521	History and Development of Cinema	3-0-0	3	B	
18VMC503	Laws and Ethics for Media	3-0-0	3	C	18VMC522	Television News Production	3-0-0	3	C	
18VMC504	Media Research Methods	3-0-0	3	D	18VMC523	Theories of Visual Analysis	3-0-0	3	D	
18VMC509	Audio Visual Technology	3-0-0	3	E	18VMC524	Writing for Media	1-0-2	2	E	
18VMC561	Advanced Digital Imaging Lab.	0-0-2	1	L1	18VMC575	Advanced Photography Lab.	1-0-2	2	L2	
18VMC562	Professional Photography Lab.	1-0-2	2	L2	18VMC580	Anchoring for Media Practice	0-0-2	1	L1	
18VMC563	Advanced Digital Illustrations Lab.	0-0-2	1	L3	18VMC582	Television Programme Production Practice Lab.	0-0-2	1	L4	
18VMX564	Audio Production and Editing Lab.	0-0-2	1	L4	18VMC588	Stop - Motion Film Making Practice	1-0-2	2	L5	
18VMC565	Video Production and Editing Lab.	0-0-2	1	L5						
Total			21		Total			21		
SEMESTER 9					SEMESTER 10					
18FNA610	Film Direction and Screenplay Writing	2-0-0	2		18VMC692	Internship		2	P1	
18VMC605	Media for Advertising	3-0-0	3	B	18VMC698	Portfolio Presentation		2	P2	
18VMC610	Film Production and Management	3-0-0	3	D	18VMC699	Project		8	P	
18VMC611	Film Studies and Appreciation	3-0-0	3	E						
18FNA681	Art Direction & Dramatic Performance	0-1-2	2							
18FNA669	Documentary Film Making Practice	0-0-2	1	L4						
18VMC609	Digital Film Making Lab	1-0-2	2	C						
18VMC678	Advertisement Production Lab.	0-0-2	1	L1						
18VMC679	Online Promotions Lab.	1-0-2	2	L2						
18FNA690	Open Elective / Live-n-Lab	2-0-0	2							
TOTAL			21		TOTAL			12		
Total credits: 75										

3D ANIMATION AND VFX STREAM

SEMESTER 7					SEMESTER 8					
18VMC501	Introduction to Communication Theories	3-0-0	3	A	18VMC527	3D Animation Pipeline	2-0-0	2	A	
18VMC502	Media Economics and Management	3-0-0	3	B	18VMC528	Audio-Video Production	1-0-2	2	B	
18VMC505	Media Laws and Ethics II	3-0-0	3	C	18VMC529	Basics of Pre Production	1-0-2	2	C	
18VMC504	Media Research Methods	3-0-0	3	D	18VMC530	Concepts of Animation	2-1-0	3	D	
18VMC525	Anatomy Study	1-1-0	2	E	18VMC583	3D Modelling and Texturing	1-0-4	3	L1	
18VMC526	Stop Motion Animation	1-0-2	2	F	18VMC584	Dynamics	1-0-2	2	L2	
18VMC561	Advanced Digital Imaging Lab.	0-0-2	1	L1	18VMC585	Motion Graphics and Camera Tracking	1-0-4	3	L3	
18VMC562	Professional Photography Lab.	1-0-2	2	L2	18VMC586	Rotoscope	1-0-2	2	L4	
18VMC563	Advanced Digital Illustrations Lab.	0-0-2	1	L3	18VMC587	Voice Modulation Dubbing for Animation	1-0-2	2	L5	
18VMC566	Sketching and Shading Practice	0-0-2	1	L4						
Total			21		Total			21		
SEMESTER 9					SEMESTER 10					
18VMC613	3D Animation	1-0-4	3	A	18VMC692	Internship		2	P1	
18VMC614	3D Lighting and Rendering	1-0-2	2	B	18VMC698	Portfolio Presentation		2	P2	
18VMC615	Online Promotions	1-0-2	2	C	18VMC699	Project		8	P	
18VMC616	Rigging	1-0-4	3	D						
18VMC680	SFX and Re-recording	0-0-4	2	L1						
18VMC681	VFX Compositing Practice	1-0-4	3	L2						
18VMC695	Minor Project (3D)		3	P1						
18VMC696	Minor Project (VFX)		3	P2						
TOTAL			21		TOTAL			12		
Total credits: 75										
Total credits for the 5-yr programme with Stream 4 = 217										