

B.Sc. VISUAL MEDIA
CURRICULUM FOR 2018 ADMISSION ONWARDS
 Incorporating changes introduced up to October, 2019

Course Code	Course Title	LTP	Cr	ES	Course Code	Course Title	LTP	Cr	ES
SEMESTER 1					SEMESTER 2				
18ENG101	Communicative English	2 0 2	3	A	18ENG121	Professional Communication	1 0 2	2	A
	Language Paper I	2 0 0	2	B		Language Paper II	1 0 2	2	B
18FNA101	Mass Communication - Theories and Models	2 1 0	3	C	18FNA103	Print Journalism and Feature Writing	2 1 0	3	E
18FNA102	Multimedia Graphics and Animation	3 0 0	3	D	18FNA112	Photography	2 1 0	3	D
18FNA111	Introduction to Visual Arts	1 1 0	2	C	18FNA114	Videography and Video Editing I	2 1 0	3	G
18FNA113	Technological Foundation for Visual Media	2 1 0	3	G	18ENV300	Environmental Science and Sustainability	3 0 0	3	H
18FNA181	Multimedia Graphics and Animation Lab. 1	0 1 2	2	L1	18FNA183	Photography Lab.	0 1 2	2	L1
18FNA105	Introduction to Photography	1 1 3	3	D	18FNA184	Multimedia Graphics and Animation Lab. 2	0 1 2	2	L2
18CUL101	Cultural Education I	2 0 0	2	F	18FNA185	Videography and Video Editing Lab. I	0 1 2	2	L3
					18CUL111	Cultural Education II	2 0 0	2	F
	TOTAL		23			TOTAL		24	
SEMESTER 3					SEMESTER 4				
18SSK201	Life Skills I	1 0 2	2	G	18SSK211	Life Skills II	1 0 2	2	G
18FNA201	Broadcast Journalism	2 1 0	3	A	18FNA211	Film Studies and Analysis	2 1 0	3	A
18FNA202	Introduction to Advertising	3 1 0	4	B	18FNA213	Web Journalism and Content Writing	2 1 0	3	C
18FNA203	Web Publishing	2 1 0	3	C		Elective A		3	D
18FNA204	Videography and Video Editing II	2 1 0	3	D		Elective B		3	E
18FNA281	Broadcast Journalism Practice	0 0 2	1	L1		Open Elective I	3 0 0	3	J
18FNA282	Multimedia Graphics and Animation Lab. 3	0 1 2	2	L2	18FNA285	Anchoring and Media Presentation Skills	0 0 2	1	L1
18FNA283	Videography and Video Editing Lab. II	0 1 2	2	L3	18FNA286	Audiography Lab.	0 0 2	1	L2
18FNA284	Web Publishing Lab.	0 0 2	1	L4	18FNA287	Critical Viewing and Reading Analysis Lab.	0 0 2	1	L3
18AVP201	Amrita Value Programme I	1 0 0	1	F	18FNA289	Video Production Lab.	0 0 2	1	L5
18FNA288	Introduction to Audio	2 0 0	2		18AVP211	Amrita Value Programme II	1 0 0	1	F
					18CUR211	Current Affairs 1	0 0 1	1	
	TOTAL		24			TOTAL		23	
SEMESTER 5					SEMESTER 6				
18FNA301	Constitution and Media Ethics	2 1 0	3	A	18FNA392	Internship and Portfolio Presentation		6	P1
18FNA302	Introduction to Media Organizations	2 1 0	3	B	18FNA399	Project		10	P
	Elective C		3	D		TOTAL		16	
	Elective D		3	E					
	Open Elective II / Live-in-Lab.	3 0 0	3	J					
18FNA390	Minor Project (Optional) leading to Paper Publication		4	P1					
18SSK301	Life Skills III	1 0 2	2	G					
18CUR301	Current Affairs 2	0 0 1	1			TOTAL	132		
	TOTAL		22						
ELECTIVES									
ELECTIVE A (any one)					ELECTIVE B (any one)				
18FNA231	Development Communication	2 1 0	3	D	18FNA241	Advertising Case Studies	2 1 0	3	E
18FNA232	Introduction to Brand Management	2 1 0	3	D	18FNA242	Introduction to Niche Journalism	2 1 0	3	E
18FNA233	Web Designing	2 1 0	3	D	18ELL234	Technical and Professional Writing	2 1 0	3	E
ELECTIVE C (any one)					ELECTIVE D (any one)				
18FNA331	Art Direction for Advertising	1 1 3	3	D	18FNA341	Copy Writing for Advertising Practice	1 0 4	3	E
18FNA332	Public Relations and Corporate Communication	2 1 0	3	D	18FNA342	Online Marketing Practice	1 0 4	3	E
18FNA333	Research Methods for Media Studies	2 1 0	3	D	18FNA343	Short Film Making Practice	1 0 4	3	E
LANGUAGES									
Paper I					Paper II				
18HIN101	Hindi I	2 0 0	2	B	18HIN111	Hindi II	1 1 0	2	B
18KAN101	Kannada I	2 0 0	2	B	18KAN111	Kannada II	1 1 0	2	B
18MAL101	Malayalam I	2 0 0	2	B	18MAL111	Malayalam II	1 1 0	2	B
18SAN101	Sanskrit I	2 0 0	2	B	18SAN111	Sanskrit II	1 1 0	2	B
18TAM101	Tamil I	2 0 0	2	B	18TAM111	Tamil II	1 1 0	2	B