MASTER OF ARTS
Visual Media and Communication

M.A. - VMC

CURRICULUM

for 2016 admissions onwards

GENERAL INFORMATION

Code Numbering:

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects**.**

ABBREVIATIONS USED IN THE CURRICULUM:

Cat.	-	Category
Cr	-	Credits
ES	-	Exam Slot
L	-	Lecture
P	-	Practicals
T	-	Tutorial

DISCIPLINES

AVP	-	Amrita Values Programmes
BUS	-	Business Management
CHY	-	Chemistry
CMJ	-	Communication and Journalism
COM	-	Commerce
CSA	-	Computer Science and Applications
CSN	-	Computer Systems and Network
CUL	-	Cultural Education
ECO	-	Economics
ELL	-	English Language and Literature
ENG	-	English
ENV	-	Environmental Sciences
FNA	-	Fine Arts
HIN	-	Hindi
KAN	-	Kannada
LAW	-	Law
MAL	-	Malayalam
MAT	-	Mathematics
MCJ	-	Mass Communication and Journalism
OEL	-	Open Elective
PHY	-	Physics
SAN	-	Sanskrit
SSK	-	Soft Skills
SWK	-	Social Work
TAM	-	Tamil

SEMESTER I

Course Code	Course Title	L-T-P	Cr	ES
15FNA503	Film Studies	2 0 0	2	A
15FNA508	Studies in Visual Aesthetics	2 0 0	2	D
15FNA512	Media Ethics and Laws	2 0 0	2	B
16FNA500	Communication and Media Theories	2 0 0	2	E
16FNA523	Internet and Web Technologies	2 0 0	2	C
16FNA524	Print Journalism and Writing for Media	2 0 0	2	G
15FNA576	Graphic Design Lab. I	0 1 2	2	L5
15FNA577	Components of Visual Design Lab.	0 0 2	1	L1
15FNA578	Film Analysis Lab.	0 1 2	2	L6
15MCJ685	Reporting, Editing and Lab. Journal	0 0 2	1	L7
16FNA551	Audiography Practice Lab. I	0 1 2	2	L3
16FNA552	Photography Practice Lab. I	0 1 2	2	L4
16FNA553	Videography Practice Lab. I	0 1 2	2	L2
15CUL501	Cultural Education	2 0 0	P/F	F
		TOTAL	**24**	

SEMESTER II

Course Code	Course Title	L-T-P	Cr	ES
15FNA501	Basics of Advertising	1 1 0	2	A
15MCJ634	Science Communication	2 0 0	2	B
16FNA529	Broadcast and Online Journalism	2 0 0	2	C
	Elective I (Group A)	2 0 0	2	D
	Elective II (Group A)	2 0 0	2	E
15FNA584	Digital Video Editing	0 1 2	2	L2
15FNA586	Graphic Design Lab. II	0 1 2	2	L4
16FNA567	Short Film Making Techniques Lab.	0 2 2	3	L1
16FNA568	Writing for Broadcast and Online Media	0 0 2	1	L3
15AVP501	Amrita Values Programme	1 0 0	1	F
		TOTAL	**19**	

SEMESTER III

Course Code	Course Title	L-T-P	Cr	ES
15FNA509	Research Methodology for Communication and Media Studies	2 1 0	3	G
16FNA611	Corporate Communication and Public Relations	2 0 0	2	A
16FNA612	New Media	2 0 0	2	B
	Elective III (Group B)	2 0 0	2	D
	Elective IV (Group B)	2 0 0	2	E
15MCJ682	News Casting, Anchoring and Programme Presentation Skills	0 0 2	1	L2
15MCJ684	Public Relations Campaign Practical	0 0 2	1	L3
	Elective Lab. I (Group C)	0 0 2	1	L1
	Elective Lab. II (Group C)	0 0 2	1	L4
15FNA690	Live-in-Lab.@ / Open Elective*	2 0 0	2	J
15FNA697	Mini Project		4	P1
		TOTAL	**21**	

SEMESTER IV

Course Code	Course Title	L-T-P	Cr	ES
15FNA692	Internship		2	P1
15FNA696	Comprehensive and Technical Viva Voce		4	P2
15FNA698	Project		4	P
		TOTAL	**10**	

Total credits for the Programme = 74

Course Code	Course Title	L-T-P	Cr	ES
ELECTIVES I, II, III, IV (any FOUR from a single stream)				
GROUP A (any two, from a chosen stream)				
FILM AND VIDEO PRODUCTION STREAM				
15FNA519	Screenplay Writing	2 0 0	2	D/E
15FNA601	Visualization and Storyboarding	2 0 0	2	D/E
16FNA535	Media Organization and Management	2 0 0	2	D/E
ADVERTISING STREAM				
15FNA601	Visualization and Storyboarding	2 0 0	2	D/E
16FNA531	Principles of Integrated Marketing Communications	2 0 0	2	D/E
16FNA532	Web Design and Development	2 0 0	2	D/E
ANIMATION AND WEB DESIGNING STREAM				
15FNA518	Graphics and Animation	2 0 0	2	D/E
15FNA601	Visualization and Storyboarding	2 0 0	2	D/E
16FNA532	Web Design and Development	2 0 0	2	D/E
CONTENT AND WEB AUTHORING STREAM				
16FNA532	Web Design and Development	2 0 0	2	D/E
16FNA533	Content Writing for New Media	2 0 0	2	D/E
16FNA534	E-learning Strategies	2 0 0	2	D/E
GROUP B (any two, from the chosen stream)				
FILM AND VIDEO PRODUCTION STREAM				
15FNA513	Film Direction	2 0 0	2	D/E
15MCJ632	Creative Expression in Regional Languages	2 0 0	2	D/E
16FNA642	Art Direction for TV and Film	2 0 0	2	D/E
ADVERTISING STREAM				
15FNA603	Internet Advertising	2 0 0	2	D/E
16FNA642	Art Direction for TV and Film	2 0 0	2	D/E
16FNA643	Creative Copy Writing for Media	2 0 0	2	D/E
ANIMATION AND WEB DESIGNING STREAM				
15FNA636	Responsive Web Design	2 0 0	2	D/E
16FNA632	Corporate Video Production	2 0 0	2	D/E
16FNA645	Mobile App Designing	2 0 0	2	D/E

Course Code	Course Title	L-T-P	Cr	ES
CONTENT AND WEB AUTHORING STREAM				
15FNA636	Responsive Web Design	2 0 0	2	D/E
15MCJ632	Creative Expression in Regional Languages	2 0 0	2	D/E
16FNA643	Creative Copy Writing for Media	2 0 0	2	D/E

Course Code	Course Title	L-T-P	Cr	ES
ELECTIVE LABS – Group C (any two, from the chosen stream)				
FILM AND VIDEO PRODUCTION STREAM				
16FNA658	Creative Expression in Regional Languages Practice Lab.	0 0 2	1	L1/L4
16FNA660	Art Composition Practice Lab.	0 0 2	1	L1/L4
16FNA668	Basics of Motion Graphics Lab.	0 0 2	1	L1/L4
16FNA669	Documentary Film Making	0 0 2	1	L1/L4
16FNA670	Dramatics	0 0 2	1	L1/L4
ADVERTISING STREAM				
16FNA650	Advanced Advertising Photography Lab.	0 0 2	1	L1/L4
16FNA651	Packaging and Illustration Practical	0 0 2	1	L1/L4
16FNA652	Television Commercial Practice Lab.	0 0 2	1	L1/L4
16FNA661	Principles of Visual Design Lab.	0 0 2	1	L1/L4
ANIMATION AND WEB DESIGNING STREAM				
16FNA653	Advanced Web Designing and Content Authoring	0 0 2	1	L1/L4
16FNA654	Digital Animation Lab.	0 0 2	1	L1/L4
16FNA655	Digital Video Compositing Lab.	0 0 2	1	L1/L4
16FNA656	Responsive Web Designing Lab.	0 0 2	1	L1/L4
CONTENT AND WEB AUTHORING STREAM				
16FNA652	Television Commercial Practice Lab.	0 0 2	1	L1/L4
16FNA657	Advanced Web Designing	0 0 2	1	L1/L4
16FNA658	Creative Expression in Regional Languages Practice Lab.	0 0 2	1	L1/L4
16FNA659	E-learning and Content Authoring Lab.	0 0 2	1	L1/L4

*One Open Elective course is to be taken by each student, in the third semester, 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 the Open Elective course in the third semester.

OPEN ELECTIVES (2 0 0 2)

15OEL631	Advanced Statistical Analysis for Research
15OEL632	Basics of PC Software
15OEL633	Computer Hardware and Networking
15OEL634	Consumer Protection Act
15OEL635	Corporate Communication
15OEL636	Design Studies
15OEL637	Disaster Management
15OEL638	Essentials of Cultural Studies
15OEL639	Foundations of Mathematics
15OEL640	Foundations of Quantum Mechanics
15OEL641	Glimpses of Life through Literature
15OEL642	Information Technology in Banking
15OEL643	Introduction to Web Technologies
15OEL644	Knowledge Management
15OEL645	Marketing Research
15OEL646	Media for Social Change
15OEL647	Media Management
15OEL648	Object-Oriented Programming
15OEL649	Painting and Sculpture
15OEL650	Personal Finance
15OEL651	Principles of Advertising
15OEL652	Principles of Packaging
15OEL653	Scripting for Rural Broadcasting
15OEL654	Social Media Website Awareness
15OEL655	Theatre Studies
15OEL656	Writing for Technical Purposes
15OEL657	Yoga and Personal Development