

BACHELOR OF SCIENCE VISUAL MEDIA

CURRICULUM

for 2015 admissions onwards

CURRICULUM

B Sc - Visual Media

2015 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
15ENG101	Communicative English	2 0 2	3	A
	Language Paper I	1 0 2	2	B
15FNA101	Mass Communication - Theories and Models	2 1 0	3	C
15FNA102	Multimedia Graphics and Animation	3 0 0	3	D
15FNA103	Print Journalism and Feature Writing	2 1 0	3	E
15FNA104	Theoretical Foundation for Visual Media	2 1 0	3	G
15FNA181	Multimedia Lab. I	0 1 2	2	L1
15FNA182	Language and Communication Practice Lab.	0 0 2	1	L2
15CUL101	Cultural Education I	2 0 0	2	F
TOTAL			22	

SEMESTER II

Course Code	Course Title	L-T-P	Cr	ES
15ENG121	Professional Communication	1 0 2	2	A
	Language Paper II	1 0 2	2	B
15FNA111	Introduction to Visual Arts	1 1 0	2	C
15FNA112	Photography	2 1 0	3	D
15FNA113	Technological Foundation for Visual Media	2 1 0	3	E
15FNA114	Videography and Video Editing I	2 1 0	3	G
15ENV300	Environmental Science and Sustainability	3 0 0	3	H
15FNA183	Photography Lab.	0 1 2	2	L1
15FNA184	Multimedia Graphics and Animation Lab. I	0 1 2	2	L2
15FNA185	Videography and Video Editing Lab. I	0 1 2	2	L3
15CUL111	Cultural Education II	2 0 0	2	F
TOTAL			26	

SEMESTER III

Course Code	Course Title	L-T-P	Cr	ES
15FNA201	Broadcast Journalism	2 1 0	3	A
15FNA202	Introduction to Advertising	2 1 0	3	B
15FNA203	Web Publishing	2 1 0	3	C
15FNA204	Videography and Video Editing II	2 1 0	3	D
15FNA281	Broadcast Journalism Practice	0 1 2	2	L1
15FNA282	Multimedia Graphics and Animation Lab. II	0 1 2	2	L2
15FNA283	Videography and Video Editing Lab. II	0 1 2	2	L3
15FNA284	Web Publishing Lab.	0 1 2	2	L4
15SSK201	Life Skills I	1 0 2	2	G
15AVP201	Amrita Values Programme I	1 0 0	1	F
TOTAL			23	

SEMESTER IV

Course Code	Course Title	L-T-P	Cr	ES
15FNA211	Film Studies and Analysis	2 1 0	3	A
15FNA212	Video Production and Audiography	2 1 0	3	B
15FNA213	Web Journalism and Content Writing	2 1 0	3	C
	Elective A	2 1 0	3	D
	Elective B	2 1 0	3	E
	Open Elective A*	3 0 0	3	J
15FNA285	Anchoring and Media Presentation Skills	0 0 2	1	L1
15FNA286	Audiography Lab.	0 0 2	1	L2
15FNA287	Critical Viewing and Reading Analysis Lab.	0 0 2	1	L3
15FNA288	Integrated Marketing Communication Practice	0 1 2	2	L4
15FNA289	Video Production Lab.	0 0 2	1	L5
15SSK211	Life Skills II	1 0 2	2	G
15AVP211	Amrita Values Programme II	1 0 0	1	F
TOTAL			27	

SEMESTER V

Course Code	Course Title	L-T-P	Cr	ES
15FNA301	Constitution and Media Ethics	2 1 0	3	A
15FNA302	Media Organisations and Economics	2 1 0	3	B
	Elective C	2 1 0	3	D
	Elective D	2 1 0	3	E
15FNA390	Live-in-Lab. [@] / Open Elective B*	3 0 0	3	J
15FNA391	Minor Project		3	P1
15FNA398	Mini Project		4	P2
15SSK301	Life Skills III	1 0 2	2	G
TOTAL			24	

SEMESTER VI

Course Code	Course Title	L-T-P	Cr	ES
15FNA392	Internship and Portfolio Presentation		3	P1
15FNA399	Project		8	P
TOTAL			11	

Total credits for the programme = 133

LANGUAGE - Paper I

Course Code	Course Title	L-T-P	Cr	ES
15HIN101	Hindi I	1 0 2	2	B
15KAN101	Kannada I	1 0 2	2	B
15MAL101	Malayalam I	1 0 2	2	B
15SAN101	Sanskrit I	1 0 2	2	B
15TAM101	Tamil I	1 0 2	2	B

LANGUAGE - Paper II

Course Code	Course Title	L-T-P	Cr	ES
15HIN111	Hindi II	1 0 2	2	B
15KAN111	Kannada II	1 0 2	2	B
15MAL111	Malayalam II	1 0 2	2	B
15SAN111	Sanskrit II	1 0 2	2	B
15TAM111	Tamil II	1 0 2	2	B

ELECTIVES

Course Code	Course Title	L-T-P	Cr	ES
ELECTIVE A (any one)				
15FNA231	Development Communication	2 1 0	3	D
15FNA232	Introduction to Brand Management	2 1 0	3	D
15FNA233	Web Designing	2 1 0	3	D
ELECTIVE B (any one)				
15FNA241	Advertising Case Studies	2 1 0	3	E
15FNA242	Introduction to Niche Journalism	2 1 0	3	E
15ELL234	Technical and Professional Writing	2 1 0	3	E
ELECTIVE C (any one)				
15FNA331	Art Direction for Advertising	2 1 0	3	D
15FNA332	Public Relations and Corporate Communication	2 1 0	3	D
15FNA333	Research Methods for Media Studies	2 1 0	3	D
ELECTIVE D (any one)				
15FNA341	Copy Writing for Advertising	2 1 0	3	E
15FNA342	Online Marketing	2 1 0	3	E
15FNA343	Short Film Making	2 1 0	3	E

* Two Open Elective courses are to be taken by each student, one each in 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.

OPEN ELECTIVES (3 0 0 3)

15OEL231	Advertising
15OEL232	Basic Statistics
15OEL233	Citizen Journalism
15OEL234	Creative Writing for Beginners
15OEL235	Desktop Support and Services
15OEL236	Development Journalism
15OEL237	Digital Photography
15OEL238	Emotional Intelligence
15OEL239	Essence of Spiritual Literature
15OEL240	Film Theory
15OEL241	Fundamentals of Network Administration
15OEL242	Gender Studies
15OEL243	Glimpses of Indian Economy and Polity
15OEL244	Graphics and Web-designing Tools
15OEL245	Green Marketing
15OEL246	Healthcare and Technology
15OEL247	History of English Literature
15OEL248	Indian Writing in English
15OEL249	Industrial Relations and Labour Welfare
15OEL250	Introduction to Ancient Indian Yogic and Vedic Wisdom
15OEL251	Introduction to Computer Hardware
15OEL252	Introduction to Event Management
15OEL253	Introduction to Media
15OEL254	Introduction to Right to Information Act
15OEL255	Introduction to Translation
15OEL256	Linguistic Abilities
15OEL257	Literary Criticism and Theory
15OEL258	Macro Economics
15OEL259	Managing Failure
15OEL260	Media Management
15OEL261	Micro Economics
15OEL262	Micro Finance, Small Group Management and Cooperatives
15OEL263	Negotiation and Counselling
15OEL264	New Literatures
15OEL265	Non-Profit Organisation
15OEL266	Personal Effectiveness

15OEL267	Perspectives in Astrophysics and Cosmology
15OEL268	Principles of Marketing
15OEL269	Principles of Public Relations
15OEL270	Science, Society and Culture
15OEL271	Statistical Analysis
15OEL272	Teamwork and Collaboration
15OEL273	The Message of Bhagwad Gita
15OEL274	Understanding Travel and Tourism
15OEL275	Videography
15OEL276	Vistas of English Literature
15OEL277	Web-Designing Techniques