

M A – VISUAL MEDIA AND COMMUNICATION

CURRICULUM

Course Code	Course Title	L T P	Cr	ES	Course Code	Course Title	L T P	Cr	ES
SEMESTER 1					SEMESTER 2				
18FNA500	Communication and Media Theories	2 0 0	2	E	18FNA529	Broadcast and Online Journalism	2 0 0	2	C
18FNA508	Studies in Visual Aesthetics	2 0 0	2	D	18FNA503	Film Studies	2 0 0	2	A
18FNA509	Research Methodology for Communication and Media Studies	2 1 0	3	G	18FNA523	Internet and Web Technologies	2 0 0	2	C
18FNA524	Print Journalism and Writing for Media	2 0 0	2	G		Elective I (Group A)	2 0 0	2	D
18FNA512	Media Ethics and Laws	2 0 0	2	B		Elective II (Group A)	2 0 0	2	E
18FNA501	Basics of Advertising	1 1 0	2	A	18FNA557	Photography Practice Lab. II	0 1 2	2	L5
18FNA551	Audiography Practice Lab. I	0 1 2	2	L3	18FNA558	Videography Practice Lab. II	0 1 2	2	L6
18FNA552	Photography Practice Lab. I	0 1 2	2	L4	18FNA578	Film Analysis Lab.	0 0 2	1	L6
18FNA553	Videography Practice Lab. I	0 1 2	2	L2	18FNA584	Digital Video Editing	0 1 2	2	L2
18MCJ585	Reporting, Editing and Lab. Journal	0 0 2	1	L7	18FNA568	Writing for Broadcast and Online Media	0 0 2	1	L3
18FNA576	Graphic Design Lab. I	0 1 2	2	L5	18FNA586	Graphic Design Lab. II	0 1 2	2	L4
18FNA577	Components of Visual Design Lab.	0 0 2	1	L1	18AVP501	Amrita Values Programme	1 0 0	1	F
18CUL501	Cultural Education	2 0 0	P/F	F	18FNA579	Web Technologies Basics Lab.	0 0 2	1	L6
TOTAL				23	TOTAL				22
SEMESTER 3					SEMESTER 4				
18FNA611	Corporate Communication and Public Relations	2 0 0	2	A	18FNA696	Comprehensive and Technical Viva Voce		4	P2
18FNA612	New Media	2 0 0	2	B	18FNA692	Internship		2	P1
	Elective III (Group B)	2 0 0	2	D	18FNA697	Project Work		4	P
	Elective IV (Group B)	2 0 0	2	E	TOTAL				10
18FNA567	Short Film Making Techniques Lab.	0 2 2	3	L1					
18MCJ682	News Casting, Anchoring and Programme Presentation Skills	0 0 2	1	L2					
18MCJ684	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					
18FNA698	Mini Project		4	P1					
18FNA690	Live-in-Lab. [®] / Open Elective*	2 0 0	2	J					
TOTAL				21	Total for the Programme				76
ELECTIVES I, II, III, IV (any four from a single stream)									
FILM AND VIDEO PRODUCTION STREAM									
GROUP A (any two from each stream)					GROUP B (any two from each stream)				
18FNA601	Visualization and Storyboarding	2 0 0	2	D/E	18FNA642	Art Direction for TV and Film	2 0 0	2	D/E
18FNA535	Media Organization and Management	2 0 0	2	D/E	18FNA513	Film Direction	2 0 0	2	D/E
18FNA519	Screenplay Writing	2 0 0	2	D/E	18MCJ632	Creative Expression in Regional Languages	2 0 0	2	D/E
ADVERTISING STREAM									
18FNA531	Principles of Integrated Marketing Communications	2 0 0	2	D/E	18FNA642	Art Direction for TV and Film	2 0 0	2	D/E
18FNA601	Visualization and Storyboarding	2 0 0	2	D/E	18FNA643	Creative Copy Writing for Media	2 0 0	2	D/E
18FNA532	Web Designing and Development	2 0 0	2	D/E	18FNA603	Internet Advertising	2 0 0	2	D/E
ANIMATION AND WEB DESIGNING STREAM									
18FNA601	Visualization and Storyboarding	2 0 0	2	D/E	18FNA636	Responsive Web Designing	2 0 0	2	D/E
18FNA518	Graphics and Animation	2 0 0	2	D/E	18FNA645	Mobile App Designing	2 0 0	2	D/E
18FNA532	Web Designing and Development	2 0 0	2	D/E	18FNA644	Corporate Video Production	2 0 0	2	D/E
CONTENT AND WEB AUTHORIZING STREAM									
18FNA533	Content Writing for New Media	2 0 0	2	D/E	18MCJ632	Creative Expression in Regional Languages	2 0 0	2	D/E
18FNA532	Web Designing and Development	2 0 0	2	D/E	18FNA643	Creative Copy Writing for Media	2 0 0	2	D/E
18FNA534	E-learning Strategies	2 0 0	2	D/E	18FNA636	Responsive Web Designing	2 0 0	2	D/E
ELECTIVE LABS – Group C (any two from the chosen stream)									
FILM AND VIDEO PRODUCTION STREAM									
18FNA668	Basics of Motion Graphics Lab.	0 0 2	1	L1/L4	18FNA660	Art Composition Practice Lab.	0 0 2	1	L1/L4
18FNA658	Creative Expression in Regional Languages Practice Lab.	0 0 2	1	L1/L4	18FNA670	Dramatics	0 0 2	1	L1/L4
18FNA669	Documentary Film Making	0 0 2	1	L1/L4					
ADVERTISING STREAM									
18FNA651	Packaging and Illustration Practical	0 0 2	1	L1/L4	18FNA571	Elements of Composition Lab.	0 0 2	1	L1/L4
18FNA652	Television Commercial Practice Lab.	0 0 2	1	L1/L4	18FNA650	Advanced Advertising Photography Lab.	0 0 2	1	L1/L4
ANIMATION AND WEB DESIGNING STREAM									
18FNA654	Digital Animation Lab.	0 0 2	1	L1/L4	18FNA655	Digital Video Compositing Lab.	0 0 2	1	L1/L4
18FNA653	Advanced Web Designing and Content Authoring	0 0 2	1	L1/L4	18FNA656	Responsive Web Designing Lab.	0 0 2	1	L1/L4
CONTENT AND WEB AUTHORIZING STREAM									
18FNA657	Advanced Web Designing	0 0 2	1	L1/L4	18FNA652	Television Commercial Practice Lab.	0 0 2	1	L1/L4
18FNA658	Creative Expression in Regional Languages Practice Lab.	0 0 2	1	L1/L4	18FNA659	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 3rd 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.