

Amrita Vishwa Vidyapeetham
Amrita School of Arts & Sciences
Integrated M Sc. Visual Communication Curriculum
(2021 admissions onwards)

SEMESTER 1					SEMESTER 2					
Course Code	Course Title	L T P	Cr		Course Code	Course Title	L T P	Cr		
21ENG101	Communicative English	2-0-2	3		21ENG111	Professional Communication	1-0-2	2		
	Language Paper I	2-0-0	2			Language Paper II	2-0-0	2		
21VMC101	Introduction to Communication	2-1-0	3		21VMC183	Anchoring and Media Presentation Skills Lab.	0-1-2	2		
21VMC102	Introduction to Multi-Media & Graphics	3-0-0	3		21VMC111	Print Journalism	2 1 0	3		
21FNA102	Introduction to Visual Arts	2-1-0	3		21VMC184	Script Writing Practice	0 1 2	2		
21VMC103	Photography and Photo Journalism	3-0-0	3		21ENV200	Environmental Science and Sustainability	3-0-0	3		
21VMC181	Digital Imaging Lab.	0-1-2	2		21VMC112	Media Evolution	3 0 0	3		
21VMC182	Photography Lab	0-1-2	2		21VMC185	Digital Illustrations Lab.	0-1-2	2		
21CUL101	Cultural Education I	2-0-0	2		21VMC186	Content Writing & Design-Practice	0-2-2	3		
					21CUL111	Cultural Education II	2-0-0	2		
TOTAL				23	TOTAL				24	
SEMESTER 3					SEMESTER 4					
21VMC203	Digital Video Production	2-1-0	3		21VMC211	Journalism in Digital Era	2-1-0	3		
21VMC281	Drawing and Sketching Practice	0-2-2	3		21VMC212	Event Management	2-1-0	3		
21VMC201	Fundamentals of Advertising	3-0-0	3			Elective A	2-1-0	3		
21VMC202	Radio and Television Journalism	2-1-0	3			Elective B	2-1-0	3		
21FNA203	Web Publishing	2-1-0	3			Open Elective A*	3-0-0	3		
21VMC282	Audio-Video Production Lab.	0-2-2	3		21VMC284	Introduction to 2D Animation Practice	0-1-2	2		
21FNA285	Web Publishing Lab.	0-1-2	2		21VMC285	Advanced Video-Production Lab.	0-1-2	2		
21SSK201	Life Skills I	1-0-2	2		21SSK211	Life Skills II	1-0-2	2		
21AVP201	Amrita Values Programme I	1-0-0	1		21AVP211	Amrita Values Programme II	1-0-0	1		
	TOTAL		23			TOTAL		22		
SEMESTER 5					SEMESTER 6					
21VMC301	Fundamentals of Media Management	3-0-0	3							
21VMC302	Media Laws and Ethics	3-0-0	3							
	Elective C	0-1-4	3		21VMC392	Portfolio Presentation		6		
	Elective D	0-1-4	3		21VMC393	Project I (UG Level)		10		
21VMC381	Online Promotion Practice	0-1-2	2							
21VMC382	Advanced 2D Animation Practice	0-1-2	2			Total		16		
21VMC390	Live-in-Lab®/ Open Elective B*	3-0-0	3		21VMC399	Project (for Exit Option students)		8		
21SSK301	Life Skills III	1-0-2	2		21VMC394	Internship (for Exit Option students)	P/F			
21VMC391	Minor Project		4							
	Total		25			Total for Exit-option students		141		
					Total 133 credits (for exit option students - 141 credits)					

ELECTIVES(Total four – one from each group)									
ELECTIVE A					ELECTIVE B				
21FNA331	Fundamentals of Feature Writing	2 1 0	3		21FNA341	Environmental Journalism	2 1 0	3	
21FNA332	Health Communication	2 1 0	3		21FNA342	Introduction to Typography	2 1 0	3	
21FNA333	Introduction to Brand Management	2 1 0	3		21FNA343	Public Relations & Corporate Communication	2 1 0	3	
21FNA334	Introduction to Screenplay writing	2 1 0	3		21FNA344	Science Communication	2 1 0	3	
21FNA335	Media & Gender Studies	2 1 0	3		21FNA345	Visualization Techniques for film Making	2 1 0	3	
ELECTIVE C					ELECTIVE D				
21FNA351	Advanced Photography Lab	0 1 4	3		21FNA361	Art Direction for Advertising Lab	0 1 4	3	
21FNA352	Copy Writing for Advertising Practice	0 1 4	3		21FNA362	Film Appreciation and Analysis Lab	0 1 4	3	
21FNA353	Development-Communicational-Video Production Lab	0 1 4	3		21FNA363	Niche Journalism Practice	0 1 4	3	
21FNA354	Technical and Professional Writing for Media Practice	0 1 4	3		21FNA364	Titling & VFX Lab	0 1 4	3	
LANGUAGES									
Paper I					Paper II				
21HIN101	Hindi I	2 0 0	2	B	21HIN111	Hindi II	2 0 0	2	B
21KAN101	Kannada I	2 0 0	2	B	21KAN111	Kannada II	2 0 0	2	B
21MAL101	Malayalam I	2 0 0	2	B	21MAL111	Malayalam II	2 0 0	2	B
21SAN101	Sanskrit I	2 0 0	2	B	21SAN111	Sanskrit II	2 0 0	2	B

21TAM101	Tamil I	2 0 0	2	B	21TAM111	Tamil II	2 0 0	2	B
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* **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				
21VMC501	Introduction to Communication Theories	3-0-0	3		21VMC589	Film Direction and Screenplay Writing Practice	0-2-2	3	
21VMC502	Media Research Methods	3-0-0	3		21VMC511	Laws and Ethics for Media	3-0-0	3	
21VMC503	Audio Visual Technology	3-0-0	3			Elective I	0-1-2	2	
21VMC504	Culture and Entertainment Media	3-0-0	3		21VMC572	Writing for Media Practice	0-2-2	3	
21VMC505	Film Studies and Appreciation	3-0-0	3		21VMC577	Documentary Film Making Practice	0-2-2	3	
21VMC581	Advanced Digital Imaging Lab.	0-1-2	2		21VMC579	Television Programme Production Practice	0-2-2	3	
21VMC582	Professional Photography Lab.	0-1-2	2		21VMC578	Stop - Motion Film Making Practice	0-2-2	3	
21VMC583	Audio - Video Production and Editing Lab.	0-1-4	3		21VMC588	Advanced Digital Illustrations Lab.	0-1-2	2	
	Total		22			Total		22	
SEMESTER 9					SEMESTER 10				
21VMC601	Theories of Visual Analysis	3-0-0	3		21VMC692	Internship			P/F
21VMC602	Media Management and Economics	3-0-0	3		21VMC693	Portfolio Presentation		4	P2
21VMC672	Art Direction for Film making Practice	0-1-2	2		21VMC698	Project (in DFM)		8	P
21VMC673	Dramatic Performance for film making	0-1-2	2						
	Elective II	0-1-2	2						
21VMC681	Digital Film Making Lab	0-1-2	2						
21VMC682	Advertisement Production Lab.	0-1-2	2						
21VMC683	Online Promotions Lab.	0-1-2	2						
21VMC690	Open Elective / Live-n-Lab	2-0-0	2						
21VMC691	Mini Project (in DFM)		3						
	TOTAL		23			TOTAL		12	
						Total credits for semesters 7 to 10:		79	

Electives for DFM Stream

ELECTIVE I			
21VMC631	Advanced Photography Lab.	0 1 2	2
21VMC632	Digital Compositing & Color Correction Lab	0 1 2	2
21VMC575	UI/UX Designing Practice	0 1 2	2
ELECTIVE II			
21VMC634	Sound Designing & Mastering Practice	0 1 2	2
21VMC635	Introduction to 2D Animation Film Making Practice	0 1 2	2
21VMC636	Corporate Film Production Lab	0 1 2	2

Animation & Design Stream												
Course Code	Course Title	L T P	Cr		Course Code	Course Title	L T P	Cr	ES			
SEMESTER 7					SEMESTER 8							
21VMC507	Introduction to Animation Film Making	2 0 0	2		21VMC513	Introduction to UI UX Designing	2 0 0	2				
21VMC501	Introduction to Communication Theories	3 0 0	3		21VMC512	Creative Advertising & Branding	2 0 0	2				
21VMC508	Introduction to Visual Designing	2 0 0	2		21VMC514	Web Designing and Developing	2 0 0	2				
21FNA571	Components of Visual Design Practice	0 1 2	2		21VMC574	Advanced 2d animation and E-learning Practice	0 2 2	3				
21VMC570	Digital Film Making Practice	0 1 2	2		21VMC573	3D Animation - Lighting & Rendering Practice	0 2 2	3				
21VMC502	Media Research Methods	3 0 0	3		21VMC587	VFX lab	0 1 2	2				
21FNA585	3D Modelling & Texturing lab	0 2 2	3		21VMC575	UI/UX Designing Practice	0 1 2	2				
21VMC580	2D sketching and Animation lab	0 2 2	3		21VMC585	Illustration & Designing Lab	0 1 2	2				
21VMC584	Photo Editing & Designing Lab.	0 1 2	2		21VMC586	Page Layout Designing Lab	0 1 2	2				
21VMC571	Photography and Lighting Practice	0 1 2	2		21VMC576	Web Designing Practice	0 1 2	2				
	TOTAL		24			TOTAL		22				
SEMESTER 9					SEMESTER 10							
21VMC603	Introduction to Responsive Web Designing	2 0 0	2		21VMC695	Comprehensive and Technical Viva Voce		4				
21FNA602	Intellectual Property Rights for Media	2 0 0	2		21VMC692	Internship		2				
21VMC671	Advanced 3D Animation - Rigging & Animation Practice	0 2 2	3		21VMC699	Project (in Animation & Design)		4				
21VMC686	Motion Graphics Lab	0 1 2	2			TOTAL		10				
21VMC687	Responsive Web Designing Lab	0 1 2	2									
	Elective A	0 1 2	2									
21VMC685	Digital Marketing and Promotion Lab	0 1 2	2									
21VMC684	Compositing & Colour Correction Lab	0 2 2	3									
21VMC690	Live in Lab / Open Elective	2 0 0	2									
21VMC694	Mini Project (in Animation & Design)		3									
	Total		23			Total Credits for semesters 7 to 10	79					

Electives for Animation & Design stream

21VMC641	Advertising Photography and Digital Design Practice	0 1 2	2
21VMC642	Computer Aided Designing	0 1 2	2
21VMC643	Dynamics and Simulation Practice	0 1 2	2
21VMC644	Packaging Practice Lab	0 1 2	2
21VMC645	Typography Practical	0 1 2	2