

**B.SC VISUAL COMMUNICATION(ELECTRONIC MEDIA) PROGRAMME**  
**SCHEME OF LEARNING AND EVALUATION**  
**(For the students admitted in the academic year 2025 – 2026 & onwards)**  
**Outcome Based Curriculum Framework with CBCS**

Course Code	Course Title	Course Category	Course Type	Part Type	Lecture Hours	Tutorial Hours	Practical Hours	Course Credits	Max CA Marks	Max CE Marks	Total Marks
<b>SEMESTER - I</b>											
25LAT101	Tamil-I	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAH101	HINDI-I	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAF101	French-I: French Culture & Communication-I	ELECTIVE	THEORY	1	5	1	0	3	25	75	100
25EU101	Communicative English-I: Interpersonal Communication	CORE	THEORY	2	6	0	0	3	25	75	100
25VCU101	Introduction to Communication	CORE	THEORY	3	3	1	0	3	25	75	100
25VCU102	Digital Photography	CORE	THEORY	3	3	1	0	3	25	75	100
25VCU103	Advertising	CORE	THEORY	3	4	1	0	3	25	75	100
25VCU104	Practical I - Visual Arts (Skill Based)	CORE	PRACTICAL	3	0	0	5	4	40	60	100
<b>SEMESTER - II</b>											
25LAT202	Tamil-II	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAH202	Hindi-II	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAF202	French-II: French Culture & Communication-II	ELECTIVE	THEORY	1	5	1	0	3	25	75	100
25EU202	Communicative English-II: Academic Communication	CORE	THEORY	2	4	0	0	3	25	75	100
25VCU205	Multimedia and Graphics	CORE	THEORY	3	3	1	0	3	25	75	100
25VCU206	Media Psychology	CORE	THEORY	3	4	1	0	5	25	75	100
25VCU207	Digital Photography (Skill Based)	CORE	PRACTICAL	3	0	0	4	4	40	60	100
25VCU208	Practical-III-Basics of Writing (Skill Based)	CORE	PRACTICAL	3	0	0	5	5	100	0	100
25AECU201	Ability Enhancement Compulsory Course-I: Values, Ethics, Health & Wellness for Human Excellence	CORE	THEORY	4	2	0	0	2	100	0	100
25PSEU201	Professional Skill Enhancement-I	CORE	THEORY	4	2	0	0	2	100	0	100
<b>SEMESTER - III</b>											
25LAT303	Tamil - III	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAH303	Hindi-III	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAF303	French-III	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25EU303A	Communicative English-III: Developing English Language Skills through Literature	CORE	THEORY	2	4	0	0	3	25	75	100
25VCU309	Television Production Techniques	CORE	THEORY	3	3	1	0	3	25	75	100
25VCU310	Digital Sound Production	CORE	THEORY	3	3	1	0	4	25	75	100
25VCU311	Practical IV - Video Editing (Skill Based)	CORE	PRACTICAL	3	0	0	4	4	40	60	100
25VCU312	Practical V - Graphic Production (Skill Based)	CORE	PRACTICAL	3	0	0	4	4	40	60	100
25VCU313	Practical VI - Script Writing (Skill Based)	CORE	PRACTICAL	3	0	0	4	4	100	0	100
25AECU302	Ability Enhancement Compulsory Course-II: Environmental Studies & Sustainable Development Goals	CORE	THEORY	4	2	0	0	2	100	0	100
<b>SEMESTER - IV</b>											
25LAT404A	Tamil - IV	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25LAH404A	Hindi-IV	ELECTIVE	THEORY	1	4	0	0	3	25	75	100

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25LAF404A	French-IV	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25EU404	Communicative English-IV: English for Career	CORE	THEORY	2	4	0	0	3	25	75	100
25VCU414	Cinematography	CORE	THEORY	3	3	1	0	3	25	75	100
25VCU415	Social Media Marketing	CORE	THEORY	3	3	1	0	3	25	75	100
25VCU416	Practical VII – Digital Media Production (Skill Based)	CORE	PRACTICAL	3	0	0	5	4	40	60	100
25VCU417	Practical VIII – Commercial Production (Skill Based)	CORE	PRACTICAL	3	0	0	5	4	40	60	100
25SECU401	Skill Enhancement Course-I: Information Security	CORE	THEORY	4	2	0	0	2	100	0	100
25PSEU402	Professional Skill Enhancement -II	CORE	THEORY	4	2	0	0	2	100	0	100
<b>SEMESTER - V</b>											
25VCU518A	Film Analysis	ELECTIVE	THEORY	3	4	1	0	4	25	75	100
25VCU518B	Media Studies	ELECTIVE	THEORY	3	4	1	0	4	25	75	100
25VCU519	Artificial Intelligence in Media Production	CORE	THEORY	3	4	1	0	3	25	75	100
25VCU520	Practical IX- Compositing and Editing (Skill Based)	CORE	PRACTICAL	3	0	0	8	4	40	60	100
25VCU521	Practical X - Digital Cinematography (Skill Based)	CORE	PRACTICAL	3	0	0	4	3	40	60	100
25VCU522	Practical XI – UI/UX Designing (Skill Based)	CORE	PRACTICAL	3	0	0	4	3	40	60	100
25VCU523	Practical XII - World Cinema and Appreciation (Skill Based)	CORE	PRACTICAL	3	0	0	2	2	100	0	100
25VCU524	Internship & Viva Voce	CORE	TRAINING	3	0	0	0	2	40	60	100
25VCU525	Trans Disciplinary Course	ELECTIVE	THEORY	3	2	0	0	2	100	0	100
25SECU502	Skill Enhanceme Course-II: Indian Knowledge system (Computer Based Test)	CORE	THEORY	4	0	0	0	2	0	100	100
<b>SEMESTER - VI</b>											
25VCU626A	Media Management	ELECTIVE	THEORY	3	5	1	0	4	25	75	100
25VCU626B	PR and Event Management	ELECTIVE	THEORY	3	5	1	0	4	25	75	100
25VCU627	Design Thinking and Innovation	CORE	THEORY	3	2	4	0	3	25	75	100
25VCU628	Practical XIII - Portfolio Production and Presentation (Skill Based)	CORE	PRACTICAL	3	0	0	8	3	40	60	100
25VCU629	Project: Short Film /Documentary Production	CORE	PROJECT	3	0	0	0	4	40	60	100
25PCSUVU	Professional Competency Skill - Visual Research	CORE	THEORY	4	2	0	0	2	100	0	100