



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY
& ADVANCED STUDIES (VISTAS)

(DEEMED TO BE UNIVERSITY Estd. u/s 3 OF THE UGC ACT, 1956)

NAAC ACCREDITED
PALLAVARAM - CHENNAI - INDIA

School of Mass Communication



Brochure

(Programme and Courses offered)

2017-2018

PV Vaithiyalingam Road, Velan Nagar, Pallavaram, Chennai - 600117.

Phone: + 91 - 44 - 2266 2500 / 2501 / 2502 / 2503

Website: www.velsuniv.ac.in

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About the School

BSc in Visual Communication is a media literacy course that endeavors to sensitize the students with all the nuances of the media and entertainment industry. Its broad area covers an array of multi-disciplinary subjects and its applications are innumerable interrelated professions. The students on the completion of this course will be able to work on various visual platforms like digital and non digital imagery, multimedia, film and television, printing and publication. The growing importance of this field of study has made the Vels University to offer BSc in Visual communication since the academic year 2009-10. The aim of the course is to equip the students to see things with the eye of a visual communicator. It makes them understand the language of the visuals and help communicate effectively in various media formats. A combination of papers grounded in theory and practical helps the students to acquire necessary professional training required to enter the field of media and entertainment. Well-designed course curriculum, high quality teaching faculty, friendly teaching environment, first hand industry exposure are some of the special features of this course. The department organizes planned visits to various media houses to build relationship with the professional world and prepare them for future employment. Besides, experts from the field of media and entertainment visit the department to share their knowledge with the students.

SCHOOL OF MASS COMMUNICATION

1. B.Sc. Visual Communication	...	3 years (6 semesters)
2. B.Sc. Animation	...	3 years (6 semesters)
3. M.Sc. Visual Communication	...	2 years (4 semesters)
4. M.Phil. Mass Communication	...	1 years (2 semesters)
5. Ph.D. Mass Communication	...	3 years

Programme Courses Offered 2017-2018

Programme Name	Course code	Subject Name
B.Sc. - Visual Communication	15BVC001	THEORIES AND PRINCIPLES OF COMMUNICATION
B.Sc. - Visual Communication	15BVC002	PRACTICAL - GRAPHIC DESIGN - I
B.Sc. - Visual Communication	15BVC003	PRACTICAL - DRAWING - I
B.Sc. - Visual Communication	15BVC004	PRACTICAL - ANATOMY STUDY
B.Sc. - Visual Communication	15LEN001	ENGLISH PAPER - I
B.Sc. - Visual Communication	15LFR001	FRENCH PAPER - I
B.Sc. - Visual Communication	15LHN001	HINDI PAPER - I
B.Sc. - Visual Communication	15LTA001	TAMIL PAPER - I
B.Sc. - Visual Communication	15NSS255	NSS - I
B.Sc. - Visual Communication	15BVC005	COMMUNICATION SKILLS
B.Sc. - Visual Communication	15BVC006	BASIC PHOTOGRAPHY
B.Sc. - Visual Communication	15BVC007	PRACTICAL - GRAPHIC DESIGN - II
B.Sc. - Visual Communication	15BVC008	PRACTICAL - DRAWING - II
B.Sc. - Visual Communication	15LEN002	ENGLISH PAPER - II
B.Sc. - Visual Communication	15LFR002	FRENCH PAPER - II
B.Sc. - Visual Communication	15LHN002	HINDI PAPER - II
B.Sc. - Visual Communication	15LTA002	TAMIL PAPER - II
B.Sc. - Visual Communication	15CBVC31	INTRODUCTION TO JOURNALISM
B.Sc. - Visual Communication	15CBVC32	ADVERTISING

B.Sc. - Visual Communication	15LENG31	ENGLISH PAPER - III
B.Sc. - Visual Communication	15LFRE31	FRENCH PAPER - III
B.Sc. - Visual Communication	15LHIN31	HINDI PAPER - III
B.Sc. - Visual Communication	15LTAM31	TAMIL PAPER - III
B.Sc. - Visual Communication	15PBVC31	PRACTICAL - SCRIPT WRITING
B.Sc. - Visual Communication	15PBVC32	PRACTICAL - APPLIED PHOTOGRAPHY
B.Sc. - Visual Communication	15PBVC33	PRACTICAL - COMPUTER GRAPHICS
B.Sc. - Visual Communication	15PBVC34	PRACTICAL - VIDEO JOCKEY
B.Sc. - Visual Communication	15UGE513	INTERNET BASICS
B.Sc. - Visual Communication	15CBVC41	TELEVISION PRODUCTION
B.Sc. - Visual Communication	15CBVC42	ELEMENTS OF FILM
B.Sc. - Visual Communication	15EVS041	ENVIRONMENTAL STUDIES
B.Sc. - Visual Communication	15LENG41	ENGLISH PAPER - IV
B.Sc. - Visual Communication	15LFRE41	FRENCH PAPER - IV
B.Sc. - Visual Communication	15LHIN41	HINDI PAPER - IV
B.Sc. - Visual Communication	15LTAM41	TAMIL PAPER - IV
B.Sc. - Visual Communication	15PBVC41	PRACTICAL - MULTIMEDIA
B.Sc. - Visual Communication	15PBVC42	PRACTICAL - WEB DESIGN
B.Sc. - Visual Communication	15UGE513	INTERNET BASICS
B.Sc. - Visual Communication	15BPD251	PERSONALITY DEVELOPMENT - I
B.Sc. - Visual Communication	15CBVC51	MEDIA, CULTURE AND SOCIETY

B.Sc. - Visual Communication	15CBVC52	DOCUMENTARY FILMMAKING
B.Sc. - Visual Communication	15IBVC51	MEDIA INTERNSHIP - I
B.Sc. - Visual Communication	15PBVC51	PRACTICAL - TELEVISION PRODUCTION PRACTICE
B.Sc. - Visual Communication	15PBVC52	PRACTICAL - 3D ANIMATION
B.Sc. - Visual Communication	15PBVC53	PRACTICAL - ART DIRECTION
B.Sc. - Visual Communication	15PBVC54	PRACTICAL - CREATIVE VIDEO EDITING
B.Sc. - Visual Communication	15UGE531	APPRECIATION OF KARNATIC MUSIC
B.Sc. - Visual Communication	15CBVC61	MEDIA ORGANISATION
B.Sc. - Visual Communication	15CBVC62	MEDIA ETHICS
B.Sc. - Visual Communication	15IBVC61	MEDIA INTERNSHIP - II
B.Sc. - Visual Communication	15NSS256	NSS - II
B.Sc. - Visual Communication	15PBVC61	PRACTICAL - DOCUMENTARY FILM PRACTICE
B.Sc. - Visual Communication	15PBVC62	PRACTICAL - JINGLE PRODUCTION
B.Sc. - Visual Communication	15PBVC63	PRACTICAL - VISUAL EFFECTS
B.Sc. - Visual Communication	15PBVC64	PRACTICAL - PRODUCT PHOTOGRAPHY
B.Sc. - Visual Communication	15UGE540	EXCEL
B.Sc. - ANIMATION	15BAN001	HISTORY OF ANIMATION
B.Sc. - ANIMATION	15BAN002	INTRODUCTION TO FILM STUDIES
B.Sc. - ANIMATION	15BAN003	PRACTICAL - BASICS OF DRAWING
B.Sc. - ANIMATION	15BAN004	PRACTICAL - GRAPHIC DESIGN

B.Sc. - ANIMATION	15LEN001	ENGLISH PAPER - I
B.Sc. - ANIMATION	15LFR001	FRENCH PAPER - I
B.Sc. - ANIMATION	15LHN001	HINDI PAPER - I
B.Sc. - ANIMATION	15LTA001	TAMIL PAPER - I
B.Sc. - ANIMATION	15NSS255	NSS - I
B.Sc. - ANIMATION	15BAN005	INTRODUCTION TO ANIMATION CONCEPTS
B.Sc. - ANIMATION	15BAN006	COLOR THEORY
B.Sc. - ANIMATION	15BAN007	PRACTICAL - ANATOMY STUDY
B.Sc. - ANIMATION	15BAN008	PRACTICAL - CLAY MODELING
B.Sc. - ANIMATION	15LEN002	ENGLISH PAPER - II
B.Sc. - ANIMATION	15LFR002	FRENCH PAPER - II
B.Sc. - ANIMATION	15LHN002	HINDI PAPER - II
B.Sc. - ANIMATION	15LTA002	TAMIL PAPER - II
B.Sc. - ANIMATION	15CBAN31	CONTENT DEVELOPMENT
B.Sc. - ANIMATION	15LENG31	ENGLISH PAPER - III
B.Sc. - ANIMATION	15LFRE31	FRENCH PAPER - III
B.Sc. - ANIMATION	15LHIN31	HINDI PAPER - III
B.Sc. - ANIMATION	15LTAM31	TAMIL PAPER - III
B.Sc. - ANIMATION	15PBAN31	PRACTICAL - 2D ANIMATION
B.Sc. - ANIMATION	15PBAN32	PRACTICAL - BASICS OF 3D MODELING AND TEXTURING

B.Sc. - ANIMATION	15PBAN33	PRACTICAL - AUDIO VIDEO EDITING
B.Sc. - ANIMATION	15PBAN34	PRACTICAL - MATTE PAINTING
B.Sc. - ANIMATION	15UGE513	INTERNET BASICS
B.Sc. - ANIMATION	15CBAN41	ANIMATION FILM MAKING TECHNIQUES
B.Sc. - ANIMATION	15CBAN42	BASICS OF VIDEOGRAPHY
B.Sc. - ANIMATION	15EVS041	ENVIRONMENTAL STUDIES
B.Sc. - ANIMATION	15LENG41	ENGLISH PAPER - IV
B.Sc. - ANIMATION	15LFRE41	FRENCH PAPER - IV
B.Sc. - ANIMATION	15LHIN41	HINDI PAPER - IV
B.Sc. - ANIMATION	15LTAM41	TAMIL PAPER - IV
B.Sc. - ANIMATION	15PBAN41	PRACTICAL - RIGGING AND ANIMATION
B.Sc. - ANIMATION	15PBAN42	PRACTICAL - STORY BOARD
B.Sc. - ANIMATION	15SNSS41	NSS - II
B.Sc. - ANIMATION	15UGE513	INTERNET BASICS
B.Sc. - ANIMATION	15BPD251	PERSONALITY DEVELOPMENT - I
B.Sc. - ANIMATION	15CBAN51	NEW MEDIA TECHNOLOGIES
B.Sc. - ANIMATION	15DBAN51	ACTING AND DIRECTION FOR ANIMATION
B.Sc. - ANIMATION	15IBAN51	MEDIA INTERNSHIP - I
B.Sc. - ANIMATION	15PBAN51	PRACTICAL - VISUAL EFFECTS
B.Sc. - ANIMATION	15PBAN52	PRACTICAL - LIGHTING AND RENDERING
B.Sc. - ANIMATION	15PBAN53	PRACTICAL - ADVANCED COMPOSITING

B.Sc. - ANIMATION	15PBAN54	PRACTICAL - WEB DESIGN
B.Sc. - ANIMATION	15UGE507	OFFICE AUTOMATION
B.Sc. - ANIMATION	15CBAN61	ANIMATION PRODUCTION CONCEPTS
B.Sc. - ANIMATION	15CBAN62	SHOOTING TECHNIQUES AND SPECIAL EFFECTS
B.Sc. - ANIMATION	15IBAN61	MEDIA INTERNSHIP - II
B.Sc. - ANIMATION	15NSS257	NSS - III
B.Sc. - ANIMATION	15PBAN61	PRACTICAL - 3D SHOW REEL
B.Sc. - ANIMATION	15PBAN62	PRACTICAL - PRODUCT PHOTOGRAPHY
B.Sc. - ANIMATION	15PBAN63	PRACTICAL - COLOUR GRADING
B.Sc. - ANIMATION	15PBAN64	PRACTICAL - SCRIPT WRITING
B.Sc. - ANIMATION	15UGE501	COMMERCIAL ART
M.Sc. - Visual Communication	17CMVC11	APPROACHES TO HUMAN COMMUNICATION
M.Sc. - Visual Communication	17CMVC12	THEORIES OF VISUAL ANALYSIS
M.Sc. - Visual Communication	17CMVC13	UNDERSTANDING FILM SEMIOTICS
M.Sc. - Visual Communication	17PMVC11	PRACTICAL - GRAPHICAL ARTS - I
M.Sc. - Visual Communication	17PMVC12	PRACTICAL - CREATIVE ILLUSTRATION
M.Sc. - Visual Communication	17PMVC13	PRACTICAL - AUDIOGRAPHY
M.Sc. - Visual Communication	17PMVC14	PRACTICAL - COLOR GRADING
M.Sc. - Visual Communication	17CMVC21	TELEVISION PRODUCTION
M.Sc. - Visual Communication	17CMVC22	CONTEMPORARY TRENDS IN SOCIAL MEDIA

M.Sc. - Visual Communication	17CMVC23	ADVERTISING MANAGEMENT
M.Sc. - Visual Communication	17PMVC21	PRACTICAL - GRAPHICAL ARTS - II
M.Sc. - Visual Communication	17PMVC22	PRACTICAL - TELEVISION PRODUCTION - I (PSA AND COMMERCIAL AD)
M.Sc. - Visual Communication	17PMVC23	PRACTICAL - ART OF STORYBOARD
M.Sc. - Visual Communication	17PMVC24	PRACTICAL - APPLIED PHOTOGRAPHY
M.Sc. - Visual Communication	17SNSS21	NSS
M.Sc. - Visual Communication	17PGE501	INTERNET BASICS
M.Sc. - Visual Communication	17CMVC31	MEDIA LAWS AND ETHICS
M.Sc. - Visual Communication	17CMVC32	WRITING FOR MEDIA
M.Sc. - Visual Communication	17IMVC31	MEDIA INTERNSHIP - I
M.Sc. - Visual Communication	17PMVC31	PRACTICAL - GRAPHICS ARTS - III
M.Sc. - Visual Communication	17PMVC32	PRACTICAL - IMAGE MAKING AND REPRESENTATION
M.Sc. - Visual Communication	17PMVC33	PROJECT A - TELEVISION PRODUCTION (FICTION)
M.Sc. - Visual Communication	17PMVC34	PRACTICAL - SCREEN WRITING
M.Sc. - Visual Communication	17PMVC35	PRACTICAL - DIRECTING THE ACTOR
M.Sc. - Visual Communication	17PGE502	OFFICE AUTOMATION
M.Phil. - Visual Communication	16CRVCA1	COMMUNICATION RESEARCH METHODOLOGY
M.Phil. - Visual Communication	16CRVCB1	VISUAL ANALYSIS
M.Phil. - Visual Communication	16ERVCC1	SPECIALISATION PAPER
M.Phil. - Visual Communication	16RRVCA2	THESIS - VIVA VOCE