



**ST. JOSEPH'S COLLEGE, BANGALORE
BA (VISUAL COMMUNICATION)
COURSE SYLLABUS**

**ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE
BA (VISUAL COMMUNICATION)**

CREDIT STRUCTURE FOR BA(VISUAL COMMUNICATION)

I – III SEMESTER					
	T/P	NUMBER OF TEACHING HR PER WEEK	CREDIT	TOTAL CREDITS	TOTAL CREDITS IN ALL SEMESTERS
General English	T	4	3	24	24X3 = 72
Language	T	4	3		
Subject 1	T	4	4		
Subject 2	T	4	4		
Subject 3	T	4	4		
Subject 4	T	4	4		
Subject 1	P	2	1		
Subject 2	P	2	1		
IV SEMESTER					
General English	T	4	3	26	26
Language	T	4	3		
OE	T	2	2		
OE	T	2	2		
Subject 1	T	4	4		
Subject 2	T	4	4		
Subject 3	T	4	4		
Subject 4	T	2	2		
Subject 1	P	2	1		
Subject 2	P	2	1		
INTERNSHIP					
V SEMESTER					
Subject 1	T	4	4	19	19
Subject 2	T	4	4		
Subject 3	T	4	4		
Subject 4	T	4	4		
Subject 1	P	2	1		
Subject 2	P	2	1		
Subject 3	P	2	1		
VI SEMESTER					
Subject 1	T	2	2	20	20
Subject 2	T	4	4		
Subject 3	T	4	4		
Subject 4	T	2	2		
Subject 1	P	2	1		
Subject 2	P	2	1		
Subject 3	Project		4		
Subject 4	Research		2		
TOTAL CREDITS IN LANGUAGES, ENGLISH AND SUBJECTS					137

COURSE STRUCTURE

I SEMESTER			
CODE	SUBJECT	SCHEME	CREDITS
VC 1118	Introduction to Communication	Theory	4
VC 1218	Theories of Visual Communication	Theory	4
VC 1318	Narrative Story Telling	Theory	4
VC 1418	Writing Skills	Theory	4
VC 1P1	Visual Literacy and Drawing (Practical)	Practical	1
VC 1P2	Writing Skills (Practical)	Practical	1
II SEMESTER			
	SUBJECT	SCHEME	CREDITS
VC 2118	Photography I	Theory	4
VC 2218	Visual Design	Theory	4
VC 2320	Basics of Animation	Theory	4
VC 2418	History of Visual Arts	Theory	4
VC2P1	Photography -I (Practical)	Practical	1
VC2P2	Visual Design (Practical)	Practical	1
III SEMESTER			
	SUBJECT	SCHEME	CREDITS
VC 3119	Photography II	Theory	4
VC 3219	Elements of Cinema	Theory	4
VC 3319	Film History	Theory	4
VC 3419	Branding	Theory	4
VC3P1	Photography-II (Practical)	Practical	1
VC3P2	Branding (Practical)	Practical	1
IV SEMESTER			
	SUBJECT	SCHEME	CREDITS
	OPEN ELECTIVE	Theory	
VCOE4119	Reading Images		2
VCOE4219	Film Appreciation		2
VC 4119	Documentary Film Studies	Theory	4
VC 4219	Writing For Media	Theory	4
VC 4319	Research Skills	Theory	2
VC 4419	Indian Cinema	Theory	4
VC 4P1	Documentary Film Making (Practical)	Practical	1
VC 4P2	Writing For Media (Practical)	Practical	1
	Internship		
V SEMESTER			
	SUBJECT	SCHEME	CREDITS
VC 5120	Sound Design	Theory	4
VC 5220	Advertising	Theory	4
VC 5320	Script Writing	Theory	4
VC 5420	New Media Production	Theory	4
VC 5P1	Advertising (Practical)	Practical	1

VC 5P2	Sound Design (Practical)	Practical	1
VC 5P3	Digital Film Making (Practical)	Practical	1
	VI SEMESTER		
	SUBJECT	SCHEME	CREDITS
VC 6120	Television Production	Theory	2
VC 6220	Visual Aesthetics	Theory	4
VC 6320	Media Law and Ethics	Theory	4
VC 6420	Presentation Skills	Theory	2
VC6P1	Television Production (Practical)	Practical	1
VC6P2	Presentation Skills (Practical)	Practical	1
VC 6PR1	Project	Practical	4
VC 6PR2	Project Paper	Practical	2