

## B.Sc. (Hons) in Visual Communication with a minor in Artificial Intelligence Curriculum (2024 onwards)

### SEMESTER 1

Course Code	Course Title	L T P	Cr
24ENG101	English I	2 0 0	2
	Language Paper I	2 0 0	2
24VMC101	Communication - Theories and Models	2 1 0	3
24CSA106	Information and Computer Technology	3 0 0	3
24VMC102	Photography and Photo Journalism	2 1 0	3
24VMC181	Graphic Designing Practice	0 2 4	4
24VMC182	Photography Practice	0 1 2	2
22ADM101	Foundations of Indian Heritage	2 0 1	2
22AVP103	Mastery Over Mind (MAOM)	1 0 2	2
24CSA107	Introduction to Artificial Intelligence	2 0 0	2
	<b>TOTAL</b>		<b>25</b>

### SEMESTER 2

Course Code	Course Title	L T P	Cr
24ENG111	English II	1 0 2	2
	Language Paper II	2 0 0	2
24VMC111	Writing for Print Media	2 2 0	4
24VMC112	Digital Audio-Video Production	2 2 0	4
24VMC183	Digital Illustration and Design Practice Lab	0 2 2	3
24VMC184	Digital Audio-Video Production Lab	0 2 4	4
24VMC113	AI and Media	2 2 0	4
22ADM111	Glimpses of Glorious India	2 0 1	2
24CUL100	IAM Tech		P/F
	<b>TOTAL</b>		<b>25</b>

**SEMESTER 3**

<b>Course Code</b>	<b>Course Title</b>	<b>L T P</b>	<b>Cr</b>
23LSK201	Life Skills I	1 0 2	2
24VMC201	Broadcast Journalism	3 0 0	3
24VMC281	Broadcast Journalism Practice	0 2 2	3
24VMC282	Web Design and Development Practice	0 2 4	4
24CSA207	Machine Learning for Media	2 2 0	4
24VMC202	Principles of Advertising and Brand Communication	3 0 0	3
24VMC203	Social Psychology	3 0 0	3
24CUR201	Current Affairs and Analysis I	0 1 2	2
	Amrita Value Programme I	1 0 0	1
	<b>TOTAL</b>		<b>25</b>

**SEMESTER 4**

<b>Course Code</b>	<b>Course Title</b>	<b>L T P</b>	<b>Cr</b>
23LSK211	Life Skills II	1 0 2	2
24VMC211	Film Studies and Analysis	2 2 0	4
	Elective A		3
24VMC213	Generative AI in media production	2 2 0	4
24VMC212	UI/UX Design	2 1 0	3
24VMC283	UI/UX Design Lab	0 2 2	3
24ENV200	Environmental Science and Sustainability	3 1 0	4
24CUR211	Current Affairs and Analysis II	0 1 2	2
	Amrita Value Programme II	1 0 0	1
			<b>26</b>

**SEMESTER 5**

<b>Course Code</b>	<b>Course Title</b>	<b>L T P</b>	<b>Cr</b>
24VMC301	Public Relations and Corporate Communication	3 0 0	3
	Elective B		3
24VMC390* /24VMC397	Live-in-Lab* / Open Elective/MOOC <sup>##</sup>	3 0 0	3
24VMC381	AI in Media Production Lab I	0 2 4	4
23LSK301	Life Skills III	1 0 2	2
24VMC382	Film Editing Techniques and Practices	0 2 2	3
24VMC383	Film Direction and Screenplay Writing Practice	0 2 2	3
	<b>TOTAL</b>		<b>21</b>

**SEMESTER 6**

<b>Course Code</b>	<b>Course Title</b>	<b>L T P</b>	<b>Cr</b>
24VMC311	Policy, Practice and Ethics: Media Case Studies	3 0 0	3
	Elective C		3
24VMC384	AI in Media Production Lab II	0 2 4	4
24VMC385	AI and the Law	0 2 4	4
24VMC386	2D Animation Production Lab	0 2 2	3
24VMC387	Digital Media Marketing Practice	0 2 2	3
24VMC398	Internship		2
	<b>TOTAL</b>		<b>22</b>

**SEMESTER 7**

<b>Course Code</b>	<b>Course Title</b>	<b>L T P</b>	<b>Cr</b>
24VMC401	Research Methodology	3 0 0	3
24VMC481	Generative AI projects Lab	0 2 4	4
24VMC402	Media Management and Operations	2 1 0	3
	Elective D		3
24VMC482	Interactive Media and AI	0 2 2	3
24VMC483	Lab Journal Production	0 2 2	3
24VMC496	Public Relations and Corporate Communication Campaign	0 2 2	3
	<b>TOTAL</b>		<b>22</b>

**SEMESTER 8**

<b>Course Code</b>	<b>Course Title</b>	<b>L T P</b>	<b>Cr</b>
24VMC498	Internship		2
24VMC497	Portfolio Presentation		4
24VMC499	Capstone Project in Visual Communication and AI		12
	<b>TOTAL</b>		<b>18</b>

## ELECTIVES

### ELECTIVE A (any one)

Course Code	Course Title	L T P	Cr
24VMC231	Data Journalism	2 1 0	3
24VMC232	Health Communication	2 1 0	3
24VMC233	Integrated marketing Communication	2 1 0	3
24VMC234	Screenplay writing for video production	2 1 0	3
24VMC235	Development Communication	2 1 0	3

### ELECTIVE B (any one)

24VMC331	Environmental Communication	2 1 0	3
24VMC332	Introduction to Typography	2 1 0	3
24VMC333	Media & Gender Studies	2 1 0	3
24VMC334	Visualization Techniques for film Making	2 1 0	3
24VMC335	Event Management	2 1 0	3

### ELECTIVE C (any one)

24VMC341	Advanced Photography Lab	0 1 4	3
24VMC342	Copy Writing for Advertising Practice	0 1 4	3
24VMC343	Development-Communicational Video Production Lab	0 1 4	3
24VMC344	Technical and Professional Writing for Media Practice	0 1 4	3

### ELECTIVE D (any one)

24VMC431	Art Direction for Advertising Practice	0 1 4	3
24VMC432	Film Appreciation and Analysis Lab	0 1 4	3
24VMC433	Niche Journalism Practice	0 1 4	3
24VMC434	Titling & VFX Lab	0 1 4	3

## Languages

### Paper I

Course Code	Course Title	L T P	Cr
24MAL101	Malayalam I	2 0 0	2
24HIN101	Hindi I	2 0 0	2
24KAN101	Kannada I	2 0 0	2
24SAN101	Sanskrit I	2 0 0	2
24TAM101	Tamil I	2 0 0	2
24ENG100	Additional English I	2 0 0	2

### Paper II

Course Code	Course Title	L T P	Cr
24MAL111	Malayalam II	2 0 0	2
24HIN111	Hindi II	2 0 0	2
24KAN111	Kannada II	2 0 0	2
24SAN111	Sanskrit II	2 0 0	2
24TAM111	Tamil II	2 0 0	2
24ENG110	Additional English II	2 0 0	2

**AMRITA VALUE PROGRAMMES FOR UG PROGRAMMES**

<b>Course Code</b>	<b>Title</b>	<b>L-T-P</b>	<b>Credits</b>
22ADM201	Strategic Lessons from Mahabharata	1-0-0	1
22ADM211	Leadership from Ramayana	1-0-0	1
22AVP210	Kerala Mural Art and Painting	1-0-0	1
22AVP201	Amma's Life and Message to the modern world	1-0-0	1
22AVP204	Lessons from the Upanishads	1-0-0	1
22AVP205	Message of the Bhagavad Gita	1-0-0	1
22AVP206	Life and Message of Swami Vivekananda	1-0-0	1
22AVP207	Life and Teachings of Spiritual Masters of India	1-0-0	1
22AVP208	Insights into Indian Arts and Literature	1-0-0	1
22AVP213	Traditional Fine Arts of India	1-0-0	1
22AVP214	Principles of Worship in India	1-0-0	1
22AVP215	Temple Mural Arts in Kerala	1-0-0	1
22AVP218	Insights into Indian Classical Music	1-0-0	1
22AVP219	Insights into Traditional Indian Painting	1-0-0	1
22AVP220	Insights into Indian Classical Dance	1-0-0	1
22AVP221	Indian Martial Arts and Self Defence	1-0-0	1
22AVP209	Yoga and Meditation	1-0-0	1

**Four-year B.Sc. (Hons) in Visual Communication with a minor in AI in accordance with National Education**

<b>Sl. No.</b>	<b>Course Type</b>	<b>Number of Courses</b>	<b>Total Credits</b>	<b>%</b>
<b>1</b>	Discipline Specific Courses (DSC)	23	72	38.92
<b>2</b>	Minor Stream	9	33	17.84
<b>3</b>	Discipline Specific Elective (DSE)	4	12	6.49
<b>4</b>	Multidisciplinary (MDC)	3	10	5.41
<b>5</b>	Ability Enhancement Course (AEC)	4	8	4.86
<b>6</b>	Skill Enhancement Courses (SEC)	6	14	7.57
<b>7</b>	Value Added Courses common for all UG (VAC)	5	12	6.49
<b>8</b>	Field Based Learning	1	3	1.62
<b>9</b>	Summer Internship	2	4	2.16
<b>10</b>	Research Project / Dissertation	2	16	8.65
<b>11</b>	<b>Total</b>	<b>58</b>	<b>184</b>	<b>100</b>

## Semester wise Course Structure

Sem	DSC	DSE	Minor	MDC	AEC	SEC	VAC	FBL	Total	Total Credit
<b>I</b>	3		1	1	2	1	2		10	25
<b>II</b>	3		1		2	1	1		8	25
<b>TOTAL</b>									<b>50</b>	
<b>III</b>	3		1	2		2	1		9	25
<b>IV</b>	4	1	1			1	1		8	26
<b>TOTAL</b>									<b>101</b>	
<b>V</b>	3	1	1			1		1	7	21
<b>VI</b>	3	1	2						6	22
<b>Students who want to undertake 3-year UG programme will be awarded UG Degree in the relevant Discipline /Subject upon securing 120 credits</b>									<b>144</b>	
<b>VII</b>	4	1	2						7	22
<b>VIII</b>						3			3	18
<b>Total</b>	<b>23</b>	<b>4</b>	<b>9</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>1</b>	<b>58</b>	<b>184</b>