

**MANONMANIUM SUNDARANAR
UNIVERSITY, TIRUNELVELI- 12
UG COURSES – AFFILIATED COLLEGES**

**B.Sc.,
VISUAL COMMUNICATION**

SYLLABUS

**As per the Model Syllabus From
TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION
CHENNAI – 600 005**

**FROM THE ACADEMIC YEAR
2026-2027**

OUTCOME BASED EDUCATION (CHOICE BASED CREDIT SYSTEM)

VISION OF THE UNIVERSITY

- To provide quality education to reach the un-reached

MISSION OF THE UNIVERSITY

- To conduct research, teaching and outreach programmes to improve conditions of human living.
- To create an academic environment that honors women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity.
- To offer a wide variety of off-campus educational and training programs, including the use of Information Technology to individuals and groups.
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development.
- To provide quality/ inclusive education, especially for the rural and unreached segments of economically downtrodden students including women, socially oppressed and differently abled.

MISSION STATEMENT OF THE PROGRAMME:

- To provide quality and holistic training in the field of Communication and Media
- To facilitate professional formation by orientating possible innovative practices
- To assist collective and corporate organizations in effective utilization of media applications

VISION STATEMENT OF THE PROGRAMME:

To emerge as a global institution of media education and training by providing unique learning experience by facilitating preeminent resources ensuring sensible communication dissemination through the media by effectively employing context specific technologies.

OUTCOME BASED EDUCATION (CHOICE BASED CREDIT SYSTEM) GUIDELINES AND REGULATIONS FOR UNDER GRADUATE PROGRAMME	
Programme:	B.Sc., Visual Communication
Programme Code:	
Duration:	UG - 3 Years

Programme Educational Outcomes:	In alignment with the Vision and Mission of the University, the following have been defined as the PEO for the graduates PEO 1: Developing strong positive attitude to learn independently the concepts in the field of study PEO 2: Ensuring confidence among the learners to apply the knowledge and skills gained to solve real life issues PEO 3: Habituating ethical values among the learners to succeed in personal and professional life
Programme Outcomes:	After the successful completion of Undergraduate Programme from the University, the learner should be able to PO 1: Impart the basic knowledge of Visual Communication and the related avenues of this area. PO 2: Develop the student into skillful, competitive, and responsible professionals for media industry PO 3: Empower learners by soft skills, media skills and life skills. PO 4: Impart media literacy and competency with new media technologies PO 5: Inculcate the student with values, ethics, and legal knowledge of Indian and global media scenario PO 6: To become an enterprising, enthusiastic and creative media professional PO 7: Ability to design, develop and produce media content on a wide range of topic
Programme Specific Outcomes	Upon completion of this undergraduate programme (BSc) in Visual Communication the student shall: PSO 1: Employ creativity individually or collectively in media centered careers and execute action research in techno savvy and eco-friendly approaches in media PSO 2: Explore, educate, and equip themselves in this media centered century PSO 3: Become ethically committed media professionals and entrepreneurs adhering to the human values PSO 4: Contribute to the upliftment of society by utilizing media laws, media ethics and media education PSO 5: Acquire the understanding of importance of cooperation and Teamwork PSO 6: Learners will be adept at producing fictional, non-fictional and information- oriented content using cutting-edge tools and creative strategies PSO 7: Learners will gain procedural knowledge to practice a wide range of skills the domain of computer graphics, multimedia design and visual effects

COURSE OUTCOMES (CO)

Four Course Outcomes (COs) for each course that can be achieved by the learners on completion of that particular course are as follows:

Considering outcomes related to

- K1 and K2 level of evaluation in all the Units as CO1
- K3 level of evaluation in all the Units as CO2
- K4 level of evaluation in all the Units as CO3
- K5 and K6 level of evaluation in all the Units as CO4.

All the COs proposed in each of the courses should be mapped with POs based on the relevance.

Level of Correlation between COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs) can be carried out accordingly, assigning the appropriate level in the grids:

B Sc (Visual Communication)	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	Total Score
PSO 1	3	3	2	2	3	3	2	18
PSO 2	3	3	3	3	3	2	3	20
PSO3	2	3	2	3	3	1	3	17
PSO 4	2	3	2	3	3	2	3	18
PSO 5	3	3	3	3	3	2	3	20
PSO 6	1	3	3	3	3	1	2	16
PSO 7	2	3	3	3	3	1	2	17
Total score of all courses contributing to PSO	16	21	18	20	21	12	18	126

PRACTICAL LAB REQUIREMENTS		
S. No.	Subject	Requirements
1	Design (Graphics/Animation/VFX/Web)	High Speed Internet & Computers with Design Software Application – Commercial/Freeware/AI Design tools
2	Film Screening	Screening facility (HD Projector/ Big HD TV Screen) with High-Speed Internet. Collection of Classical movies (Indian & World Cinema)
3	Photo & Videography	HD Still and Video cameras with all necessary accessories for production – Indoor and Outdoor
4	Audio & Video Editing	High Speed Internet & Computers with A/V Editing Software Application – Commercial/Freeware/AI Design tools

Note: For Visual Communication Course it is mandatory that every Lecture Hall must be equipped with Smart Board or HD Projector

**Choice Based Credit System (CBCS), Outcome Based Education (OBE) Guideline Based
Credit and Hours Distribution System for all UG courses including Lab Hours**

B.Sc. Visual Communication

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course (skill enhancement)	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	4
Part-3	Core Courses & Elective Courses including laboratory if any [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	1	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	1	2
	NAAN MUTHALVAN or Alternative Paper for Re-appears of NM	2	2
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory if any [in Total]	13	12
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	2
	E.V.S	2	2
	NAAN MUTHALVAN or Alternative Paper for Re-appears of NM	2	2
		24	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory if any [in Total]	13	12
Part-4	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	1	2
	Value Education	2	2
	NAAN MUTHALVAN or Alternative Paper for Re-appears of NM	2	2
		24	30

Third Year -Semester-V

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	21	28
Part-4	NAAN MUTHALVAN or Alternative Paper for Re-appears of NM	2	2
	Internship / Industrial Visit / Field Visit / Field Work (any other Knowledge updating activity) etc.,	2	-
		25	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses /Elective Based / Project if any / Lab if any	18	28
Part-4	NAAN MUTHALVAN or Alternative Paper for Re-appears of NM	2	2
Part- 5	Extension Activity	1	--
		21	30

Credit Distribution for UG Programme in Visual Communication

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language	3	2.1. Language	3	3.1. Language	3	4.1. Language	3	5.1. Core Course CC9	4	6.1. Core Course CC13	4
1.2. English	3	2.2. English	3	3.2. English	3	4.2. English	3	5.2. Core Course CC10	4	6.2. Core Course CC14	4
1.3. Core Course CC1	5	2.3. Core Course CC3	5	3.3. Core Course CC5	5	4.3. Core Course CC7	5	5.3. Core Course CC11	4	6.3. Core Course CC15	4
1.4. Core Course CC2	5	2.4. Core Course CC4	5	3.4. Core Course CC6	5	4.4. Core Course CC8	5	5.4. Core/Project CC12	3	6.4. Elective EC7	3
1.5. Elective EC1	3	2.5. Elective EC2	3	3.5. Elective EC3	3	4.5. Elective EC4	3	5.5. Elective EC5	3	6.5. Elective EC8	3
1.6. Skill Enhancement Course SEC1	2	2.6. Skill Enhancement Course SEC2	1	3.6. Skill Enhancement Course SEC4	1	4.6. Skill Enhancement Course SEC5	1	5.6. Elective EC6	3	6.6. Naan Mudhalvan	2
1.7. Skill Enhancement (Foundation Course)	2	2.7. Skill Enhancement Course SEC3	1	3.7. EVS	2	4.7. Value Education	2	5.7. Naan Mudhalvan	2	6.7. Extension Activity	1
-	-	2.8. Naan Mudhalvan 1	2	3.8. Naan Mudhalvan 2	2	4.8. Naan Mudhalvan 3	2	5.8. Internship	2		
-	-	-	-								
	23		23		24		24		25		21

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	21	18	91
Part IV	4	4	5	5	4	2	24
Part V	-	-	-	-	-	1	1
Total	23	23	24	24	25	21	140

*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

Measurement of attainment of course outcome:

The Course Outcomes (COs) are measured through the performance of learners by direct and indirect assessment methods for that particular course.

i. Internal Assessment (25 Marks)

Tests – 20 Marks

Seminar / Attention (Participation) in Class – 5 Marks

ii. Semester End Examinations (75 Marks)

Written exams, Practical, Project report, and Comprehensive Viva Voce

Note: In both Internal and Semester End Examinations

Lower Order Thinking (K1, K2, & K3) – 60 % in each part

Higher Order Thinking (K4, K5, & K6) – 40 % in each part

Semester End Examination Question Paper Pattern for the Theory Papers

- The Maximum Marks for Semester End Examination is 75 for UG.
- The question paper shall have three Parts with the maximum of 75 marks for three hours with the following break-up.

Part-A

Part-A shall contain **ten** Multiple Choice Questions drawn from all the units on the basis of two questions from each unit. Each question shall carry one mark (10×1 = 10 Marks). Answer all the questions.

Part-B

Part-B shall contain five either or type questions drawn from all the 5 units. One either or type question from each unit. Each question shall carry 5 marks ($5 \times 5 = 25$ Marks). Answer all the questions.

Part-C

Part-C shall contain **five** either or type questions drawn from all the 5 units. One either or type question from each unit. Each question shall carry 8 marks ($5 \times 8 = 40$ Marks). Answer all the questions.

Marks for Practical's

- The Maximum Marks for Practical Examination is 100 for UG.
- External Mark 50 Marks
- Internal Mark 50 Marks.

Passing Minimum

The candidate shall be declared to have passed the examination if the candidates secure not less than 30 marks out of 75 marks in the semester examination in each theory course and in total (CIA mark + Theory Exam mark) not less than 40 marks.

The candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total (CIA mark + Practical Exam mark) with minimum of 20 marks out of 50 marks in the Practical Exam conducted by the University. There is no passing minimum for the record notebook. However, submission of the record notebook is necessary.

Candidate who does not obtain the required minimum marks for a pass in a Course/Practical shall be declared Re-Appear (RA) and the candidate has to appear and pass the same at a subsequent appearance.

Eligibility:

10+2 pass in any group from the Board of Higher Secondary Examination, Government of Tamil Nadu. Those candidates who have studied through any other State Board of Examination other than Board of Higher Secondary School of Examination, Government of Tamil Nadu need to get an Eligibility Certificate if they wish to join in this University or its affiliated institutions. The Eligibility Certificate needs to be submitted to the institutions at the time of joining the course.

Duration of the course:

B. Sc Visual Communication is a three years full time programme spreads over six semesters.

CREDIT DISTRIBUTION FOR THREE YEAR UG PROGRAMME			
		No. of Papers	Credits
Part I	Tamil (3 Credits)	4	12
Part II	English (3 Credits)	4	12
Part III	Core Courses (5 or 4 Credits)	15	67
	Elective Courses: Generic / Discipline Specific (3 Credits)	8	24
Total			115
Part IV	Skill Enhancement Course (2 or 1 Credits)	5	6
	Foundation Course (Skill Enhancement)	1	2
	EVS (2 Credits)	1	2
	Value Education (2 Credits)	1	2
	NAAN MUTHALVAN or Alternative Paper for Re-appears of NM	5	10
	Internship / Industrial Visit / Field Visit / Field Work etc., (Any Knowledge updating activity)	1	2
Part V	Extension Activity (NSS / NCC / Physical Education)	1	1
Part IV Credits			24
Part V Credits			1
Total Credits for the UG Programme			140

**Curriculum Structure for BSc Visual Communication
First Semester**

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part I	Language	3	6	75	25	100
Part II	English	3	6	75	25	100
Part III Core Course CC-I	Introduction to Human Communication (Theory)	5	5	75	25	100
Part III Core Course CC-II	Graphic Design with AI (Practical)	5	5	50	50	100
Part III Discipline Specific Elective DSE-I	AI Media Writing Lab (Practical))	3	4	50	50	100
Part IV Skill Enhancement Course (SEC)-1	Digital Graphic Design (Theory)	2	2	75	25	100
Part IV Skill Enhancement Foundation Course (SEFC) (Discipline Specific)	Visual Arts and Aesthetics (Theory)	2	2	75	25	100
	Total	23	30			

Second Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part I	Language	3	6	75	25	100
Part II	English	3	4	75	25	100
Part III Core Course CC-III	Film Production Design (Theory)	5	5	75	25	100
Part III Core Course CC-IV	Photography and AI Image Editing (Practical)	5	5	50	50	100
Part III Discipline Specific Elective- (DSE)-II	Digital Content Creation - 1 (Practical)	3	4	50	50	100
Part IV Skill Enhancement Course (SEC)-2 (Discipline Specific):	Story Development and Script Writing (Theory)	1	2	75	25	100
Part IV Skill Enhancement Course (SEC)-3	Photography (Theory)	1	2	75	25	100
Part IV Ability Enhancement Compulsory Course (AECC)-1	Naan Muthalvan or Alternative Paper for Re-appears of NM	2	2	-	-	-
	Total	23	30			

Third Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part I	Language	3	6	75	25	100
Part II	English	3	6	75	25	100
Part III Core Course CC-V	Sound Design (Theory)	5	4	75	25	100
Part III Core Course CC-VI	Advertising Photography (Practical)	5	4	50	50	100
Part III Discipline Specific Elective-DSE--III	Camera Direction (Practical)	3	4	50	50	100
Part IV Skill Enhancement Course (SEC)-4 (Discipline Specific)	Animation Studies (Theory)	1	2	75	25	100
Part IV Value Education (EVS)	EVS	2	2	75	25	100
Part IV Ability Enhancement Compulsory Course (AECC)-2	Naan Muthalvan or Alternative Paper for Reappearers of NM	2	2	-	-	-
	Total	24	30			

Fourth Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part I	Language	3	6	75	25	100
Part II	English	3	6	75	25	100
Part III Core Course CC-VII	Introduction to Design Thinking (Theory)	5	4	75	25	100
Part III Core Course CC-VIII-	Social Media Marketing (Theory)	5	4	75	25	100
Part III Discipline Specific Elective-DSE-IV	Digital Content Creation - 2 (Practical)	3	4	50	50	100
Part IV Skill Enhancement Course (SEC)-5 (Discipline Specific)	Video Editing	1	2	75	25	100
Part IV	Environmental Studies	2	2	75	25	100

Value Education (EVS)						
Part IV Ability Enhancement Compulsory Course (AECC)-3	Naan Muthalvan or Alternative Paper for Reappears of NM	2	2	-	-	-
	Total	24	30			

Fifth Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ext.	Int.	Total
Part III Core Course CC-IX	Film Forms and Narratives (Theory)	4	5	75	25	100
Part III Core Course CC-X-	Advertising and Brand Communication (Theory)	4	5	75	25	100
Part III Core Course CC-XI	Animated Graphic Design (Theory)	4	5	75	25	100
Part III Core Course CC-XII	Digital Filmmaking (Project with Viva-Voce)	3	5	50	50	100
Part III Discipline Specific Elective- DSE-V	Media Culture & Society/Digital Media Production/ Google Analytics	3	4	75	25	100
Part III Discipline Specific Elective- DSE-VI	Web Journalism/ Development Communication/ Constitution and Media Laws	3	4	75	25	100
Part IV Summer Internship /Industrial Training	Internship/Industrial and Field Visit/Knowledge updating Activity	2	-	-	-	100
Part IV Ability Enhancement Compulsory Course (AECC)-4	Naan Muthalvan or Alternative Paper for Reappears of NM	2	2	75	25	100
	Total	25	30			

Sixth Semester

Course Components	Subjects	Credits	Hours	Max. Marks		
				Ex	Int.	Total
Part III Core Course CC-XIII-	Mediated Communication (Theory)	4	6	75	25	100
Part III Core Course CC-XIV	Media Organisation (Theory)	4	6	75	25	100
Part III Core Course CC-XV	Documentary Filmmaking (Practical)	4	6	50	50	100
Part III	Communication Campaign Design / AI Video Generation	3	5	75	25	100

Discipline Specific Elective-DSE-VII	/Basics of Media Research					
Part III Discipline Specific Elective-DSE-VIII	Communication Theories/International Communication /Journalism	3	5	75	25	100
Part IV Ability Enhancement Compulsory Course (AECC)-5	Naan Muthalvan or Alternative Paper for Reappearers of NM	2	2	-	-	-
Part V Extension Activities	Extension Activity (NSS, NCC, YW, Sports etc.,)	1	-	50	50	100
	Total	21	30			
Total Credits and Hours		140	180			

List of Elective Papers (Colleges can choose any one of the papers from Elective V, VI, VII & VIII) for 5th and 6th semester only

	I	II	III
ELECTIVE V	Media Culture and Society	Digital Media Production	Google Analytics
ELECTIVE VI	Web Journalism	Development Communication	Constitution and Media Laws
ELECTIVE VII	Communication Campaign Design	AI Video Generation	Basics of Media Research
ELECTIVE VIII	Communication Theories	International Communication	Journalism

Internship:

*Internship/ Industrial and Field Visit/Knowledge Updating Activity (Any One) is mandatory for students of Visual Communication. (Internal 50: External 50). Student must submit a report along with the necessary document at the end of 5th semester which will be examined by external examiners.

Internship - 150 Hours minimum (**Based on their convenience students can divide and complete the total hours.**) Industrial and Field Visit – 10 Visits minimum. Knowledge Updating Activity – 10 client assignments minimum. **Further details are provided in 5th semester syllabus**

Project VIVA VOCE Examination:

- Internal 50 marks, External 50 Marks
- Group project report should be submitted
- External 50 marks will be evaluated by the External Examiner

Extension Activities:

- Internal 50 marks External 50 marks

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	INTRODUCTION TO HUMAN COMMUNICATION	Core-I	5	-	-	5	25	75	100
Learning Objectives									
The objectives of this course are: • To impart knowledge of the fundamentals of human communication. • To raise awareness of the evolutionary and biological foundations of human communication among students. • To be able to recognize various modes of communication and techniques for analyzing them. • To understand the differences between various levels of communication and define them. • To introduce learners to the nature, origins, evolution, and spread of communication at different levels of society.									
UNIT	Contents								No. of Hours
I	Human Communication Theories and Concepts: Communication- definition & concept; Need for communication; scope & functions of communication; types of communication; SMCR model of communication; barriers of communication								09
II	Evolutionary and Biological Basis Communication: A Very Brief Overview of Biological Basis of Communication. Vocal Communication and Speech-Human Voice-Human Tongue - Brief Overview of Neurological Basis of Communication.								09
III	Modes of Communication: Key Concepts in Nonverbal Communication (NVC)- Proxemics- Digital NVC -Visual Communication-Visual Perception - Semiotics- Social Semiotics - Written Forms of Communication. Literacy and Morality. Writing and Reading as a Technology and Practice								09
IV	Levels of Communication: - Overview of Interpersonal Communication-Theories of Interpersonal Communication - Group Communication-Theories of Group Communication								09
V	Persuasion : Key Concepts in Persuasion-Propaganda Attitude, Values -Theories of Persuasion- Social Judgement Theory- Elaboration Likelihood Model, Cognitive Dissonance								09
	Total								45

Course Outcomes								
On successful completion of the course, the student will be able to:								
CO1: Analyze various aspects of communication and articulate good communication principles.								
CO2: Analyze and interpret signals, language, and signs as well as other aspects of human communication.								
CO3: Demonstrate various modes of communication using message design principles.								
CO4: Determine criteria for appropriate message design by distinguishing multi-level communication flows.								
Text Books								
1. Theories of Human Communication, Little John S. W., & Foss, K. A., 2010, Tenth Edition. 2. Communication in Society. Alberts, J. K., Martin, J. N., & Nakayama, T. K. Pearson. Waveland Press, 2018.								
References								
1. Human Communication: The Basic Course. DeVito, J. A. Pearson, 2017. 2. Evolutionary Communication: An Introduction. Lull, J. Routledge 2019). 3. Human Communication: Motivation, Knowledge, and Skills., Morreale, S. P., Spitzberg, B. H., & Barge, J. K. Wadsworth. 2007.								

MAPPING:

Introduction to Human Communication								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

Introduction to Human Communication								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	GRAPHIC DESIGN WITH AI (PRACTICAL)	Core-II	-	-	5	5	50	50	100

Learning Objectives

The objectives of this course are:

- To develop practical skills in creating graphic designs
- To train students in generating creative visual content
- To understand the use of AI tools for print and digital design
- To improve design efficiency and workflow.
- To enable students to produce professional-level digital design outputs

Contents

Before the Practical class:

1. Students must be made aware of the following topics from original examples explaining the importance of **storytelling and composition**.
2. For AI Tools students must understand the Basic Design **Prompt Formula** - Design Type + Subject + Style + Colours + Typography + Audience + Size/Format or referring any AI powered chatbots

A graphic design prompt is a clear instruction given to an AI tool or designer to create a visual design. A good prompt should include the following elements:

- Subject – What should be designed? Example: Logo, poster, social media post, brochure, infographic.
- Purpose – Why is the design being created? Example: Brand promotion, event advertisement, educational awareness.
- Style – What visual style is required? Example: Minimalist, modern, vintage, corporate, futuristic, flat design.
- Color Scheme – Which colors should be used? Example: Blue and white, pastel colors, monochrome, vibrant colors.
- Typography – What type of text style is needed? Example: Bold sans-serif, elegant serif, handwritten font.
- Layout and Composition – How should elements be arranged? Example: Centered design, grid layout, asymmetrical composition.
- Target Audience – Who will view the design? Example: Students, professionals, children, social media users.
- Output Format – Where will the design be used? Example: Instagram post (1080×1080), A4 poster, website banner.

Example 1: Prompt - Design a poster for a college cultural festival. Use vibrant colors, modern typography, and an energetic layout.

Example 2: Prompt - Design an Instagram post promoting a digital marketing workshop. Use bright colors, bold text, and a professional look.

I Print Design (Commercial/Freeware/AI Tools – Canva, Adobe Firefly)

1. **Visiting Card Design:** Create a printable business card with name, logo, phone number, and email.
2. **Letterhead Design:** Design a professional letterhead with logo, address, and footer details.
3. **Certificate Design:** Create a participation certificate with border, title, and signature space.
4. **Flyer Design (A4):** Design an A4 flyer for an event, workshop, or promotion.
5. **Poster Design (A3/A4):** Create a printable poster with headline, image, and message.
6. **Invitation Card Design:** Design a birthday or wedding invitation card with event details.
7. **Brochure Design (Bi-Fold):** Create a simple bi-fold brochure for a college or business.
8. **Menu Card Design:** Design a restaurant/café menu with categories and pricing.
9. **Calendar Page Design:** Create a printable monthly calendar page with dates and notes section.
10. **Sticker / Label Design:** Design a product label or sticker sheet with logo and text.

II Digital Design (Commercial/Freeware/AI Tools – Canva, Adobe Firefly)

1. **Instagram Post Design:** Create a square Instagram post with image, heading, and short caption text.
 2. **Instagram Story Design:** Design a vertical Instagram story with background, sticker, and call-to-action.
 3. **Facebook Post Design:** Create a Facebook post promoting an event or product with date and details.
 4. **YouTube Thumbnail Design:** Design a thumbnail with bold text, photo, and high contrast layout.
 5. **YouTube Channel Banner Design:** Create a YouTube banner with channel name, tagline, and social media icons.
 6. **Digital Poster Design:** Design a digital awareness poster (health, education, environment).
 7. **Quote Post Design:** Create a motivational quote post using typography and gradient background.
 8. **Carousel Post Design (3 Slides):** Design a 3-slide carousel explaining tips or steps on a topic.
 9. **Logo Design (Basic):** Create a simple logo using icons, shapes, and text.
 10. **Event Announcement Design:** Design a digital event announcement poster with title, venue, date, and time.
- The Record Note must contain Visual Storytelling, Visual Composition and Copywriting Elements applied at the Left Page and Design Outputs at Right Page

- Student should attend seminars/workshops on aesthetic and technical areas in Graphic Design and AI Tools.

Suggested Continuous Assessment Components

Component	Marks
Class Participation and Attendance	10
Creativity and Originality	10
Design Principles and Layout	10
Technical Skills and Software Use	10
Graphic Design Prompt Writing	10
Internal Total	50

External Practical Examination (50 Marks)

Component	Marks
Semester Practical Test	15
Record Note and Output	30
Viva Voce / Presentation	05
External Total	50

Total Hours 60

Course Outcomes

On successful completion of the course, the student will be able to:

CO 1: Create professional graphic design outputs

CO 2: Apply AI-powered graphic design techniques

CO 3: Use AI tools to generate design layouts and creative elements

CO 4: Demonstrate efficient digital design workflow skills

References

1. Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada 1987
2. Jerry Palmer & MacDodson, Design and Aesthetics, Rutledge, London 1995
3. Philip Rawson, Design, Prentice Hall, London 1987
4. Paul Rand, Forms and Chaos, Yale University press 1993

MAPPING:

Graphic Design with AI								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

Graphic Design with AI								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	AI MEDIA WRITING LAB (PRACTICAL)	Elective - 1	4	-	-	3	50	50	100

Learning Objectives

The objectives of this course are:

- To develop practical skills in using AI tools for writing news reports, scripts, and digital content
- To train students in generating headlines, leads, dialogues, narration, and creative content
- To enable students to edit, rewrite, and improve AI-generated writing outputs
- To enhance students' ability to apply ethical writing practices

Before the Practical class:

1. Students must be made aware of writing skills from original examples.
2. Students must be made to understand Content Writing Prompt Formula for Beginners - Topic + Purpose + Audience + Tone + Format + Length + Key Points or referring any AI powered chatbots
 - **Topic** - What is the content about? **Example:** AI in education, photography, digital marketing.
 - **Purpose** - Why is the content being written? **Example:** Inform, persuade, entertain, educate, promote.
 - **Audience** - Who will read the content? **Example:** Students, professionals, customers, general public.
 - **Tone** - What style of writing is needed? **Example:** Formal, friendly, professional, conversational, academic.
 - **Format** What type of content is required? **Example:** Blog post, article, social media caption, script, email, news story.
 - **Length** How long should the content be? **Example:** 100 words, 300 words, 1-minute script.

- **Key Points** - What information must be included? **Example:** Benefits, features, examples, statistics, call to action.

Example1: Write a 200-word news report about a college media festival. Use a formal journalistic style and include event highlights.

Example 2: Write a 100-word product description for a professional camera. Highlight key features and benefits in a persuasive tone.

I. News Writing Using AI

Topic	Task	Class Exercises
Headline Writing Practice	Choose one news topic	Use AI to generate 10 headlines and select the best one.
Lead Paragraph Writing (5W + 1H)	Give AI a simple news event	Ask AI to write the first paragraph using Who, What, When, Where, Why, How.
Inverted Pyramid News Writing	Select a local event (school function, accident, sports match).	Ask AI to write a 250-word news report that follows the inverted pyramid format (important facts first).
Writing News in Different Lengths	Select one news topic.	Use AI to write: 20-word breaking news alert. 100-word short news. 300-word detailed news
News Rewriting for social media	Take one news article	Ask AI to rewrite it for: Twitter/X (short), Instagram caption, Facebook post

II. Script Writing Using AI

Topic	Task	Class Exercises
Story Writing with a Moral	Ask AI to write a story with a clear moral such as: "Hard work leads to success" or "Unity is strength"	Identify the moral in the final paragraph.
Writing a Story Using 5 Words	Give AI 5 words (example: <i>rain, letter, bicycle, secret, station</i>).	Ask AI to create a story using all 5 words.
Beginning Given, Ending Created	Write the first 2 lines of a story	Ask AI to continue and complete the story.
Ending Given, Beginning Created	Write the last 2 lines of a story	Ask AI to create the full story ending with those lines

One-Line Idea to Script	Write a one-line story idea	Use AI to expand it into a 2-minute script with scenes and dialogue
Script Writing Using 3-Act Structure	Choose a simple theme (friendship, love, suspense).	Ask AI to write a script in: Act 1: Introduction, Act 2: Conflict & Act 3: Ending
Character Creation Practice	Ask AI to create 3 characters. Include: Name, age, personality, Background and goal	Write a small scene using these characters.
Dialogue Writing Exercise	Choose a situation (argument, interview, confession).	Ask AI to write a 1-page dialogue scene.
Scene Description Practice	Select a location (bus stop, classroom, café).	Ask AI to write a scene with clear setting and action.
Script Writing for Different Genres	Choose one story idea	Ask AI to write it in 3 genres: Comedy, Thriller & Horror
Short Advertisement Script	Choose a product (mobile phone, camera, coaching class).	Ask AI to write a 30-second ad script with tagline.
Script Rewriting in Different Tones	Take one short script scene	Ask AI to rewrite it in: Emotional tone, Funny tone & Serious tone
Script Editing and Polishing	Write a rough script by yourself (100–150 words).	Use AI to improve: Dialogue Pacing, Story flow & ending

III. Content Writing Using AI

Topic	Task	Class Exercises
Caption Writing for Instagram	Choose one photo/topic	Use AI to write 5 Instagram captions in different styles.
Writing Captions in Different Tones	Choose one product or service.	Ask AI to write captions in: Friendly tone, Professional tone, Funny tone & Emotional tone
Hashtag Generation Practice	Select a topic (fitness, photography, education).	Use AI to generate 30 hashtags (mix of trending + niche).
Writing Short Promotional Content	Choose a product/course	Ask AI to write a 50-word promotional post with CTA.
Writing a YouTube Script	Choose a topic (photography tips, travel guide, AI tools).	Ask AI to write a 3–5-minute YouTube script with hook, body, and conclusion.
Creating Reel/Short Video Scripts	Choose a topic.	Ask AI to write a 15-second reel script with hook and ending.
Writing Twitter/X Posts	Choose a current topic.	Ask AI to write 5 tweets (each within 280 characters).

Carousel Post Content Writing	Select a topic (study tips, photography tips).	Ask AI to write text content for a 5-slide carousel.
Writing Product Description for Social Media	Choose a product.	Use AI to write a short product description for Instagram/Facebook.
Writing Comment Replies	Provide 5 sample comments from followers.	Ask AI to generate polite and engaging replies.

Practical Exercise: Students must submit the following

1. News Rewriting for social media
2. Script Writing Using 3-Act Structure
3. Script Writing for Different Genres
4. Short Advertisement Script
5. Script Editing and Polishing
6. Writing Short Promotional Content
7. Writing a YouTube Script
8. Creating Reel/Short Video Scripts
9. Writing Twitter/X Posts

- The student must submit an AI Media Writing Lab Record Note of the above topics
- Final practical examination will test students' knowledge on Media Writing and AI (either as a viva or written exam or practical work on fundamentals of Writing for Media).
- Student should attend Seminars/workshops on Applied AI in Media Writing
- Students should rewrite AI content manually and improve it.

Suggested Continuous Assessment Components

Component	Marks
Class Participation and Attendance	10
Class Exercises – News Writing	10
Class Exercises – Content Writing	10
Class Exercises – Script Writing	10
Prompt Writing and Concept Development	10
Internal Total	50

External Practical Examination (50 Marks)

Component	Marks
Semester Practical Test	15
Record Note and Practical Exercises Output	30
Viva Voce / Presentation	05
External Total	50

	Total	60
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Course Outcomes								
On successful completion of the course, the student will be able to:								
CO 1: Create news reports with proper journalistic structure CO 2: Develop scripts for various media formats CO 3: Produce digital content such as blogs, promotional content, and social media CO 4: Edit and refine AI-generated writing outputs								
References								
1. Nicholas Diakopoulos, 2019, Automating the News: How Algorithms Are Rewriting the Media, Harvard University Press, USA 2. Ethan Mollick, 2024, Co-Intelligence: Living and Working with AI, Portfolio/Penguin (Penguin Random House, USA 3. Seema Sharma, 2024, The New Creatives: How AI Changes the Face of the Creative Industry, Kogan Page, United Kingdom 4. Arvind Narayanan & Sayash Kapoor, 2024, AI Snake Oil: What Artificial Intelligence Can Do, What It Can't, and How to Tell the Difference, Princeton University Press, USA								

MAPPING:

AI MEDIA WRITING LAB								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

AI MEDIA WRITING LAB								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	DIGITAL GRAPHIC DESIGN	Skill Enhancement Course SEC-1 (NME)	2	-	-	2	25	75	100

Learning Objectives

The objectives of this course are:

- To understand the meaning, scope, and importance of digital graphic design
- To study the basic principles and elements of design
- To gain knowledge of typography and color theory
- To analyze different graphic design styles and applications
- To develop critical thinking skills to evaluate design works

UNIT	Contents	No. of Hours
I	Awareness of environment, observation, analytical thinking, critical Thinking and creative thinking. Meaning and importance of storytelling, Colour psychology and emotional storytelling, Typography as a storytelling tool, Copy writing - Headline – Body – Contact Information	09
II	The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image,space, and three-dimensional design concepts.	09
III	The principles of design – unity contrast, balance, rhythm, harmony and direction Literal and Abstract designs	09
IV	The process of design –the needs, information, planning, exploration, creation, satisfaction.	09
V	Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention.	09
	Total	45

Course Outcomes

On successful completion of the course, the student will be able to:

- CO 1:** Explain the concepts, scope, and importance of digital graphic design
CO 2: Identify and apply the elements and principles of design
CO 3: Analyze the role of typography and color theory
CO 4: Differentiate various digital graphic design formats and application

Text Books

1. RussellN.Baird, The Graphic Communication, Holt, Rinehartand Winston,Canada1987
2. Jerry Palmer & MacDodson, Design and Aesthetics, Rutledge, London 1995

References

1. Philip Rawson, Design, Prentice Hall, London 1987
2. Paul Rand, Forms and Chaos, Yale University press 1993

MAPPING:

Digital Graphic Design								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

Digital Graphic Design								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	VISUAL ARTS AND AESTHETICS	Skill Enhancement (Foundation Course)	2	-	-	2	25	75	100
Learning Objectives The objectives of this course are: • To understand the concepts of aesthetics and the philosophy of beauty. • To develop an understanding of the elements of art and principles of composition • To study the evolution of art and the various styles and movements in art. • To understand the basics of depth in drawing									
UNIT	Contents								No. of Hours

I	Visual Literacy: Visual communication and visual culture. Development of visual communication: Visual power - Visual pleasure – How to analyse an Art Work - Basic Meaning – Representation of People, Object and Places and Conventions – Studying size, colour, shape, camera angle & Framing	09
II	Visual Art: Introduction to Art, Famous Art Movement, Naturalistic, Distorted and Abstract Paintings, Digital Art - Illustration, Storyboard and Character Design	09
III	Focal Point & Depth: Perspective - Horizon Line - Vanishing point - Dimensions - One point - Two points – Three points - Atmospheric – Principles of Perspective: Overlapping, size, Placement & Colour, Light and Shade – four components of light & shade.	09
IV	Visual Composition: Elements: line, plane, shape, form, mass, pattern, text gradation, and colour. Principles: Harmony, rhythm, balance, unity, contrast, proportion, spatial relationships	09
V	Semiotics in Art: Introduction to semiotics -Symbolism in Artwork- the sign and meanings- denotations and connotations- Signs and Codes- - Audience and Interpretation.	09
VI	Assignment topics: Activity 1: Student should attend workshops in different Drawing & Painting topics on - Line Study in different Thickness, Curves and Circle, Shapes, Pattern Designs, Pencil Sketch, Light & Shadow Practice, Geometrical Shapes with different forms, Texture on Pattern, Composition with Light and Shadow, Landscapes and Composition, Perspective Drawing & Distortion drawing Activity 2: Students must visit Monuments/Religious Architecture/Art Gallery/ Museum as field visit to learn the aesthetics of art and architecture and submit a five-page report on any one	
Total		45

Course Outcomes	
On successful completion of the course, the student will be able to:	
CO1: Identify and describe the different styles and movements in art history.	
CO2: Develop critical thinking skills in analysing and interpreting artworks	
CO3: Demonstrate the ability to communicate ideas and emotions through art.	
CO4: Engage in constructive critique and feedback of one's own and others' artwork.	
Text Books	
1. Pande, A. (2013). Masterpieces of Indian Art. India: Lustre Press. 2. Bahl, S. (2012). 5000 Years of Indian Art. India: Lustre Press. 3. Adams, L. (2005). A history of western art. Boston: McGraw-Hill	

References

1. Berleant, A. (2019). *Aesthetics and Environment: Variations on a Theme*. Routledge.
2. Barthes, R. (1977). *Image-Music-Text*. United Kingdom: Farrar, Straus and Giroux.
3. Panofsky, E. (2018). *Studies In Iconology: Humanistic Themes In The Art Of The Renaissance*. United Kingdom: Taylor & Francis.

MAPPING:

<i>Visual Arts and Aesthetics</i>								
	<i>PO</i>							<i>Total</i>
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	
<i>CO 1</i>	3	3	3	2	3	3	3	
<i>CO 2</i>	2	2	3	3	3	3	2	
<i>CO 3</i>	3	3	3	2	3	3	3	
<i>CO 4</i>	2	2	3	3	3	3	2	
<i>Total</i>								

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

<i>Visual Arts and Aesthetics</i>								
	<i>PSO</i>							<i>Total</i>
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	
<i>CO 1</i>	3	3	3	2	3	3	3	
<i>CO 2</i>	2	2	3	3	3	3	2	
<i>CO 3</i>	3	3	3	2	3	3	3	
<i>CO 4</i>	2	2	3	3	3	3	2	
<i>Total</i>								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	FILM PRODUCTION DESIGN	Core-III	5	-	-	5	25	75	100

Learning Objectives

The objectives of this course are:

- Students will be able to identify and demonstrate knowledge of digital platforms.
- Providing an understanding of the direction process and the need for direction in film.
- Encouraging the students to learn and appreciate film direction methods & techniques.
- Training on how to manage a team and direct in various settings

UNIT	Contents	No. of Hours
I	FILM STUDIES: Indian Cinema – Mythological, Socials, New Wave – contributions of Tamil cinema to social and political awareness - Levels of understanding Cinema - Formalism and Neo Formalism - Cinema & Psychoanalysis	12
II	FILM ELEMENTS: Fantasy Vs reality in cinema – cinematic theme and elements – Film culture – film genre – Sub Film Genres & Hybrids Genres - Popular, Parallel and Documentary films – Narrative structure - Linear narrative structure - Non-linear narrative structure	12
III	FILM PRODUCTION: Pre-production, Production and Post Production –mise-en-scene & montage – financial management	12
IV	FILM APPRECIATION: Film criticism - writing a film review – content analysis – the influence of Hollywood on Tamil cinema; Films in relation to ethics, morality, philosophy, and aesthetics.	12
V	DOCUMENTARY FILM: Comparison between Fiction films & Documentary. Importance of documentary making in contemporary society. Different Narrative Techniques of documentary. Technical aspects of producing a Documentary.	10
VI	Assignments: Activity 1: Write a review for one commercial Film. Activity 2: Industry expert talks, seminars, workshop on Contemporary Issues	02
	Total	60

Course Outcomes

On successful completion of the course, the student will be able to:

- CO1: The students know the film directions techniques
 CO2: The improvement of efficiency through film language techniques.
 CO3: Understand the cinematographic properties.
 CO4: Develop advanced techniques in the film production process

Text Books								
1. Michael Rabiger, Mick Hurbis-Cherrier, Directing: Film Techniques and Aesthetics, 2017, Focal press, USA. 2. Nicholas T. Proferes, Film Directing Fundamentals: See Your Film Before Shooting, 2017, Routledge, United Kingdom. 3. Rosenthal, A., & Eckhardt, N, Writing, Directing, and Producing Documentary Films and Digital Videos, 2016, 5th Edition, Carbondale: Southern Illinois University Press, USA.								
References								
1. Myrl A. Schreibman, The film director, prepares: a complete guide to directing for film and tv, 2013, Ten Speed Press, USA. 2. Ray Morton, A Quick Guide to Film Directing, 2014, Limelight Editions, USA 3. Regge Life, Becoming an Actor's Director: Directing Actors for Film and Television, 2019, Routledge, United Kingdom.								

MAPPING:

Film Production Design								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

Film Production Design								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	PHOTOGRAPHY AND AI IMAGE EDITING (PRACTICAL)	Core-IV	-	-	5	5	50	50	100

Learning Objectives

The objectives of this course are:

To understand the art and craft of Photography

To provide students with an understanding of the technical processes of photography

To enable students to learn how to use digital processes to make pictures

To understand the nuances of Composition and master the Techniques of Photography

UNIT	Contents	No. of Hours
1	Important Note: Before the Practical class students must be made aware of the following topics from original examples. Read and analyze visual storytelling, composition and lighting techniques in existing photography Photography Exercises 1. Styles of Photography a. Landscape b. Portrait 2. Perspective a. Linear b. Forced 3. Photo Language a. Action b. Silhouette 4. Advertising Photography a. Product ads b. Food c. Jewellery d. Styles/Garments 5. Social Photographs a. Street photography b. PSA 6. Sports Photography 7. Indoor Photography 8. Photo story	

2	AI Image Editing Exercises (Commercial/Freeware/AI Tools - Canva AI Photo Editor/Pixlr/Fotor AI Editor) Before the Practical class students must be made aware of Image Editing Prompt ideas using any AI powered chatbots Basic Formula: Action + Subject + Specific Changes + Style + Colours + Quality Key Components of an Image Editing Prompt • Action - What do you want to do? Remove, Add, Replace, Change, Enhance Retouch, Colorize or Restore Example: Replace the sky. • Subject - What part of the image should be edited? Example: The person, building, product, background, sky, or landscape. • Specific Changes - Describe the exact modification. Example: Remove unwanted objects from the background. • Style - What visual style is desired? Example: Realistic, cinematic, vintage, professional, minimalist. • Colours and Mood - Specify colour adjustments and mood. Example: Warm colours, golden-hour lighting, vibrant mood. • Quality - Describe the output quality. Example: High resolution, sharp details, professional finish. Example 1: Background Change - Replace the background with a modern office interior. Maintain realistic lighting and high-quality details. Example 2: Photo Enhancement - Improve brightness, contrast, and sharpness. Keep natural skin tones and realistic colours. Before-and-After Comparison Design (Any 10) 1. Auto Enhance Practice – Use AI Auto Enhance and compare before/after. 2. One-Click Portrait Retouch – Use AI skin smoothing and basic face retouch. 3. AI Background Blur – Add blur to background using AI depth tools. 4. Remove Background (AI Tool) – Remove background from a portrait image. 5. Change Background Color – After removing background, add a solid color background. 6. Add a New Background Image – Replace background with a nature or studio backdrop. 7. AI Object Removal – Remove unwanted objects (trash, wires, people) using AI.	
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	8. AI Sharpening – Apply AI sharpening to improve clarity. 9. AI Old Photo Restoration – Restore an old damaged photo using AI. 10. AI Color Grading Presets – Apply cinematic/vintage presets using AI. 11. AI Sky Enhancement – Improve dull sky using AI sky enhance tool. 12. AI Sky Replacement – Replace sky with sunset or cloudy sky. 13. Add Text on Photo – Create a quote poster using text and photo. 14. Create Collage – Make a 4-photo collage layout. • The student must submit a one Record Note of the above topics with Technical Descriptions (Photo Description, Aperture, ISO, Shutter Speed, Storytelling & Composition Principles adopted) on left page and 12 x 8 output at Right Page. For AI Image Editing follow Before-and-After Comparison Design on Right Page and Aim-Procedure-Result on Left Page’ • Final practical examination will test students’ knowledge either as a viva or written exam or practical work on fundamentals of photography & AI Photo Editing). • Student should attend seminars/workshops in Photography and AI Image Editing																								
	Suggested Continuous Assessment Components <table><tr><th>Component</th><th>Marks</th></tr><tr><td>Class Participation and Attendance</td><td>10</td></tr><tr><td>Composition and Visual Creativity</td><td>10</td></tr><tr><td>Technical Photography Skills</td><td>10</td></tr><tr><td>Storytelling and Concept Development</td><td>10</td></tr><tr><td>Image Editing Prompt Writing</td><td>10</td></tr><tr><td>Internal Total</td><td>50</td></tr></table> External Practical Examination (50 Marks) <table><tr><th>Component</th><th>Marks</th></tr><tr><td>Semester Practical Test</td><td>15</td></tr><tr><td>Record Note and Output</td><td>30</td></tr><tr><td>Viva Voce / Presentation</td><td>05</td></tr><tr><td>External Total</td><td>50</td></tr></table> Total 60	Component	Marks	Class Participation and Attendance	10	Composition and Visual Creativity	10	Technical Photography Skills	10	Storytelling and Concept Development	10	Image Editing Prompt Writing	10	Internal Total	50	Component	Marks	Semester Practical Test	15	Record Note and Output	30	Viva Voce / Presentation	05	External Total	50
Component	Marks																								
Class Participation and Attendance	10																								
Composition and Visual Creativity	10																								
Technical Photography Skills	10																								
Storytelling and Concept Development	10																								
Image Editing Prompt Writing	10																								
Internal Total	50																								
Component	Marks																								
Semester Practical Test	15																								
Record Note and Output	30																								
Viva Voce / Presentation	05																								
External Total	50																								

Course Outcomes
On successful completion of the course, the student will be able to: CO 1: To Understand the basic elements in Photography CO 2: To understand the different styles in Photography CO 3: To understand different Menus and settings in photography CO 4: To understand the basics of Advertising and Social Photographs

References

1. James Curran, The Photography Handbook, Routledge, USA, 2013
2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010
3. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press, USA

Mapping

PHOTOGRAPHY AND AI IMAGE EDITING								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

PHOTOGRAPHY AND AI IMAGE EDITING								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	DIGITAL CONTENT CREATION- 1 (PRACTICAL)	Elective – II	4	-	-	3	50	50	100

Learning Objectives

The objectives of this course are:

- To develop practical skills in planning and producing short-form videos
- To train students in scripting and creating engaging short video content
- To enable students to capture high-quality video using mobile cameras
- To provide hands-on experience in editing short-form videos
- To help students understand platform-specific publishing strategies

Contents	
Before the Practical class students must be made aware short form videos from original examples.	
Topics	Class Activities
Introduction to Short-Form Content: What are Reels and Shorts? Why short-form videos go viral Instagram Reels vs YouTube Shorts. Key success factors: Hook, Retention & Engagement	Students select a niche (education, photography, travel, food, fashion or any topic).
Idea Generation and Trend Research: Finding trending content ideas. Using Instagram Explore + YouTube trending. Trend formats: tutorials, before-after, storytelling, challenges. Competitor analysis AI tools for idea generation: ChatGPT / Gemini. Content categories: Educational, Inspirational or Promotional	Generate 20 content ideas and shortlist the best 5.
Script Writing for Reels and Shorts: Reel script structure: Hook (first 2 seconds), Main content (3–5 lines), CTA (follow/subscribe). Caption writing techniques. Using AI prompts for script writing	Write 3 short scripts (15–30 seconds each)
Shooting Techniques: Mobile camera settings. Lighting basics (natural + artificial). Composition and framing. Shots required for reels: close-up, medium shot, top angle, slow motion. How to shoot B-roll clips. Using tripod and stabilizers	Shoot 8–10 clips (each 3–5 seconds).
Editing Reels and Shorts: Editing apps: CapCut, VN Editor, Instagram editor, Canva video editor Editing workflow: trim clips, add transitions, sync music, add text overlays, speed control. AI editing features: auto captions, background removal, voiceover	Edit one full reel/short with: captions, background music & transitions
Canva Design for Reels: Canva templates for reels. Adding animated text. Adding stickers, icons, and overlays. Branding: fonts and colors	Create a reel cover/poster using Canva.
Captions, Hashtags and Posting Strategy: Writing engaging captions Hashtag strategy: trending hashtags, niche hashtags, branded hashtags. Best posting times. Engagement strategy: comments, shares, saves. YouTube Shorts SEO basics	Write caption + hashtags for 3 reels.
Analytics and Growth Strategy: Understanding insights: reach, views, watch time, retention. How to improve content using analytics. Posting consistency plan	Prepare a 7-day content calendar .
Practical Output: Individual or Group Work (1 – 3 Max)	

Students will create:

- 7 topic ideas
- 5-reel scripts
- 3 edited reels with captions and music
- 3-reel cover design
- caption + hashtags
- 7-day posting calendar

- Student should attend workshops/seminars on Reels and Shorts production
- Students must Edit and upload as unlisted video
- Final practical examination will test students' knowledge on Digital Content Creation - 1 (either as a viva or written exam or practical work).

Suggested Continuous Assessment Components

Component	Marks
Class Participation and Attendance	10
Concept and Creativity	10
Script and Storytelling	10
Camera Work and Visual Composition	10
Editing and Technical Quality	10
Internal Total	50

External Practical Examination (50 Marks)

Component	Marks
Semester Practical Test	15
Record Note and Output	30
Viva Voce / Presentation	05
External Total	50

	Total Hours	60
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Course Outcomes

On successful completion of the course, the student will be able to:

CO 1: Plan and create short-form video content

CO 2: Write effective short video scripts

CO 3: Capture high-quality short videos using mobile devices

CO 4: Edit reels and shorts professionally

Text Books

1. Robb Montgomery (2018), Smartphone Video Storytelling, Routledge, USA
2. Peter W. Rea & David K. Irving, 2025, Producing and Directing the Short Film and Video (6th ed.), Focal Press, USA

References

1. Kirsten Johnson & Jodi Radosh (2017), Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations, Focal Press, USA
2. Robert M. Knight (2025). Short Form: Music Videos, Ads, and the Art of Moving Images, Academy Films MACK, Portland

MAPPING:

DIGITAL CONTENT CREATION - 1								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

DIGITAL CONTENT CREATION - 1								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	STORY DEVELOPMENT AND SCRIPT WRITING	Skill Enhancement Course (SEC-2)	2	-	-	1	25	75	100
Learning Objectives The objectives of this course are: • To breakdown any narrative to its unit elements. • To be able to come out with full-fledged feature script for a Movie. • To be able to develop Characters and its bible in the Narrative. • To able to develop different plotlines that challenges field of play and Characters.									
UNIT	Contents								No. of Hours

I	Idea Creation (Inductively, Deductively, logically, non-logically, creatively)–Ideation Process (Brainstorming, Clustering, What If) where do Stories Come from (News story, Adaptation) – Importance of Research (Story Research, Location Research, Library Research & Interviewing)	09
II	Six story elements – Plot & Plot Points-Setting (Time & Space) – Conflict & its types – Character development, Types, Direct and Indirect Characterization – types of Point of View- Dialogue (Text & Sub-Text) – Theme & Implied theme – Cause and effect	09
III	Narrative structure: beginning-middle-end, Freytag 5 Act Structure (Exposition – Inciting Incident – Point of Attack – Rising Action – Climax – Falling Action – Resolution) – story versus plot – Emotion and its Types	09
IV	Understanding form of cinema: principles of suspense, surprise & curiosity. tension release laughter – Pay back- Time order (Flashback and Flash forward) Time Duration (Story, Plot & Screen Duration) Time Frequency- Three types of Satire & Irony, Foreshadowing	09
V	Script Development – Title -Concept – Synopsis – Treatment. Screenplay Formatting – Single Column Script – Scene Heading – Video Description – Character Name - Wryly (The Actors Direction) – Dialogue – Camera Directions & Editing Directions - software for scripting	09
	Assignment topics: Activity 1: Students must be made to expose original short stories and short films based on different subjects to identify Story Elements, Narrative Structure and all the above concepts Activity 2: A 1 – 2-minute short film (original/remake) based on any genre must be selected and converted into a Digital Script format using scriptwriting software's (Celtx/WriterDuet/Trelby or any) and submit it for five-mark internal assignment. Further the student can remake it into a Short Film during the Fifth Semester Core XI paper – Digital Filmmaking	
	Total	45

Course Outcomes
On successful completion of the course, the student will be able to:
CO1: Recognize the applied concepts of screen writing CO2: Explain different script formats CO3: Apply different elements to write scripts CO4: Compare and evaluate scripts of different media
Text Books
1. Screenplay: The Foundations of Screenwriting Revised edition-2005 2. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age. 2013

References
1. Harvey, Hannah B (2013). The Art of Storytelling: From Parents to Professionals. Course Guidebook. Great Courses. 2. Bernard, S. C. (2013). Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films. Taylor & Francis.

MAPPING:

STORY DEVELOPMENT AND SCRIPT WRITING								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and POs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

STORY DEVELOPMENT AND SCRIPT WRITING								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR –SEMESTER- II

Subject Code	Subject Name	Category	L	T	P	C	Marks		
							CIA	External	Total
	PHOTOGRAPHY	Skill Enhancement Course SEC-3	2	-	-	1	25	75	100

Learning Objectives

The objectives of this course are:

- To understand the art and craft of Photography
- To provide students with an understanding of the technical processes of photography
- To enable students to learn how to use digital processes to make pictures
- To understand the nuances of Composition and master the Techniques of Photography

UNIT	Contents	No. of Hours
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I	Storytelling - Elements of a photo story (subject, theme, message), visual sequencing, and emotional expression in images. Use of symbols and visual metaphors. Camera Vs Eye - Components of Camera - Types of Cameras	09
II	Photography - Definition - image - Pixels - Resolution - Composition - Rule of Third – Elements & Principles of Photography-Camera Controls - White balance - Shutter - Aperture - Light meter - Depth of field - Depth of focus - Focal length - ISO - Colour in photography - RGB Colour - CMYK Colour	09
III	Lens - Meaning - Types of lenses - Prime lens - Normal lens - Wide angle lens - Telephoto Lens - Types of Special lens - Fish eye lens - perspective control lens - Micro lens - Macro lens	09
IV	Lighting - Lighting and mood creation in storytelling-Types of lighting - Three-point Lighting – Exposure - Under exposure - Over exposure - Sources to control the exposure - Filters - Usage of filters in camera -Types of filters - Polarizing filters - UV filters - ND Filters	09
V	Digital photography – Imaging Techniques - Photo Manipulation – Usage of Adobe Photoshop for editing – Photography in various fields	09
Total		45

Course Outcomes	
On successful completion of the course, the student will be able to:	
CO1: To understand how to analyse and learn Photography	
CO2: Describe the role of composition, lens and lighting techniques	
CO3: Understand the technical principles of photography	
CO4: Analyze photographs critically	
References	
1. James Curran, The Photography Handbook, Routledge, USA, 2013 2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010 3. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press, USA	

MAPPING:

PHOTOGRAPHY								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and POs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

PHOTOGRAPHY								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

Alternative Papers for Non Muthalvan Arrear Holders for Semester II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MOBILE PHOTOGRAPHY	For Naan Muthalvan Arrear Holders (Sem 2)	--	-	-	-	2	--	--	100	100
Learning Objectives											
The objectives of this course are: • to introduce the history of mobile photography • to inculcate the skills of using mobile apps in photojournalism • to acquire them with the knowhow of specialities of modern cameras with mobile phones • to enhance the understanding of impact of mobile photography on society and to enhance the knowledge of applications of laws related to mobile photography in Journalism											
UNIT	Contents									No. of Hours	
I	Camera Phone: History - Mobile phones with camera – taking video – taking photos – recording audio – smart phones with point and shoot cameras – menu choices – separate buttons – quickness and convenience – taking selfies									--	
II	Features: Mobile apps – geo tagging – image stitching - Common lens functions – ultra wide sensor, a telephoto sensor, a macro sensor, and a depth sensor - emphasising features such as autofocus or zoom – shots and angles – carrying and mounting devices, Integration of AI and machine learning									--	
III	Cameras specialities: – Zooming – Physical location – image format mode – audio recording – files and directories – MMS – whatsapp – immediate broadcasts – U-tube, computational photography techniques such as HDR (High Dynamic Range), computational zoom.									--	
IV	Social impact of mobile photography : information overload speed – unnecessary disturbances - Limitations of mobile cameras									--	
V	Camera phone photography: camera phone film making – notable events involving camera phones – Laws related to camera phones – Environment and health issues, augmented reality (AR) and virtual									--	

Course Outcomes								
On successful completion of the course, the student will be able to:								
CO 1: remember the milestones in the history of mobile photography and to practice the knowledge in their professional life with mobile cameras								
CO 2: understand the required skills and tricks of handling mobile apps								
CO 3: apply the skills of using inbuilt camera phones for bringing the facts out for media								
CO 4: analyze the content of news photographs taken using mobile phones and to evaluate the social impact of mobile photographs								
Reference and ebook links:								
1. Roberts, Stephanie, <i>The Art of iPhoneography: A Guide to Mobile Creativity</i> (Brooklyn, NY: Pixel Communications, 2011)								
2. Clawson, Michael, <i>iPhoneography: How to Create Inspiring Photos with Your Smartphone</i> (Apress, 2015)								
3. Goldsworthy, Sophie (2011). <i>The Rough Guide to Digital Photography</i>								
4. Roberts, Stephanie (2011). <i>The Art of iPhoneography</i>								

MAPPING:

MOBILE PHOTOGRAPHY								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	2	3	3	2	
CO 3	3	3	3	2	3	2	3	
CO 4	2	2	3	3	3	3	2	
Total								
Level of Correlation between COs and POs: 0 – No Correlation 1 – Low 2 – Medium 3 – High								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								
Level of Correlation between COs and POs: 0 – No Correlation 1 – Low 2 – Medium 3 – High								

MAPPING:

MOBILE PHOTOGRAPHY								
	PO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	2	3	3	2	
CO 3	3	3	3	2	3	2	3	

CO 4	2	2	3	3	3	3	2	
Total								
Level of Correlation between COs and POs: 0 – No Correlation 1 – Low 2 – Medium 3 – High								
	PSO							Total
	1	2	3	4	5	6	7	
CO 1	3	3	3	2	3	3	3	
CO 2	2	2	3	3	3	3	2	
CO 3	3	3	3	2	3	3	3	
CO 4	2	2	3	3	3	3	2	
Total								

Level of Correlation between COs and POs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

Model Question Paper

Reg. No:

B.Sc., (Visual Communication)

Code No:

Sub. Code:

B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 20XX

First Semester

Visual Communication – Major

VIDEO EDITING

(For those who joined in July 20XX onwards)

Time: Three hours

Maximum: 75 marks

Part A

Answer ALL questions

A. Choose the correct answer

(10 x 1 = 10)

1. CU is sometimes called as _____
a) Face shot b) Head Shot c) Neck shot d) None
2. When two clips are combined _____
a) Eclipse b) Concept c) Juxtapose d) None
3. _____ editing cannot be fixed
a) Focus b) Coloring c) Exposure d) Audio
4. ADR is also called _____
a) Swiping b) Miming c) Looping d) both a and c
5. _____ is the most frequently used transition
a) Dissolve b) Fade c) Wipe d) Cu
6. In signaling that the story has began
a) Fade In b) Fade Out c) Fade Away d) Fade To
7. Screen Position edit is also called as _____
a) Placement edit b) Space Edit c) Directional edit d) both a and c
8. Continuity in Time and Space is called _____
a) Concept edit b) Dynamic edit c) Continuity edit d) None
9. Following to an exact measurement or number of frames is called _____ Montage
a) Tonal b) Rhythmic c) Metric d) None
10. _____ is when actions are shown happening in two different locations
a) Simultaneity b) Parallelism c) Contrast d) Symbolism

B. Answer the following

(5 x 5 = 25)

11. a) When to use Right shots for LS/MS/CU – Explain?
or
b) Describe any five Shot types
- 12 a) Explain Coverage with five different shots
or
b) What are the various Match Action techniques?
- 13 a) Explain the concept of Dissolve in Video Editing
or
b) Describe about Fade In & Fade Out

- 14 a) Discuss about Action Edit
or
b) Explain Concept edit with examples

- 15 a) Explain the term Simultaneity
or
b) Explain the term Symbolism

C. Answer the following

(5 x 8 = 40)

- 16 a) Mention the various cuts in Editing
or
b) Describe continuity editing? Explain the common techniques of continuity editing
- 17 a) Explain the six concepts of “when to cut and why”
Or
b) List out the various stages in Video Editing
- 18 a) Give an Overview of Adobe Premiere Pro with neat diagram?
or
b) Enumerate Time and Space in Editing
- 19 a) Explain about Screen position edit, Form Edit and Combined Edit
or
b) Explain the different types of Montage
- 20 a) List out Lev Kuleshov – Three Experiment
or
b) Explain the various Tools Panel in Adobe Premiere Pro

MAPPING:

Part A	Part B	Part C
1. CO – 3, K 1	11. a. CO – 2, K 1	16.a CO -2, K 1
2. CO - 4, K 1	b. CO - 4, K 1	b CO - 3, K 1
3. CO – 1, K 2	12. a. CO – 5, K 2	17.a CO – 1, K 2
4. CO – 2, K 3	b. CO – 2, K 3	b CO – 4, K 3
5. CO – 5, K 2	13. a. CO – 3, K 2	18.a CO -2, K 2
6. CO – 5, K 3	b. CO – 4, K 3	b CO – 3, K 3
7. CO – 3, K 4	14. a. CO – 1, K 4	19. a CO – 1, K 4
8. CO – 2, K 4	b. CO – 5, K 4	b CO – 4, K 4
9. CO – 4, K 5	15. a. CO – 3, K 5	20.a CO – 5, K 5
10. CO – 1, K 5	b. CO – 1, K 5	b CO – 5, K 5