

ST JOSEPH'S UNIVERSITY

BENGALURU-27



Conferred the status of a Public-Private-Partnership University by the Ministry of Human Resource Development (now MoE), GoI, under *Rashtriya Uchchatar Shiksha Abhiyan* (RUSA) 2.0 and established by the St Joseph's University Act no.24 of 2021

SCHOOL OF COMMUNICATION AND MEDIA STUDIES

SYLLABUS FOR UNDERGRADUATE PROGRAMME

Based on Outcome Based Education (OBE)

For Batch 2026-2029

PART - A

1	Name of the University	St Joseph's University
2	Objectives of the University	1. Academic Excellence 2. Social Concern 3. Character Formation
3	Vision of the University	To form women and men for and with others, who through holistic education, strive for a just, secular, democratic, and ecologically sensitive society which empowers the poor, the oppressed and the marginalized
4	Mission of the University	In keeping with the Jesuit heritage, the university aims at an integral formation of the staff and the students, to be men and women who will be agents of societal change, by enabling them to attain academic and human excellence in a teaching-learning environment that fosters intellectual curiosity, ceaseless enquiry, personal integrity, social commitment, creativity, critical thinking, and innovation.
5	Name of the Degree	BA Visual Communication
6	Title of the Academic Programme	BA Visual Communication
7	Programme Code	BVC
8	Name of the School offering the programme	School of Communication and Media Studies
9	Name of the Department offering the programme	School of Communication and Media Studies
10	Vision of the Department offering the programme	“To equip students with the skills required to become modern day media practitioners and empower them to be conscientious professionals in the contemporary media industry.” • To arm students with competencies required to thrive and meet the challenges of the work environment.
11	Mission of the Department offering the Programme	• To urge students to think critically about how the media operate. • To engender debates regarding important socio-political issues and transform students into active participants and stakeholders in the world around

them.

- To create an environment that is as reflective of the present media landscape as possible.
- To build a bridge and facilitate various platforms of interactions between students and experts from the media industry.

12	Description of the Programme	The BA in Visual Communication is an undergraduate programme that explores the art and science of effective visual storytelling across media. It combines creativity, design thinking, and technology to develop skills in photography, graphic design, film, advertising, animation, and digital media. The programme equips students to communicate ideas visually, critically analyse media, and produce compelling content for diverse platforms, preparing them for dynamic careers in the creative and communication industries.		
13	Duration of the Programme	3 years (Six semesters)		
14	Total No. of Credits	142		
15	Programme Outcomes (POs)			
		PO 1	Understand concepts in visual communication and demonstrate creative and disciplinary competence in design, photography, advertising, film, and storytelling.	Understand
		PO 2	Create deliverables in design, photography, advertising, and film.	Create
		PO 3	Communicate effectively in team-based production environments and pitch creative ideas clearly.	Apply
		PO 4	Apply critical thinking and ethical reasoning in visual content production and media practices.	Apply
		PO 5	Analyze and perform planning, execution, and time management in visual media production workflows.	Evaluate
		PO 6	Integrate entrepreneurial thinking and execute creative projects independently.	Analyze
		PO 7	Evaluate historical, cultural, and theoretical perspectives to contextualize visual communication practices.	Evaluate
		PO 8	Employ digital tools and emerging media technologies to enhance creative outputs.	Apply
		PO 9	Adapt to dynamic media environments by	Analyze

engaging in continuous learning, research, and innovation.

PO 10 Synthesize interdisciplinary knowledge to design holistic communication strategies for diverse audiences. Create

COURSES AND COURSE COMPLETION REQUIREMENTS

General English

Second language: Introductory Kannada/Kannada/ Hindi/ Sanskrit/ Tamil/ Additional English/French/German.

Visual Communication

Open elective courses (non-professional)

Foundation courses

Term paper

Soft skills (IGNITORS)

Human resource development (HRD)/Theology

Outreach activity

Extra and Co-curricular activities

Media Internship (IV Sem)

CREDITS FOR BA VISUAL COMMUNICATION

Credits for B.A., (Visual Communication)

Semester	Core 1 (Theory+Practical)	Core 2 (Theory+Practical)	Core 3 (Theory+Practical)	Lang 1	Lang 2	Foundation Courses	Electives	Practical Knowledge/Skill	Elementary research methodology	Total Credits per semester
Sem 1	3+2	3+2	3+2	3	3	F1 - 2				23
Sem 2	3+2	3+2	3+2	3	3	F2- 2				23
Sem 3	3+2	3+2	3+2	3	3		OE1 - 2			23
Sem 4	3+2	3+2	3+2	3	3		OE2 -2			23
Sem 5	3+2	3+2	3+2					2		17
Sem 6	3+2	3+2	3+2					2	2	19
TOTAL CREDITS	90			12	12	4	4	4	2	128

Credit from 6 semesters	128
Additional Credits	14
Total	142

PART B - SUMMARY OF CREDITS FOR BA VISUAL COMMUNICATION

UNDERGRADUATE PROGRAMME BA VISUAL COMMUNICATION - SEP

SEMESTER 1 & 2

<u>Semester 1</u>	Code Number	Title	Course Category	Hours per Semester	Credits	Marks SA	Marks IA	Total Marks
Theory	VC1126	Fundamentals of Photography	DSC	45	3	60	40	100
Practical	VCP 1P126	Fundamentals of Photography	DSC	60	2	25	25	50
Theory	VC1224	Graphic Design	DSC	45	3	60	40	100
Practical	VC 1P224	Graphic Design	DSC	60	2	25	25	50
Theory	VC1324	Introduction to Visual Communication	DSC	45	3	60	40	100
Practical	VC 1P326	Effective Communication	DSC	60	2	25	25	50
Total Number of credits:			15					
<u>Semester 2</u>	Code Number	Title	Course Category	Hours per Semester	Credits	Marks SA	Marks IA	Total marks
Theory	VC2121	Branding	DSC	45	3	60	40	100
Practical	VC 2P126	Branding	DSC	60	2	25	25	50
Theory	VC2221	Print Design and Production	DSC	45	3	60	40	100
Practical	VC 2P224	Print Design and Production	DSC	60	2	25	25	50
Theory	VC2321	History of Visual Arts	DSC	45	3	60	40	100
Practical	VC 2P324	Visual Literacy and Drawing	DSC	60	2	25	25	50
Total Number of credits:			15					

B.A. VISUAL COMMUNICATION

SEMESTER 3 & 4

<u>Semester 3</u>	Code Number	Title	Course Category	Hours per Semester	Credits	Marks SA	Marks IA	Total Marks
Theory	VC3125	Introduction to Film Art	DSC	45	3	60	40	100
Practical	VC 3P125	Introduction to Film Art	DSC	60	2	25	25	50
Theory	VC 3225	UI/UX Design	DSC	45	3	60	40	100
Practical	VC 3P225	UI/UX Design	DSC	60	2	25	25	50
Theory	VC 3325	Media Law and	DSC	45	3	60	40	100

		Ethics						
Practical	VC3P325	Social Media Content Creation	DSC	60	2	25	25	50
OE (Option 1)	VCDME3125	Emerging Media Technologies	OE	30	2	30	20	50
OE (Option 2)	VCDME3225	Indian Cinema	OE	30	2	30	20	50
Total Number of credits:			17					
<u>Semester 4</u>	Code Number	Title	Course Category	Hours per Semester	Credits	Marks SA	Marks IA	Total marks
Theory	VC 4125	Screenplay Writing	DSC	45	3	60	40	100
Practical	VC 4P125	Screenplay Writing	DSC	60	2	25	25	50
Theory	VC 4225	Sound Design for Visual Media	DSC	45	3	60	40	100
Practical	VC 4P225	Sound Design for Visual Media	DSC	60	2	25	25	50
Theory	VC 4325	Introduction to Communication Theories and Models	DSC	45	3	60	40	100
Practical	VC 4P325	Documentary Film Production	DSC	60	2	25	25	50
OE (Option 1)	VCDME4125	Documentary Film Studies	OE	30	2	30	20	50
OE (Option 1)	VCDME4225	Development Communication	OE	30	2	30	20	50
Total Number of credits:			17					
B.A VISUAL COMMUNICATION								
<u>SEMESTER 5 & 6</u>								
<u>Semester 5</u>	Code Number	Title	Course Category	Hours per Semester	Credits	Marks SA	Marks IA	Total Marks
Theory	VC 5123	Cinematography and Lighting	DSC	45	3	60	40	100
Practical	VC 5P123	Cinematography and Lighting	DSC	60	2	25	25	50
Theory	VC 5223	Fundamentals of Film Editing	DSC	45	3	60	40	100
Practical	VC 5P226	Fundamentals of Film Editing	DSC	60	2	25	25	50
Theory	VC 5323	Narrative and Non-Narrative Writing	DSC	45	3	60	40	100
Practical	VC5P326	Studio Photography	DSC	60	2	25	25	50
Skill	VC5S426	Digital Art	Skill	60	2	25	25	50
Internship	VC51NT	Media Internship	(30-45 days) – Course Completion					

			Requirement					
Total Number of credits:			17					
<u>Semester 6</u>	Code Number	Title	Course Category	Hours per Semester	Number of credits	Marks SA	Marks IA	Total marks
Theory	VC 6123	Introduction to Advertising	DSC	45	3	60	40	100
Practical	VC 6P126	Introduction to Advertising	DSC	60	2	25	25	50
Theory	VC 6223	Television Production	DSC	45	3	60	40	100
Practical	VC 6P224	Television Production	DSC	60	2	25	25	50
Theory	VC 6323	Film Theories	DSC	45	3	60	40	100
Practical	VC6P326	AI for Visual Communication	DSC	60	2	25	25	50
Skill	VC6S426	Data Visualization	Skill	60	2	25	25	50
	VC6RM26	Elementary Research Methodology		30	2	30	20	50
Total Number of credits:			19					

CORE COURSES (CC)

Fundamentals of Photography

Fundamentals of Photography

Graphic Design

Graphic Design

Introduction to Visual Communication

Effective Communication

Branding

Branding

Print Design and Production

Print Design and Production

History of Visual Arts

Visual Literacy and Drawing

Introduction to Film Art

Introduction to Film Art

UI/UX Design

UI/UX Design

Media Law and Ethics

Social Media Content Creation

Screenplay Writing

VC1126

VCP 1P126

VC1224

VC 1P224

VC1324

VC 1P326

VC2121

VC 2P126

VC2221

VC 2P224

VC2321

VC 2P324

VC3125

VC 3P125

VC 3225

VC 3P225

VC 3325

VC3P325

VC 4125

Screenplay Writing	VC 4P125
Sound Design for Visual Media	VC 4225
Sound Design for Visual Media	VC 4P225
Introduction to Communication Theories and Models	VC 4325
Documentary Film Production	VC 4P325
Cinematography and Lighting	VC 5123
Cinematography and Lighting	VC 5P123
Fundamentals of Film Editing	VC 5223
Fundamentals of Film Editing	VC 5P223
Narrative and Non-Narrative Writing	VC 5323
Studio Photography	VC5P325
Media Internship (30-45 days) – Course Completion Requirement	VC5INT
Introduction to Advertising	VC 6123
Introduction to Advertising	VC 6P124
Television Production	VC 6223
Television Production	VC 6P224
Film Theories	VC 6323
AI for Visual Communication	VC6P325
DISCIPLINE-SPECIFIC ELECTIVE COURSES (DSE)	
Emerging Media Technologies	VCDME3125
Indian Cinema	VCDME3225
Documentary Film Studies	VCDME4125
Development Communication	VCDME4225
SKILL ENHANCEMENT COURSE	
Digital Art	VC5S125
Data Visualization	VC6S125
VALUE-ADDED COURSES	
Elementary Research Methodology	VC5RM25
Project work/Internship-related course	VC5INT
Any other Course/Field work/Rural Camp/Block Placement	
Rural camp	

