



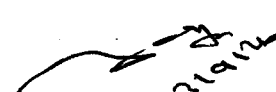
**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI -620 024.**

**M.Sc. VISUAL COMMUNICATION**

**CHOICE BASED CREDIT SYSTEM -LEARNING OUTCOMES BASED CURRICULUM  
FRAMEWORK (CBCS - LOCF)**

**(Applicable to the candidates admitted from the academic year 2026 - 2027 onwards)**

| Sem.     | Course                                          | Course Title                                                                                            | SUBJECT CODE                                                             |
|----------|-------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| <b>I</b> | Core Course – 1 (CC – 1)                        | Dynamics of Visual Communication                                                                        | <b>P26VCCC11</b>                                                         |
|          | Core Course - 2 (CC - 2)                        | Advertising and Public Relations                                                                        | <b>P26VCCC12</b>                                                         |
|          | Core Practical -1 (CP - 1)                      | Advanced Photography (Practical)                                                                        | <b>P26VCCC1P</b>                                                         |
|          | Discipline Centric Elective Course - 1 (DCEC-1) | Advertising Campaign (Practical)<br>(or)<br>Image Editing and Manipulation (Practical)                  | <b>P26VCDE1P</b><br>(or)<br><b>P26VCDE2P</b>                             |
|          | Generic Elective Course – 1 (GEC - 1)           | Media Information and Literacy<br>(or)<br>Digital Journalism<br>(or)<br>Scriptwriting and Storyboarding | <b>P26VCGE1A</b><br>(or)<br><b>P26VCGE1B</b><br>(or)<br><b>P26VCGE1C</b> |
|          | Skill Enhancement Course - 1 (SEC - 1)          | News Production (Practical)                                                                             | <b>P26VCSEC1P</b>                                                        |
|          | Value Added Course - 1 (VAC - 1)*               | Communication and Personality Development                                                               | <b>P26VCVAC1</b>                                                         |

  
**CONTROLLER OF EXAMINATIONS**