

B.Sc. (Visual Media)

SEMESTER I

Communicative English
Language Paper I
Mass Communication - Theories and Models
Multimedia Graphics and Animation
Introduction to Visual Arts
Technological Foundation for Visual Media
Digital Graphic Designing Practice
Photography Practice
Cultural Education I

SEMESTER II

Professional Communication
Language Paper II
Print Journalism and Feature Writing
Environmental Science and Sustainability
Basics of Digital Video Production
Basics of Digital Video Production Lab
Introduction to Audio
Audiography Lab
Advanced Digital Designing Practice
Cultural Education II

SEMESTER III

Life Skills I
Broadcast Journalism
Broadcast Journalism Practice
Web Publishing
Web Publishing Lab
Basics of Animation Lab
Advanced Digital Video Production Lab
Anchoring and Media Presentation Skills
Amrita Value Programme I
Introduction to Advertising

SEMESTER IV

Life Skills II
Film Studies and Analysis
Online Journalism

Elective A
Elective B
Open Elective I
Layout Designing Practice
Current Affairs 1
Amrita Value Programme II

SEMESTER V

Constitution and Media Ethics
Introduction to Media Organizations
Elective C
Elective D
Open Elective II / Live-in-Lab*
Minor Project
Life Skills III
Current Affairs 2

SEMESTER VI

Internship and Portfolio Presentation
Project

ELECTIVE A

Fundamentals of Feature Writing
Health Communication
Introduction to Brand Management
Introduction to Screenplay writing
Media & Gender Studies

ELECTIVE B

Environmental Journalism
Introduction to Typography
Public Relations & Corporate Communication
Science Communication
Visualization Techniques for film Making

ELECTIVE C

Advanced Photography Lab
Copy Writing for Advertising Practice
Development-Communicational-Video Production Lab
Technical and Professional Writing for Media Practice

ELECTIVE D

Art Direction for Advertising Lab

Film Appreciation and Analysis Lab

Niche Journalism Practice

Titling & VFX Lab