

DEPARTMENT OF MEDIA STUDIES
PROGRAMME MATRIX
Programme Title: BSc Visual Communication
2025-2026 BATCH

Sem.	Course Type	Course Title	Credits
I	DSC	Fundamentals of Photography	4
I	DSC	Fundamentals of Photography Practical	2
I	DSC	Graphic Design	4
I	DSC	Graphic Design Practical	2
I	SEC	Visual Aesthetics	3
II	DSC	Branding	4
II	DSC	Branding (Practical)	2
II	DSC	Print Design & Production	4
II	DSC	Print Design & Production (Practical)	2
II	SEC	Copywriting	3
III	DSC	Introduction to Film Art	4
III	DSC	Introduction to Film Art (Practical)	2
III	DSC	Advanced Photography	4
III	DSC	Advanced Photography (Practical)	2
IV	DSC	Digital Art	4
IV	DSC	Digital Art (Practical)	2
IV	DSC	Scripting and Storyboarding	4
IV	DSC	Scripting and Storyboarding (Practical)	2
V	DSC	Sound Design for Visual Media	4
V	DSC	Sound Design for Visual Media (Practical)	2
V	DSC	UI/UX Design	4
V	DSC	UI/UX Design (Practical)	2
V	DSE	World Cinema	4
V	DSE	Indian Cinema	4
V	DSI	Internship	2
VI	DSC	Cinematography and Lighting	4
VI	DSC	Cinematography and Lighting (Practical)	2
VI	DSC	Fundamentals of Film Editing	4
VI	DSC	Fundamentals of Film Editing (Practical)	2
VI	DSC	Film Theories	2
VI	DSE	Integrated Marketing Communication	4
VI	DSE	Communication Theory	4
VI	DSP	Project	4
VII	DSC	Animation and VFX	4
VII	DSC	Animation and VFX (Practical)	2
VII	DSC	Advertising Design and Visual Strategies	4
VII	DSC	Advertising Design and Visual Strategies (Practical)	2
VII	DSC	Branding and Visual Identity	4
VII	DSC	History of Visual Art	4
VIII	DSC	Film Direction	3
VIII	DSC	Art Direction	3
VIII	DSC	Digital Marketing	3