



M.O.P. VAISHNAV COLLEGE FOR WOMEN (Autonomous)
(College Affiliated to University of Madras and Re-accredited at “A++” Grade by NAAC)
Chennai - 600 034.

Department of Communication
and Media Studies

B.Sc. VISUAL COMMUNICATION



ABOUT THE PROGRAMME

B.Sc. Visual Communication, a three-year UG programme was started in the year 1999 by M.O.P. Vaishnav College for Women - the first city college for women to offer this programme. The programme focuses on a holistic and multi-disciplinary approach to learning. The objective is to develop and practise effective communication in print, broadcast and new media with an aesthetic bent of mind. With an even balance of theory and practice, the programme aims for strategic application of visual communication across a range of media, to a diverse audience, nationally and internationally. The programme is framed to inculcate professional excellence in the practicalities of the media industry.

OUR USP

The winning edge of the programme is the exclusive combination of learner-centric pedagogy, contemporary curriculum, high-end infrastructure, first-hand industry exposure and a creative atmosphere. The programme transforms students into the best advertising personnel, visualizers, copywriters, filmmakers, photographers, web designers, animators, graphic designers and so on.



INFRASTRUCTURE

The goals set by the programme are facilitated by high quality state-of-the-art infrastructure provided to every student:

- Drawing Studio equipped with specially designed easels to help students develop their visualizing and drawing skills
- Multimedia Lab: networked computers with latest software for design and animation
- High Definition Cameras
- Green Matte Studio
- Digital Studio:
 - Lights
 - Shooting Floor
 - Professional equipment such as zoom lenses, studio flash, lightmeter, trigger
 - Complete backdrop and tabletop setup
- Digital Sound Studios
- Digital Edit Suites
- Screening theatre
- Community Radio Station



ELIGIBILITY

Candidate must have

- passed 10+2 (any group)
- visualizing, drawing, writing, and other media-related skills
- knowledge in current affairs, media, and global social issues

SELECTION PROCEDURE

The programme has a competitive selection process.

Stage 1

- MCQs on current affairs, media, and global issues
- Drawing & Visualization Assessment
- Portfolio (Visual Arts & Design works) Assessment

Candidate will be shortlisted for Stage II based on the marks secured in Stage I.

Stage 2

- Personal Interview

Candidate should carry a portfolio exhibiting her creativity as a prospective candidate to pursue the Visual Communication programme. Candidate will be provisionally selected.



CURRICULUM

SEMESTER I:

- Foundation Course I: Language I
- Foundation Course II: General English I
- Core I: Introduction to Visual Communication
- Core-II: Basics of Fine Arts
- Allied –I: Graphic Design – I

SEMESTER II:

- Foundation Course I: Language II
- Foundation Course II: English II
- Core-III: Basics of Human Communication
- Core-IV: Application of Fine Arts
- Allied –II: Graphic Design – II

SEMESTER III:

- Core-V: Photography
- Core-VI: Advertising
- Core-VII: Printing & Publication Design
- Allied-III: Digital Graphic Design
- Elective-I: Human Psychology

SEMESTER IV:

- Core-VIII: Advanced Photography
- Core-IX: Script Writing
- Core-X: Production Design
- Allied-IV: 2D Animation & Web Designing
- Elective-II: Interdisciplinary Elective

SEMESTER V:

- Core-XI: Production Techniques
- Core-XII: Film Studies
- Core-XIII: 3D Modelling & Animation
- Core-XIV: Media, Culture, and Society
- Elective-III: Advertising Strategy & Campaign

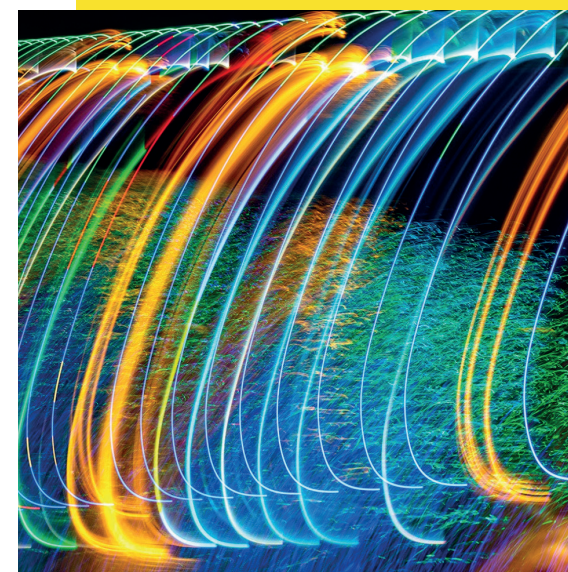
SEMESTER VI:

- Core-XV: Media Management
- Core-XVI: Visual Sociology
- Core-XVII: Media Laws
- Core-XVIII: Specialisation

The Curriculum strikes the right balance between theory and practice. The programme aids the student to graduate seamlessly from fine arts and graphic design by hand in the first year to computer graphics and photography in the second year, and then to production and multimedia in the third year.

In the final semester, students specialize in any one of the following subjects:

- Video Production
- Multimedia
- Web Designing
- Ad Photography



For POs, PSOs & COs refer college website

ENRICHMENT STRATEGIES

Teaching Methodology

The curriculum is imparted using learner-centric teaching techniques. The learning extends beyond the classroom through simulated projects that meet industry standards. Workshops, guest lectures, field visits, seminars, exhibitions, interactive sessions with media professionals aid in strengthening the industry-academia interface.

Workshops

Areas that are directly and indirectly related to the aesthetic requirement of the programme are chosen and exclusive workshops are organized. Fashion and product photography, techniques in water colour, dry pastels, oil pastels and nuances of production techniques are a few regular workshops.

Guest Lectures

From photographers to CEOs, Film makers to Visualizers, the programme brings in industry experts from diverse fields to share their domain knowledge and engage in interactive sessions with the students.

Field Visits: Photography Expeditions & Industry Visits

Students embark on frequent art and photography expeditions and industrial visits to facilitate on-field interaction. From the technology behind live telecast in a broadcast station to the equipment and maintenance of a digital studio, from the complex process of printing to the nuances of filming, the students are given the opportunity to learn and kick start an on-going relationship with the professional world throughout their course.

Prominent places of photography field visits include Pondicherry, Kanchipuram, Parambikulam, Wayanad, Delhi, Manali, Agra, Lachung, Nepal, Sikkim, Andaman, Belur, Hampi, Goa, Mahabalipuram, Rajasthan, Gujarat, Odisha and Andhra Pradesh.



DIL SE - A MASTERCLASS SERIES

A platform for young minds to learn from media professionals

Dil Se is a platform where young minds meet the stalwarts of media. The sessions facilitate an industry-academia interface to understand and appreciate the nuances of media. These interactive forums aim at familiarising and updating students on exclusive media domains. It enables the students to establish a unique identity in the dynamic media environment.



ADCON - It's all about Ads

The advertising symposium aims to make students understand the changing dimensions of the industry. Interacting with professionals enables students evolve as well-equipped, responsible and creative communicators.



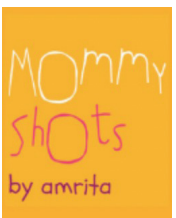
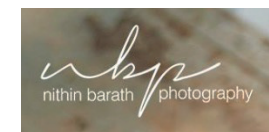
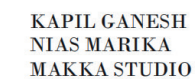
PROMINENT PLACES OF INTERNSHIP

Students undergo two spells of four to six weeks of industry training in the form of internship. To widen the horizons of Summer Internship for students, the programme collaborates with Vancouver Film School, Canada - a leading International film school, which offers a variety of courses. Students are encouraged to take up Internships in media organizations worldwide.

ADVERTISING AGENCIES



PHOTOGRAPHERS



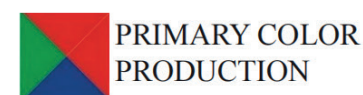
PRINT MEDIA



TELEVISION



PRODUCTION HOUSES



WEB MEDIA



CREATE: THE STUDENT CLUB

Under the auspices of Create Club, students learn and gain valuable experience.

Few prominent activities of the club are:

- Peer workshops
- Photo walk/Art walk
- Alumni networking sessions to explore higher education
- Alumni networking sessions to expand career prospects

THUMBNAIL: STUDENT JOURNAL

The annual journal is yet another platform to encourage students to think originally and creatively. The journal is replete with subjects on a chosen theme encompassing every facet of the course, right from the history of Indian art and modern day photography to magnetically charged articles on advertising, films, culture and new media.

The choice is unlimited as is the freedom of the student to express themselves.



EXHIBITIONS

The programme provides a platform to showcase professional skills of the students through visual arts and photo exhibitions.

POSITIVES, the photography exhibition, features a compilation of snapshots created throughout the year, comprising of lifestyles, symbolic representations, and many other images celebrating our cultural, racial, and geographic diversity. The exhibition attracts large crowds including students from various colleges in Chennai, media professionals, and general public.

Recent exhibitions:

Year	Theme	Exhibits	Chief Guest	Visitors
2017	Positives 2017 - A Mosaic of Myriad Images A Photography Exhibition	220	Mr. Sabu Cyril, Film Art Director	4000
2019	Positives 2019 - Of Sands, Seas, Cities and Stories Untold A Photography Exhibition	200	Mr. Indraneel Das, Resident Editor, The New Indian Express	4000
2020	Meraki - A Virtual Exhibition of Graphic Design & Fine Arts	110	Dr. Lalitha Balakrishnan, Principal, M.O.P Vaishnav College for Women	1502 Views
2021	Positives 2021 - A Virtual Exhibition of Photographs	205	Mr. J. Ramanan, Architect, Photographer, Exhibitor, Author	2558 Views
2023	Positives 2023 - Vantage Point A Photography Exhibition	306	Ms. Preetha Jayaraman, Cinematographer	4000



CAREER OPPORTUNITIES

The three-year programme transforms the students into one of the best

- Advertising Personnel
- Cartoonists
- Animators
- Copywriters
- Scriptwriters
- Event Managers
- Broadcast Journalists
- Film Makers
- Web Designers
- Photographers - Advertising, Nature, Fashion
- Photo Journalists
- Graphic Designers
- Art/Creative Directors
- Artists
- Web Programmers/ Developers
- Marketing Designer/ Director
- Production Designers
- Multimedia Artists
- Set Designers
- Television Programmers
- Layout Artists
- Illustrators
- Entrepreneurs

PROMINENT PLACEMENTS

Prominent organisations our students have been placed in include:

- The Hindu
- Studio Designo
- O2
- World Bank
- Goldman Sachs
- CTS
- HCL
- Wipro
- Fifth Estate Communications
- RBS
- Aspire
- Infosys
- PriceWaterhouse Coopers
- Citibank
- Ernst & Young
- Google
- McKinsey
- Amazon
- Reuters
- Ad2Pro
- Behindwoods
- Social Beat
- Mad Street Den
- Digitally Inspired Media
- R.K. Swamy BBDO
- ADK Rage Communication
- Kaching Software Private Limited
- Hachette India
- Srishti digilife
- Stirred creative



STAR ALUMNI

The Programme takes pride in acknowledging our alumni for reaching beyond the classroom and excelling in what they are passionate about.

They have carved a niche for themselves in the domain of photography, advertising, television, filmmaking, and animation.

Our innumerable Star Alumni include:

- Priya Banik - Programs & Outreach Manager, Chennai Photo Biennale
- Sruthi Hariharasubramanian - Film maker, Goli Soda Store
- Sharanya Subramaniam - Casting Director
- Riba Haroon- Creative Director, Pink Cheese Designs
- Ahaana Krishna- Indian Actor
- Natasha Goenka- Group Account Manager, TING
- Swetha Joyson – Founder, The Joy of Photography
- Keerthana Balaji – Founder, Tungsten Creative
- Aditi Maithreya - Creative Director, The Phoenix Company
- Shivaani Shashi - Independent Architectural Photographer
- Muzna Nishath - Creative Strategist, The Toggle Hub
- Madhumita Rangarajan - Photographer





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