



# 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, TN, India

## Department of Communication and Media Studies

### B.Sc. VISUAL COMMUNICATION

(Established in 1999)

*Chiseling self-reliant, competent, dynamic media professionals*

The three year undergraduate programme trains students 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.

#### 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 working atmosphere.

#### Eligibility:

- ♦ Standard XII students from any stream can apply for the program.
- ♦ Candidate must possess visualizing, drawing and other media related skills.
- ♦ Admission through Assessment and Evaluation.

**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

#### 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.

#### Infrastructure

The goals set by the programme are facilitated by high quality state-of-the-art infrastructure - Drawing Studio - Multimedia Lab - Ad Photography Studio - Shooting Floor - Green Matte studio - Digital Sound Studio - Digital Edit Suites



## COURSE CURRICULUM



### Enrichment Strategies

#### Experiential learning

*Photography expeditions & Industry visits.*

#### Participative learning

*Exhibitions and Symposiums,*

*Create - The Student Club,*

*Thumbnail - The Programme Journal*

#### Industry Academia interface

*Dil Se, A Masterclass Series, Brand Talk*

### Prominent places of internship

Advertising Agencies: *Ogilvy & Mather - R K Swamy BBDO*

- *Rubecon - McCANN - DDB Mudra Group*

Photographers: *G Venket Ram - Sharad Haksar - Kunal Daswani*

- *Mommy Shots by Amrita*

Broadcast & Web Media: *Star Vjay TV - Sun TV Networks*

- *Zee Thamizh - Webdefy - Social Beat*

Production Houses: *Lyca - BlackBox - The Golden Chest -*

*Global Villagers - Bootleggers - Wall watcher Films*

### Career Prospects

With professional excellence in the practicalities of the media industry, the programme transforms students into one of the best media professionals: advertising personnel, visualizers, copy writers, filmmakers, photographers, web designers, animators.



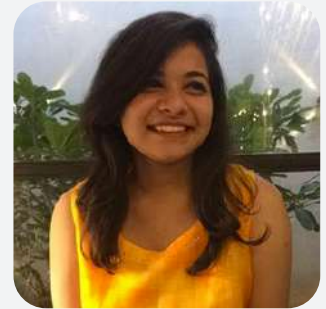
*Sruti Harihara Subramanian*  
National award-winning  
filmmaker.  
Co-Founder of Goli Soda.  
Batch 2001-2004



*Manasvini Gopal*  
Advertising &  
Branding Expert,  
Mullen Lowe Lintas  
Batch 2010-2013



*Aditi Maithreya*  
Creative Director at The  
Phoenix Company  
Batch 2011-2014



*Harshita N Parikh*  
Graphic Designer,  
ThatWhiteSpace  
Batch 2014-2017

*For more information visit:*

<https://mopvc.edu.in/school-of-communication-and-media-studies/b-sc-visual-communication/>

