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, India.

B.Sc. VISUAL COMMUNICATION

3-Year Undergraduate Programme

(Established in 1999)

Chiseling self-reliant, competent, dynamic media professionals

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

- Standard XII students from any stream can apply for the program.
- Candidate must possess visualizing, drawing and other 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

Candidate will be shortlisted for Stage II based on the assessment 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.
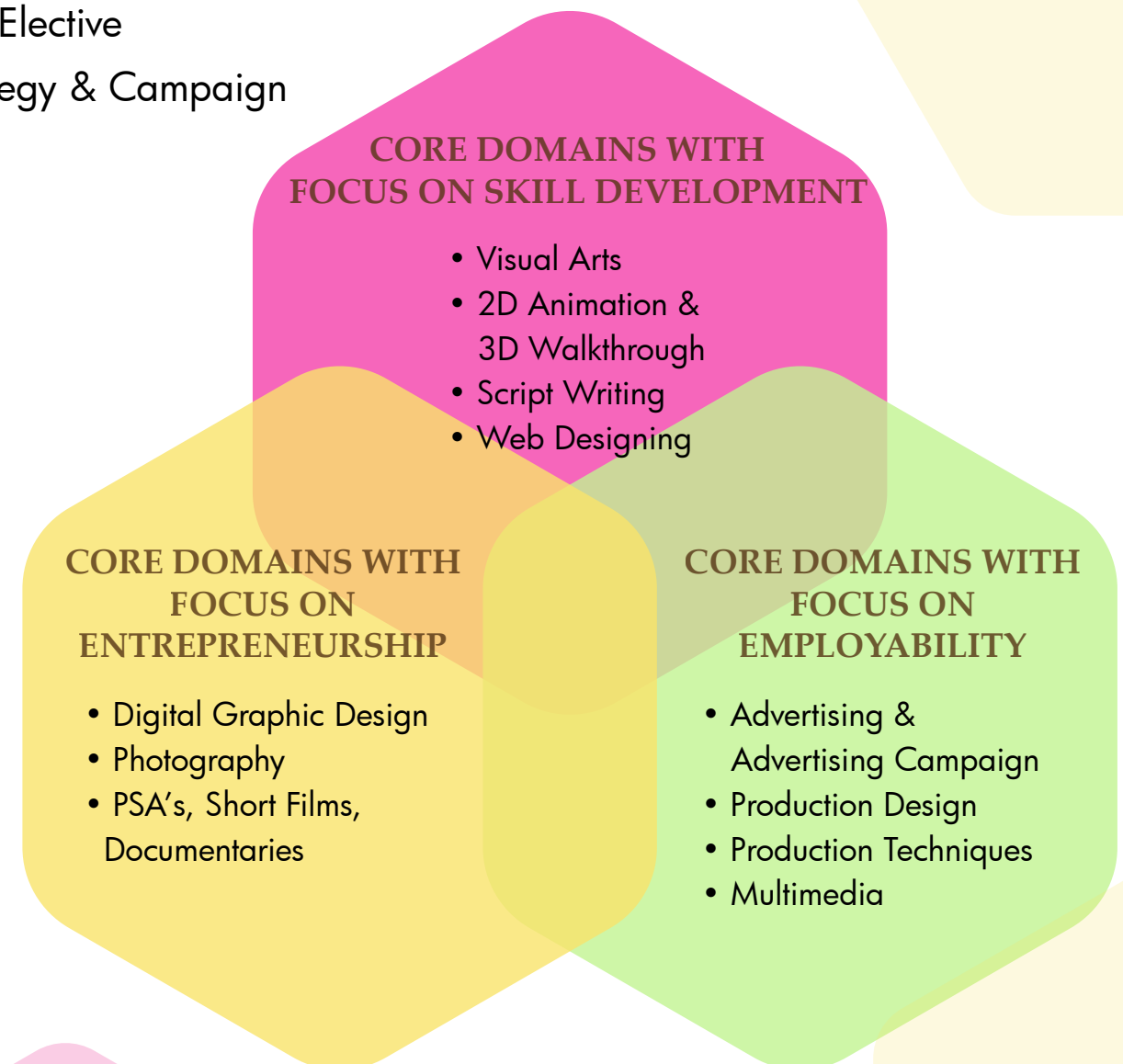
COURSE CURRICULUM

CORE COURSES

- Introduction to Visual Communication
- Basics of Fine Arts
- Basics of Human Communication
- Application of Fine Arts
- Photography
- Advertising
- Printing & Publication Design
- Advanced Photography
- Script Writing
- Production Design
- Production Techniques
- Film Studies
- 3D Modelling & Animation
- Media, Culture, and Society
- Media Management
- Visual Sociology
- Media Laws
- Specialisation: Video Production/Multimedia/ Web Designing/Ad Photography

ALLIED AND ELECTIVE COURSES

- Graphic Design – I
- Graphic Design – II
- Digital Graphic Design
- 2D Animation & Web Designing
- Human Psychology
- Interdisciplinary Elective
- Advertising Strategy & Campaign

FOUNDATION COURSES

- English
- Language

CORE DOMAINS WITH FOCUS ON SKILL DEVELOPMENT

- Visual Arts
- 2D Animation & 3D Walkthrough
- Script Writing
- Web Designing

CORE DOMAINS WITH FOCUS ON ENTREPRENEURSHIP

- Digital Graphic Design
- Photography
- PSA's, Short Films, Documentaries

CORE DOMAINS WITH FOCUS ON EMPLOYABILITY

- Advertising & Advertising Campaign
- Production Design
- Production Techniques
- Multimedia

* Course structure subject to modification as per University guidelines

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.

ENRICHMENT STRATEGIES

Field Visits: Photography Expeditions & Industry Visits

Students embark on frequent art and photography expeditions and industrial visits to facilitate on-field interaction.

The course learning ranges from 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.

Students are given the opportunity to imbibe and kickstart an on-going relationship with the professional world throughout their course.

Prominent places of photography field visits are spread far and wide, including Pondicherry, Kanchipuram, Parambikulam, Wayanad, Delhi, Manali, Agra, Lachung, Nepal, Sikkim, Andamans, Belur, Hampi, Goa, Mamallapuram, Rajasthan, Gujarat, Odisha, Andhra Pradesh and Karnataka.

FLAGSHIP EVENTS

POSITIVES

PHOTOGRAPHY EXHIBITION BY THE STUDENTS

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
2025	Positives 2025 - Lumière A Photography & Art Exhibition	369	Mr. Mithran R. Jawahar, Film Director	4500

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.

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.
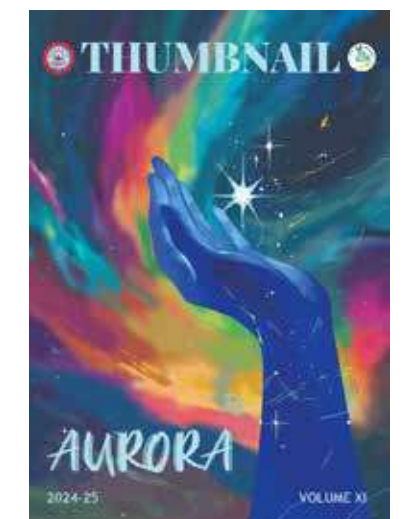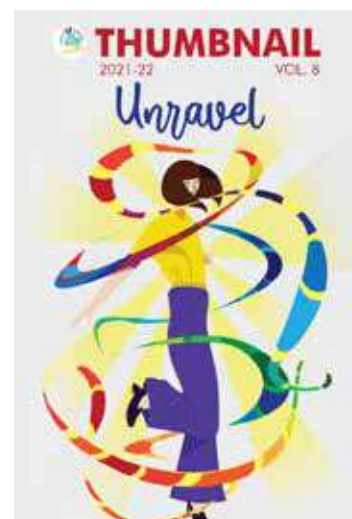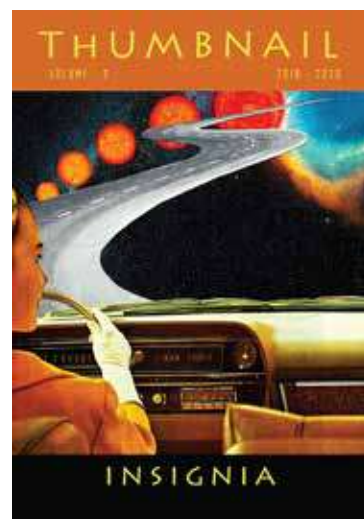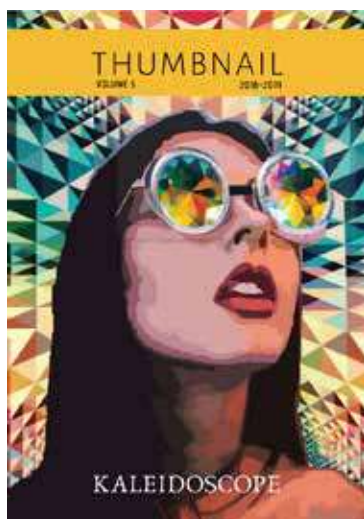
PROMINENT PLACES OF INTERNSHIP

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, students are encouraged to take up Internships in media organizations worldwide.

ADVERTISING AGENCIES

Ogilvy   JWT   R K SWAMY BBDO   rubecon   McCANN   OPN — opn advertising private limited

DDB mudragroup   dentsu DENTSU INDIA   DG integrated   LINTAS INDIA   UM United Malaya   Rediffusion Y&R

PHOTOGRAPHERS

kunaldaswani photography   Sharad Haksar   g venket ram   BLACKPEARL PHOTOGRAPHY   KAPIL GANESH NIAS MARIKA MAKKA STUDIO   nithin barath photography   MOMMY shOts by amrita

STUDIO CENTRAL PHOTOGRAPHY STUDIO   yolk   AMAR RAMESH PHOTOGRAPHY

PRINT MEDIA

THE HINDU   THE TIMES OF INDIA   VIKATAN Pioneers in media since 1926.

TELEVISION

புதிய தலைமுறை   விஜய்   SUN TV NETWORK   दूरदर्शन सत्यम् शिवम् सुन्दरम्   ZEE தமிழ்

PRODUCTION HOUSES

PRIMARY COLOR PRODUCTION   Radaan   BOOTLEGGERS PRODUCTION   VANCOUVER FILM SCHOOL   LYCA PRODUCTIONS

WEB MEDIA

Webdefy   geek CREATIVE AGENCY   SOCIAL BEAT RISE TO THE IMPOSSIBLE

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STUDENT PROGRESSION TO HIGHER EDUCATION

The programme is a solid foundation for students to master visual design, photography, digital media, animation, film studies, production, media management, advertising, and marketing communication at prominent universities including:

- Savannah College of Art and Design, USA
- Trinity College Dublin, Ireland
- University of Liverpool, United Kingdom
- Istituto of Marangoni, London, United Kingdom
- Kingston University, London, United Kingdom
- Northeastern University, Boston, USA
- Aston University, United Kingdom
- Newcastle University, United Kingdom
- Nanyang Technological University, Singapore
- The Univeristy of Texas at Dallas, USA
- IIT Hyderabad
- Anna University, Chennai
- MIT Institue of Design, Pune
- FAD Academy, Mumbai

CAREER OPPORTUNITIES

The three-year programme transforms the students into the best:

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

PROMINENT PLACEMENTS

Prominent organisations our students have been placed in include:

- Studio Designo
- O2
- Goldman Sachs
- CTS
- Fifth Estate Communications
- RBS
- Aspire
- Infosys
- ADK Rage Communication
- Kaching Software Private Limited
- Ernst & Young
- Hachette India
- Wipro
- The Madras Branding Company
- PriceWaterhouse Coopers
- McKinsey
- Amazon
- Reuters
- Ad2Pro
- Behindwoods
- Social Beat
- Mad Street Den
- Digitally Inspired Media
- R.K. Swamy BBDO
- Srishti Digilife
- Stirred Creative
- Wizcraft Entertainment Agency Private Limited

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

• Harshita N Parikh- Graphic Designer, ThatWhiteSpace

• Riba Haroon- Creative Director, Pink Cheese Designs

• Ahaana Krishna- Indian Actor

• 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

• Manasvini Gopal- Advertising & Branding Expert, Mullen Lowe Lintas

FACULTY

Dr. JAISHREE S
Associate Professor and Head

M.A., M.Phil., Ph.D.,
(UGC- NET)., M.A., (SET)

Teaching Experience- 21 years

Research Experience- 31 years

Specialises in Development Communication,
Sociological Aspects of Communication &
Media and Communication Research

Ms. PRIYAVADHANI M
Assistant Professor

M.Sc., (UGC- NET)

Teaching Experience- 16 years

Research Experience- 5 years

Specialises in Film Studies, Video Production,
Video Editing, Script Writing
and New Media Studies

Dr. SHRIDEVI S
Assistant Professor

M.A., M.Phil, Ph.D

Teaching Experience- 4 years

Research Experience- 11 years

Specialises in Communication Research,
Advertising, Film Studies, Media & Cultural
Studies, and Gender Studies

Ms. M.R. MAHALAKSHMI
Assistant Professor

M.A.,

Teaching Experience - 8 months

Research Experience- 8 years

Specialises in Film Studies,
Audio-Visual Production, Women and
Media Studies

Mr. KAMALJIT SINGH
Assistant Professor

M.A. Visual Effects & Animation

Experience- 21 years

Specialises in 2D & 3D Graphics,
Animation and VFX

Mr. SAMUEL K
Assistant Professor

BFA (Painting),
MFA (Painting)

Experience- 11 years

Specialises in Portraiture, Drawing techniques,
All colour mediums and Digital Art

Mr. S RAMKUMAR
Assistant Professor

M.Com., M.B.A.

Experience- 20 years

Specialises in Graphic Design, Web Design,
2D & 3D Animation, Compositing and Editing

We let
no boundaries
stop your creativity...

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🌐 https://mopvc.edu.in/

✉ mopvaishnav@mopvc.edu.in

☎ (044)2833 0262