



KG COLLEGE OF ARTS AND SCIENCE

Autonomous Institution | Affiliated to Bharathiar University

Accredited with A++ Grade by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Saravanampatti, Coimbatore - 641 035

Regulations 2024 - 25 for Undergraduate Programme

Learning Outcomes Based Curriculum Framework - (LOCF) model with
Choice Based Credit System (CBCS)

Programme: B.Sc. Visual Communication

Programme Code: BVC

(Applicable for the Students admitted during the Academic Year 2024 - 25 onwards)

Eligibility

Candidates for admission to the first year of the **Bachelor of Science in Visual Communication** Degree Programme shall be required any of the following:

- Students should have passed his HSC (10+2) examination from a recognized board in India.
- Students should have passed the Higher Secondary Examination (12th Standard) conducted by the Government of Tamil Nadu from any group or an examination accepted equivalent by the Academic Council of India.
- A pass in SSLC with a Diploma (10 + 3) from a recognized board by the Government of Tamil Nadu.

Programme Learning Outcomes (PLOs)

The successful completion of the BSc. Visual Communication programme shall enable the students

PLO1	Mastering oral, written, graphical, and technical communication to gain competency in Graphic Design, Digital Filmmaking, and AR & VR production.
PLO2	Ability to generate innovative and impactful visual solutions for evolving Information Technology and Visual Communication needs.
PLO3	Apply critical, analytical, and creative thinking in UI & UX Design, Web & Game Design, and Animation.
PLO4	Determine and adapt production procedures in modern Print and Digital Media, adhering to professional ethics and social responsibility to meet industry demands.
PLO5	Foster industry-ready professionals and entrepreneurs equipped with AI tools, Creative thinking, and Digital imaging skills, driven by a passion for lifelong learning.

B.Sc. Visual Communication
Distribution of Credits and Hours for all the Semesters

Part	Course Category	No. of Courses	Hours		Credits		Total Credits	Semester
I	Language -I	4	4 X 4	16	4 X 3	12	12	1 - 4
II	Language –II	4	4 X 4	16	4 X 3	12	12	1 - 4
III	Core Theory (5 hrs /Week)	7	7 X 5	35	7 X 4	28	100	1 - 6
	Core Theory (4 hrs /Week)	1	1 X 4	4	1 X 3	3		4
	Core Lab (5 hrs / Week)	10	10 X 5	50	10X 3	30		1 - 6
	Core Lab (4 hrs / Week)	3	3X 4	12	3 X 3	9		3 & 6
	Allied Lab (4 hrs / Week)	1	1 X 4	4	1 X 3	3		3
	Allied Lab (4 hrs / Week)	1	1 X 4	4	1 X 2	2		4
	Allied Lab (3 hrs / Week)	2	2 X 3	6	2 X 3	6		1, 2
	Electives	2	2 X 5	10	2 X 3	6		5, 6
	Project	1	1 X 5	5	1 X 5	5		6
	Internship	1	-	-	1 X 2	2		5
	Skill Enhancement (SEC)	1	1X 4	4	1 X 2	2		3
Skill Enhancement (SEC)	2	2 X 2	4	2X 2	4	4 & 6		
IV	Foundation Course (FC)	2	2 X 2	4	2 X 2	4	14	1,2
	Foundation Course (FC)	1	-	-	1 X 2	2		3
	Ability Enhancement Compulsory Course(AECC)	3	3 X 2	6	3 X 2	6		1,2,4
	Ability Enhancement Compulsory Course (AECC) - MOOC	1	-	-	1 X 2	2		3
V	Liberal Arts-(Extra-Curricular & Co-Curricular)	-	-	-	2	2	2	4
Total		46		180		140	140	

Consolidated Semester wise and Component wise
Hours and Credits Distribution

Semester	Part I		Part II		Part III		Part IV		Part V		Total	
	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits
1	4	3	4	3	18	14	4	4	-	-	30	24
2	4	3	4	3	18	13	4	4	-	-	30	23
3	4	3	4	3	22	16	-	4	-	-	30	26
4	4	3	4	3	20	15	2	2	-	2	30	25
5	-	-	-	-	30	22	-	-	-	-	30	22
6	-	-	-	-	30	20	-	-	-	-	30	20
Total	16	12	16	12	138	100	10	14	-	2	180	140

Curriculum
B.Sc. Visual Communication

Semester – 1

Course Code	Part	Course Category	Course Name	Hours/Week	Examination			Credits	
					Duration in Hours	Max Marks			
						CIA	ESE		Total
24TAM11L	I	Language - I	Tamil - I	4	3	25	75	100	3
24HIN11L	I		Hindi - I						
24MAL11L	I		Malayalam - I						
24FRE11L	I		French - I						
24ENG12L	II	Language -II	English - I	4	3	25	75	100	3
24BVC13C	III	Core - I	Introduction to Visual Communication	5	3	25	75	100	4
24BVC14C	III	Core - II	Design Thinking and Process	5	3	25	75	100	4
24BVC15P	III	Core Lab - I	Lab: Visual Arts	5	6	40	60	100	3
24BVC16P	III	Allied Lab - I	Lab: Digital Drawing and Painting	3	3	40	60	100	3
24ENV1FC	IV	FC – I	Environmental Studies	2	2	50	-	50	2
24QUA1AE	IV	AECC - I	Quantitative Aptitude	2	2	-	50	50	2
Total				30				700	24

Semester – 2									
Course Code	Part	Course Category	Course Name	Hours / Week	Examination			Credits	
					Duration in Hours	Max Marks			
						CIA	ESE		Total
24TAM21L	I	Language – I	Tamil – II	4	3	25	75	100	3
24HIN21L	I		Hindi – II						
24MAL21L	I		Malayalam – II						
24FRE21L	I		French – II						
24ENG22L	II	Language -II	English – II	4	3	25	75	100	3
24BVC23C	III	Core - III	Advertising & Branding	5	3	25	75	100	4
24BVC24P	III	Core Lab - II	Lab: 2D Animation & 3D Modeling	5	6	40	60	100	3
24BVC25P	III	Core Lab - III	Lab: Photography and Image Editing	5	3	40	60	100	3
24BVC26P	III	Allied Lab -II	Lab: Living with People	3	3	40	60	100	3
24HUM2FC	IV	FC - II	Human Rights	2	2	50	-	50	2
24SOF2AE	IV	AECC - II	Soft Skills	2	2	-	50	50	2
Total				30				700	23

Semester – 3									
Course Code	Part	Course category	Course Name	Hours/Week	Examination			Credits	
					Duration in Hours	Max Marks			
						CIA	ESE		Total
24TAM31L	I	Language - I	Tamil – III	4	3	25	75	100	3
24HIN31L	I		Hindi – III						
24MAL31L	I		Malayalam – III						
24FRE31L	I		French – III						
24ENG32L	II	Language - II	English – III	4	3	25	75	100	3
24BVC33C	III	Core IV	Media Laws, Society and Culture	5	3	25	75	100	4
24BVC34P	III	Core Lab -IV	Lab: 3D Animation Techniques	5	3	40	60	100	3
24BVC35P	III	Core Lab -V	Lab: Digital Graphics and Type Design.	4	3	40	60	100	3
24BVC36P	III	Allied III Lab	Lab: Compositing & Visual Effects	4	3	40	60	100	3
24BVC37P	III	SEC I Lab	Lab: Articulation Techniques	4	3	40	60	100	2
24BAT3FC/ 24ADT3FC/ 24IKS3FC	IV	FC - III	Basic Tamil/ Advanced Tamil/ Indian Knowledge Systems(IKS)*	-	2	50	-	50	2
24MOO3AE	IV	AECC - III	Online Course - MOOC	-	-	50	-	50	2
Total				30				800	25

Semester – 4																	
Course Code	Part	Course Category	Course Name	Hours /Week	Examination			Credits									
					Duration in Hours	Max Marks											
						CIA	ESE		Total								
24TAM41L	I	Language - I	Tamil – IV	4	3	25	75	100	3								
24HIN41L	I		Hindi – IV														
24MAL41L	I		Malayalam – IV														
24FRE41L	I		French – IV														
24ENG42L	II	Language - II	English – IV	4	3	25	75	100	3								
24BVC43C	III	Core V	UI, UX & Web Development	5	3	25	75	100	4								
24BVC44C	III	Core VI	Visual Process through Artificial Intelligence	4	3	25	75	100	3								
24BVC45P	III	Core Lab -VI	Lab: UI & UX Design	5	3	40	60	100	3								
24BVC46P	III	Allied IV - Lab	Lab: IKS - Indian Town Planning & Architecture	4	3	40	60	100	2								
24BVC47P	III	SEC II - Lab	Lab: AI Tools for Design	2	3	40	60	100	2								
24IDT4AE/ 24IPR4AE/ 24END4AE	IV	AECC - IV	Innovation & Design Thinking / Intellectual Property Rights / Entrepreneurship Development	2	2	-	50	50	2								
24EXC4LA			V							Extracurricular & Co-curricular	Liberal Arts	-	2	50	-	50	2
Total										30				800	24		

Semester – 5									
Course Code	Part	Course Category	Course Name	Hours /Week	Examination			Credits	
					Duration in Hours	Max. Marks			
						CIA	ESE		Total
24BVC51C	III	Core VII	Virtual Reality, Augmented Reality and Mixed Reality	5	3	25	75	100	4
24BVC52P	III	Core Lab – VII	Lab : Virtual Reality, Augmented Reality and Mixed Reality	5	6	40	60	100	3
24BVC53P	III	Core Lab – VIII	Lab: AI for VFX and Animation	5	6	40	60	100	3
24BVC54P	III	Core Lab – IX	Lab: Sound Design	5	3	40	60	100	3
24BVC55P	III	Core Lab - X	Lab: Digital Film Making	5	6	40	60	100	3
24BVC5AE/	III	Elective - I	Digital Media Marketing (Advertising)	5	3	25	75	100	3
24BVC5BE/			Media Psychology (Digital Journalism)						
24BVC5CE			Introduction to Folkloristics (Performing Arts)						
24BVC56I	III	Internship	Internship / Training / Apprenticeship	-	2	50	-	50	2
Total				30				650	21

Semester – 6									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max. Marks			
						CIA	ESE	Total	
	III	Core VIII	Game Design and Development	5	3	25	75	100	4
	III	Core Lab - XI	Lab: Interior and Space Design	5	6	40	60	100	3
	III	Core Lab – XII	Lab: Portfolio Design	4	3	40	60	100	3
	III	Core Lab - XIII	Lab: Environmental Design and Data Visualization	4	3	40	60	100	3
	III	Elective - II	Google Analytics (Advertising)	5	3	25	75	100	3
			Mobile Journalism (Digital Journalism)						
			Folk Performing Arts of Tamilnadu (Performing Arts)						
	III	SEC - III	Art Direction & Dramatic Performance	2	3	25	75	100	2
	III	Core	Project Work	5	3	40	60	100	5
Total				30				700	23
Grand Total				180				4350	140

Semester - 1

Semester – 1									
Course Code	Part	Course Category	Course Name	Hours/Week	Examination			Credits	
					Duration in Hours	Max Marks			
						CIA	ESE		Total
24TAM11L	I	Language - I	Tamil - I	4	3	25	75	100	3
24HIN11L	I		Hindi - I						
24MAL11L	I		Malayalam - I						
24FRE11L	I		French - I						
24ENG12L	II	Language -II	English - I	4	3	25	75	100	3
24BVC13C	III	Core - I	Introduction to Visual Communication	5	3	25	75	100	4
24BVC14C	III	Core - II	Design Thinking and Process	5	3	25	75	100	4
24BVC15P	III	Core Lab - I	Lab: Visual Arts	5	6	40	60	100	3
24BVC16P	III	Allied Lab - I	Lab: Digital Drawing and Painting	3	3	40	60	100	3
24ENV1FC	IV	FC – I	Environmental Studies	2	2	50	-	50	2
24QUA1AE	IV	AECC - I	Quantitative Aptitude	2	2	-	50	50	2
Total				30				700	24

Part – I : Language I

(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24TAM11L	Tamil - I	Language - I	4	3

Course Objectives

The course intends to cover

- இலக்கிய வளர்ச்சியை அறிந்துகொள்ளுதல்
- இலக்கியம் படைக்கும் திறன்
- இலக்கிய இலக்கண உரைசெய்தல்
- திறனாய்வு முறையினைக் கற்றுத்தேர்தல்

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	புதுக்கவிதையின் மூலம் வாழ்வியல் விழுமியங்களை உணர்ந்து கொள்ளுதல்.	K1, K2
CLO2	சிறந்த மற்றும் வாழும் கவிஞர்களை அறிந்துகொள்ளுதல்.	K2, K3
CLO3	சிறந்த படைப்பாளர்களின் சிறுகதையில் வெளிப்படும் சமூகச்சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.	K3
CLO4	தற்கால இலக்கியங்களான புதுக்கவிதை, சிறுகதை தோன்றி வளர்ந்த பின்புலத்தை அறிதல்.	K1, K3
CLO5	மொழியைப் பிழையின்றி பேச, எழுத, கற்கத் தேவையான தமிழ் இலக்கணத்தின் இன்றியமையாமையை உணர்தல். நடைமுறை வாழ்வியலுக்குத் தேவைப்படும் ஆங்கிலக் கடிதத்தைத் தமிழாக்கம் செய்தலுக்கான பயிற்சி பெறுதல்.	K2, K3
K1 - Remember; K2 - Understand; K3 – Apply		

Part – I: Tamil – I

Unit	Content	No. of Hours
I	<p>(நாட்டுப்பற்று)</p> <ol style="list-style-type: none"> 1. உலகத்தை நோக்கி வினவுதல் - பாரதியார் 2. பாரதிதாசன் கவிதைகள் - பாரதிதாசன் <ul style="list-style-type: none"> • தமிழ்ப்பேறு 3. ஒற்றுமையே உயிர்நிலை - கவிமணி 4. தேவதேவன் கவிதைகள் - தேவதேவன் <ul style="list-style-type: none"> • சாலையும் மரங்களும் செருப்பும் • புதிய வீடு 5. ஆலாபனை - கவிக்கோ அப்துல் ரகுமான் <ul style="list-style-type: none"> • போட்டி • பாதை 6. புத்தகச் சந்தை - கவிஞர் வாலி 	14
II	<p>(சமூகம்)</p> <ol style="list-style-type: none"> 1. எட்டாவது சீர்..... - ஈரோடு தமிழன்பன் 2. தொலைந்து போனேன் - கவிஞர் தாமரை 3. திருநங்கைகள் காகிதப் பூக்கள் - நா. காமராசன் 4. மரங்களைப் பாடுவேன் - வைரமுத்து 5. புள்ளிப் பூக்கள் (ஹைக்கூ) - அமுத பாரதி 6. நாட்டுப்புறப் பாடல்கள் <ul style="list-style-type: none"> • தாலாட்டுப் பாடல், தெம்மாங்கு பாடல், உழவுத்தொழில் 	14
III	<p>(சிறுகதை)</p> <ol style="list-style-type: none"> 1. அகல்யை - புதுமைப்பித்தன் 2. சுமைதாங்கி - ஜெயகாந்தன் 3. அம்மா ஒரு கொலை செய்தாள் - அம்பை 4. சோற்றுக் கணக்கு - ஜெயமோகன் 5. தூரத்து உறவு - வைரமுத்து 	12

Unit	Content	No. of Hours
IV	(இலக்கிய வரலாறு) 1. மரபுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 3. ஹைக்கூ கவிதையின் தோற்றமும் வளர்ச்சியும் 4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்	10
V	(இலக்கணம்) 1. எழுத்துக்கள் (முதல் எழுத்துக்கள், சார்பெழுத்துக்கள்) 2. எழுத்துக்களின் பிறப்பு 3. மாத்திரைகள் 4. பயிற்சிக்குரியன - மொழிப்பெயர்ப்பு (ஆங்கிலத்திலிருந்து தமிழுக்கு மொழிப்பெயர்த்தல்)	10
Total		60

Reference Books

1	பாரதி பாடல்கள் ஆய்வுப் பதிப்பு, பேரா. ம ரா போ குருசாமி,(2016) தமிழ்ப் பல்கலைக் கழகம், தஞ்சாவூர்
2	ஆலாபனை, அப்துல் ரகுமான்,(2000) கவிக்கோ பதிப்பகம்
3	தாமரை கவிதைகள், தாமரை, (2012) நியூ செஞ்சுரி புக் ஹவுஸ்
4	தமிழ் இலக்கிய வரலாறு, மு வரதராசனார், (2021) சாகித்திய அகாதெமி பதிப்பு
5	புதிய வெளிச்சத்தில் தமிழ் இலக்கிய வரலாறு, முனைவர் க பஞ்சாங்கம், (2017) அன்னம் வெளியீட்டு
6	தமிழ் இலக்கிய வரலாறு, முனைவர் கா கோ வேங்கடராமன்,(2008) கலையக வெளியீடு
7	நல்ல தமிழ் எழுத வேண்டுமா?, அ கி பரந்தாமனார் எம். ஏ., (2002)அல்லி நிலையம்
8	100 சிறந்த சிறுகதைகள் (தொகுதி 1 & 2) தொகுப்பு: எஸ் ராமகிருஷ்ணன் (2006) பதிப்பகம்: தேசாந்திரி பதிப்பகம்
9	தமிழ் இலக்கணம் எளிய அறிமுகம் , கோ குமரன் (2010) சந்தியா பதிப்பகம்
10	நாட்டுப்புற இயல் ஆய்வு, சு சக்திவேல்,(2012) மணிவாசகர் பதிப்பகம்

Part – II : English -I
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24ENG12L	English - I	Language-II	4	3

Course Objectives

The course intends to cover

- Various genres of literature.
- Active and passive vocabulary.
- Usage of Grammar and Communication.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify aesthetic sense and appreciate poetry, enhancing creativity and understanding relevant to professional environments.	K1
CLO2	Understand diverse styles of prose, facilitating versatility in writing and inculcating interpersonal skills.	K2
CLO3	Apply the characters and the narrative techniques in creative writing and content creation ethically.	K3
CLO4	Employ vocabulary and grammatical proficiency in communication to enhance clarity in workplace interactions.	K3
CLO5	Enhance overall communication competence. Practicing these skills in combination reinforces learning and provides students with opportunities to use the language in authentic contexts.	K3
K1 - Remember; K2 - Understand; K3 - Apply		

Part - II: English - I

Unit	Content	No. of Hours
I	Poetry : Nature 1. I Wandered Lonely as a Cloud - William Wordsworth 2. The Sparrow - Paul Laurence Dunbar 3. Stopping by woods on a snowy Evening – Robert Frost	12
II	Prose : Friendship 1. The Man in Black - Oliver Goldsmith 2. Of Friendship - Francis Bacon 3. The Blessing of Friends - Sir John Lubbock	12
III	Short Stories: Morality 1. The Necklace – Guy de Maupassant 2. The Lottery - Shirley Jackson 3. The Monkey’s Paw - W. W. Jacobs	12
IV	Language Competency: Vocabulary 1. Vocabulary : Synonyms, Antonyms, Word Formation 2. Appropriate use of Articles and Parts of Speech 3. Error correction	12
V	English for Communication 1. Listening for General and Specific Information. 2. Self - Introduction, Introducing others, Greetings. 3. Reading a prose passage, Reading a poem and Reading a short story 4. Descriptive writing – writing a short descriptive essay of two to three paragraphs.	12
Total Hours		60
Text Books		
1.	Zama, M. (2004). Poetry Down the Ages. Orient Blackswan.	
2.	Goldsmith, O. (1869). The Works of Oliver Goldsmith. J. Dicks	
3.	Bacon, F., & Montagu, B. (1857). The Works of Francis Bacon (Vol. 1). Parry & McMillan.	
Reference Books		
1.	Kumar, V. T. Bhavani, Durga.K. Srinivas.YL. (2018). English in use - A textbook for College Students. (English, Paperback).	
2.	Swan, M. (2005). Practical english usage (Vol. 7). Oxford: Oxford university press.	
Web Resources (Swayam / NPTEL)		
1.	https://nptel.ac.in/courses/109105205	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC13C	Introduction to Visual Communication	Core - I	5	4

Course Objectives

The course intends to cover

- The Fundamentals of Visual Communication.
- Different modes of Visual Communication and its process.
- Various levels of Communication and Techniques for analyzes.
- The Models of Communication.
- The Theories of Communication, Origins and Evolution.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand various aspects of communication and its respective principles.	K1, K2
CLO2	Apply modes of communication and its process.	K3
CLO3	Interpret signals, languages, and signs of visual communication.	K4
CLO4	Arbitrate appropriate messages by distinguishing multi-level communication flows.	K4
CLO5	Analyze the behavior of information and communication systems in contemporary media.	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	-	1	2
CLO2	2	-	2	-	-
CLO3	3	2	3	2	-
CLO4	2	2	-	2	2
CLO5	2	2	-	-	2
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core - I : Introduction to Visual Communication

Unit	Content	No. of Hours
I	Basics of Visual Communication: Fundamentals of Communication - Elements of Communication – Functions & Purpose of Communication - Barriers to Communication – Communication Skills - Role of Communication.	12
II	Modes of Communication: Key Concepts in Non-Verbal Communication (NVC) – Proxemics - Digital NVC - Visual Perception – Semiotics - Written Forms of Communication - Literacy and Morality - Writing and Reading as a Technology and Practice - Aesthetic Experience, Objectivism vs. Subjectivism - Creativity and Expression in Art, Symbolism and Iconography - Virtual Reality and Digital Culture.	15
III	Levels of Communication: Intrapersonal Communication - Concept of Self and Related Themes - Overview of Interpersonal Communication - Theories of Interpersonal Communication - Group Communication - Theories of Group Communication.	15
IV	Models of Communication : Berlo, Lasswell, Shannon and Weaver Models - Elaboration Likelihood Model - Social Learning Model - Principles of Good Communication and Non-violent Communication - Ethical Communication. Presentation Skills.	15
V	Theories of Communication : Mass Communication Definition – Agenda Setting Theory – Cultivation Theory – Social Learning Theory – Uses and Gratifications Theory - Theories of Persuasion - Attribution and Judgement, Social Judgement Theory - Two Step Flow of Information.	18
Total Hours		75
Text Books		
1.	Denis Mcquail, (2020). Mcquail’s Media and Mass Communication Theory. Sage Publications.	
2	Keval J. Kumar, (2020). Mass Communication in India. 5 th edition. CBS Publication and Dist.	
Reference Books		
1	Uma Narula, (2021). Dynamics Of Mass Communication Theory And Practice. Atlantic.	
2	Anna Everett, (2022). New Media Theories of Practices. Routledge.	
3	Uma Narula, (2022). Handbook Of Communication Models, Perspectives, Strategies. Atlantic	
4	Seema Hasan, (2022). Mass Communication Principles and Concepts. Cbs Publication and Dist.	
5	Abhay Chawla, (2021). Introduction To Mass Communication. Pearson.	
Web Resources (Swayam / NPTEL)		
1	https://onlinecourses.swayam2.ac.in/cec20_ge14/preview	
2	https://onlinecourses.nptel.ac.in/noc20_ar15/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC14C	Design Thinking and Process	Core - II	5	4

Course Objectives

The course intends to cover

- The design process and its approaches.
- The fundamental concepts of Design Thinking.
- The stages of Design Thinking for production.
- The problems in design process.
- New concepts based on design values.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand and adopt problem-solving process to reframe design challenges.	K2,K3
CLO2	Analyze and Enumerate appropriate Design Thinking approaches for a specific design problem.	K2 , K4
CLO3	Apply design thinking principles to develop plan of action and wireframe for specific design	K3, K4
CLO4	Develop prototypes for a design using available design tools and applications.	K5
CLO5	Evaluate a good design through the stages of Design Thinking.	K5
K2 - Understand; K3 - Apply; K4 - Analyze; K5- Evaluate;		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	2	2	3
CLO2	3	3	3	2	3
CLO3	2	3	2	2	3
CLO4	2	2	3	3	3
CLO5	3	3	2	2	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core II : Design Thinking and Process

Unit	Content	No. of Hours
I	Design Thinking Background: Definition of Design Thinking-Business uses of Design Thinking-Variety within the Design Thinking Discipline. Design Thinking Mindset-Problem Solving Approach. Fundamental Concepts: Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking.	15
II	Design Thinking Tools: "What Wows? What Works? What Is? What If?" Purposeful Use of Tools and Alignment with Process. Visualization-Aesthetics Principles for Designers. Stages of Design Thinking.	15
III	Design Thinking Methods: Journey Mapping, Archetype Mapping Matrix, Archetype Persona. Value Chain Analysis, Customer Co-creation, Competitive Advantage. Concept Development, Mind Mapping - Brainstorming.	15
IV	Design Mechanics and Resources: Assumption Testing-Design Criteria, Curator, Design Brief - Stages of Designing for Growth. Overview of Prototyping-Wire framing. Resources (People, Place, Materials, Organizational Fit). Varied Design Thinking Approaches: Human-Centered Design, User-Centered Design. Affordances and Usabilities.	15
V	Design Thinking Practices: Role of Product Management in Design Process-Aids. Minimal Marketable Feature (MMF), Minimal Viable Ecosystem (MVE), Minimal Viable Product (MVP), Napkin Pitch. Design Thinking Application and Execution-User Interface (UI) as Communication.	15
Total Hours		75
Text Books		
1.	Christian Mueller Roterberg (2018), Handbook of Design Thinking -Tips & Tools for How to Design Thinking.	
2.	Branson, S., (2020). Design Thinking: A Modern Approach For Making Crucial Business Decisions, Create Great Products And Manage Successful Startups and Companies. Independently Published.	
Reference Books		
1.	Christian Muller, (2022). Design Thinking Dummies. Wiley Brand.	
2.	Balaram, S. (2011). Thinking Design. Sage Publications.	
3.	Brenner, W., & Uebernickel, F. (2016). Design Thinking for Innovation: Research and Practice. Springer.	
4.	Cure, S., & Seggio, B. (2019). Graphic Design Play Book: An Exploration of Visual Thinking (Logo, Typography, Website, Poster, Web, and Creative Design). Laurence King Publishing.	
5.	Curedale, R. (2019). Design Thinking Process & Methods. 5th Edition. Design Community College Incorporated.	
6.	Hillmann, C. (2021). UX for XR: User Experience Design and Strategies for Immersive Technologies. A Press.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.nptel.ac.in/noc19_mg60/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC15P	Visual Arts	Core Lab - I	5	3

Course Objectives

The course intends to cover

- The concepts of Visual Arts and sketching skills.
- The vital skills of art for Visual design.
- The types of medium and its application.
- The psychology of human perception, light and shadow, portrayed on various forms.
- The techniques of Communication design.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the fundamentals of lines and forms in drawing.	K1, K2
CLO2	Acquire skills at various levels in terms of visual elements.	K2, K3
CLO3	Critically analyze and demonstrate various medium and its application.	K4
CLO4	Appraise the color theory principles and aesthetics of visual media.	K3
CLO5	Create visual content using visual language and literacy	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze;

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	1	3
CLO2	3	2	3	2	2
CLO3	2	3	2	3	3
CLO4	2	2	3	3	3
CLO5	3	3	3	3	3
3 - Substantial (high)	2 - Moderate (medium)		1 - Slight (low)		

Core Lab - I : Visual Arts

S. No.	List of Practicals	No. of Hours
	ELEMENTS OF ART	
1	Types of lines.	5
2	Basic geometric and organic shapes, patterns and textures.	5
3	Light and shadow on shapes - shading of forms.	6
	PERSPECTIVES	
4	Principles of perspective sketching, perspective terminology.	6
5	Sketching using 1- point perspective.	5
6	2- point perspective, and 3- point perspective.	5
7	Linear and atmospheric perspective.	5
	HUMAN PORTRAIT SKETCHING	
8	Profile of human portrait.	5
9	Detail study of human portrait.	6
10	Cartoon face drawing.	5
	VISUAL PERCEPTION	
11	Creating visuals with Gestalt Principles.	5
12	Oxymoron.	5
13	Typography – Type as visual.	6
14	Visual as type.	6
Total Hours		75
Text Books		
1.	David Gill. (2018). Designing Art. Vendome	
2.	Stephen C.P Gardner. (2019), Drawing A Complete Guide, Thames & Hudson.	
Reference Books		
1.	Amy. E. Amtson. (2018). Graphic Design Basics. Wadsworth Cengage Learning.	
2.	Saul Greenberg. (2012), Sketching User Experiences. Elsevier	
3.	Donald D. Hearn. (2018), Computer Graphics, Pearson Education.	
4.	ChrIs Campe. (2020), Designing Fonts. Thames & Hudson	
5.	Edwards, B. (1997), Drawing on the Right Side of the Brain.	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC16P	Digital Drawing and Painting	Allied I Lab	3	3

Course Objectives

The course intends to cover

- Practical skills that can be applied in digital art and personal artistic pursuits.
- The concepts of digital drawing with digital tools and softwares.
- Creativity and experimentation in digital art techniques.
- Compositing and integrating matte paintings.
- Principles of perspective, color, and lighting.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand digital drawing and painting software, including tools for sketching, colouring, and rendering.	K2
CLO2	Develop their unique artistic style and demonstrate creativity in their digital artwork.	K3
CLO3	Create digital sketches and line art with precision and fluidity.	K3
CLO4	Analyse and evaluate their own work and the work of their peers, fostering a culture of improvement and collaboration.	K4,K5
CLO5	Build a portfolio of digital artwork showcasing their skills and creative vision.	K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5- Evaluate;		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	2	1	1
CLO2	2	2	1	2	2
CLO3	1	2	3	2	3
CLO4	2	3	3	1	2
CLO5	3	1	2	2	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Allied I - Lab : Digital Drawing and Painting

S. No.	List of Practicals	No. of Hours
1	Create non-living objects for a landscape using Shapes and Shades.	3
2	Create Plants & Trees / Infographic elements using brush.	3
3	Create Cartoon figures with multilayer drawing / Isometric Image.	3
4	Create logo for your own interest.	3
5	Create a visiting card / two-page brochure.	3
6	Create Concept Environment using multiple images (layers).	3
7	Day and night of a landscape using Color correction and lighting techniques.	3
8	Create charcoal and pastel style matte paintings using custom brushes.	4
9	Create water color and oil painting style matte paintings using custom brushes and layer styles.	5
10	Sci-fi Painting using basic shapes and Custom Brushes.	5
11	Create a photo realistic castle environment for camera projection.	5
12	Create a multi-plane parallax set up for a busy marketplace scene using 2D images.	5
Total Hours		45
Text Books		
1.	Dinur, E. (2021). The Complete Guide to Photorealism for Visual Effects, Visualization and Games. Routledge.	
2.	3D total Publishing. (2020). Beginner’s Guide to Digital Painting in Photoshop 2 nd Edition. 3D Total Publishing.	
Reference Books		
1.	Bloom, S. R. (2012). Digital Painting in Photoshop. CRC Press.	
2.	David Dabner. (2022). Graphic Design School. Thames & Hudson.	
3.	Armin. (2021). Graphic Design Manual. Niggli.	
4.	Armin Niggli. (2022). Adobe Photoshop Cc 2018. Adobe Press.	
5.	Mattingly, D. B. (2011). The Digital Matte Painting Handbook. John Wiley & amp; Sons.	
6.	Whitt, P. (2020). Practical Glimpse: Learn to Edit and Create Digital Photos and Art with This Powerful Open-Source Image Editor. A press.	
7.	Kuhlman, G. (2019). GIMP for Beginners: First 12 Skills. Independently Published.	

Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

Max Marks	Marks for		Components for CIA									
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Attendance	Active Engagement	Total
100	25	75	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	5	5	25
			50	5	50	5	5	75	10			

Question Paper Pattern

Component	Duration in Hrs.	Section A			Section B			Section C			Total
		Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	
CIA – I & II	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam /ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max Marks	Marks for		Components for CIA							
	CIA	ESE	Test – I		Test - II		Model		Observation	Total
100	40	60	Actual	Weightage	Actual	Weightage	Actual	Weightage	5	40
			50	10	50	10	60	15		

Examination Pattern

Component	Duration in Hrs.	Marks			Weightage
		Practical	Record	Total Marks	
Test – I	2	50	-	50	10
Test – II	2	50	-	50	10
Model	3	60	-	60	15
ESE	3	50	10	60	-

Part – IV : Foundation Course

(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24ENV1FC	Environmental Studies	FC- I	2	2

Unit	Content
I	The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.
II	<p>Natural Resources:</p> <p>Renewable and non-renewable resources: Natural resources and associated problems.</p> <ul style="list-style-type: none"> - Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. - Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. - Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. - Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. - Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. - Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. <p>Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.</p>
III	<p>Ecosystems</p> <ul style="list-style-type: none"> - Concept of an ecosystem. - Structure and function of an ecosystem. - Producers, consumers and decomposers. - Energy flow in the ecosystem. - Ecological succession. - Food chains, food webs and ecological pyramids. - Introduction, types, characteristic features, structure and function of the following ecosystem: - <ol style="list-style-type: none"> a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit	Content
IV	<p style="text-align: center;">Biodiversity and its Conservation</p> <ul style="list-style-type: none"> - Introduction-Definition: genetic, species and ecosystem diversity. - Bio geographical classification of India. - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. - Biodiversity at global, National and local levels. - India as a mega-diversity nation. - Hot-spots of biodiversity. - Threats to biodiversity: habital loss, poaching of wildlife, man-wildlife conflicts. - Endangered and endemic species of India. - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
V	<p>Environmental Pollution Definition</p> <ul style="list-style-type: none"> - Causes, effects and control measures of: - <ul style="list-style-type: none"> a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards - Solid waste Management: Causes, effects and control measures of urban and industrial wastes. - Role of an individual in prevention of pollution. - Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides.
VI	<p>Social Issues and the Environment</p> <ul style="list-style-type: none"> - From Unsustainable to Sustainable development. - Urban problems related to energy. - Water conservation, rain water harvesting, watershed management. - Resettlement and rehabilitation of people; its problems and concerns. Case studies. - Environmental ethics: Issues and possible solutions. - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. - Wasteland reclamation. - Consumerism and waste products. - Environment Protection Act. - Air (Prevention and Control of Pollution) Act. - Water (Prevention and Control of Pollution) Act. - Wildlife Protection Act. - Forest Conservation Act. - Issues involved in enforcement of environmental legislation. - Public awareness.

Unit	Content	
VII	<p>Human Population and the Environment</p> <ul style="list-style-type: none"> - Population growth, variation among nations. - Population explosion-Family welfare Programme. - Environment and human health. - Human Rights. - Value Education. - HIV/AIDS. - Women and Child Welfare. - Role of information Technology in Environment and human health. - Case Studies. 	
VIII	<p>Field Work (Practical).</p> <ul style="list-style-type: none"> - Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain. - Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. - Study of common plants, insects, birds. - Study of simple ecosystems-pond, river, hill slopes, etc. 	
Total Hours		30

Web Resources

1.	https://www.ugc.gov.in/oldpdf/modelcurriculum/env.pdf
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**Components for Internal Assessment and
Distribution of Marks for CIA (Theory)**

Max Marks	Marks for		Components for CIA							
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Total (Best + Model)
50	50	-	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	50
			50	25	50	25	25	50	25	

Question Paper Pattern

Duration in Hrs.	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

Part – IV : Ability Enhancement Compulsory Courses

(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours	Credits
24QUA1AE	Quantitative Aptitude	AECC - I	2	2

Course Objectives

The course intends to cover

- Basic concepts of numbers, time and work, interests, data representation and graphs
- Concepts of permutation, probability, discounts, percentage & profit loss.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Remember and Understand the concepts of numbers and average	K1, K2
CLO2	Understand about percentage and apply profit & loss related processing.	K2, K3
CLO3	To understand the concepts of time and work and interest calculations.	K2
CLO4	To understand about the concepts of permutation, combination and probability.	K2
CLO5	Understand , Apply and analyze the concept of problem solving involved in graphs and age.	K2,,K3,K4
<p>K1 - Remember; K2 - Understand; K3 - Apply; K4 -Analyze</p>		

Ability Enhancement Compulsory Course(AECC) - I: Quantitative Aptitude

Unit	Content	No. of Hours
I	Numbers - Simplification - BODMAS rule - Algebraic formulas - Decimal fractions - Square root and cube roots - Surds and indices - Divisibility rules - HCF and LCM - same remainder - different remainder - application problems – average – equation - mistaken value – replacement - including/excluding.	6
II	Percentage - increase/decrease – net change – salary – election – marks – consumption - population / machine - profit and loss - profit and loss % - finding cp and sp - profit=loss - same product cp and sp with percentage – discount - ratio and proportion - divided into parts - based on numbers - increase/decrease/ income / expenditure – coins – partnership.	6
III	Time-and-work - individual/combined - alternative days - remaining work - efficiency based - amount split - chain rule - group of male and female or boys - pipes and cistern - finding time - efficiency based – alternative - remaining part - capacity of the tank - simple interest - finding principal - rate of interest – amount -time period - doubles or triples - compound interest - finding rate - finding time, principal - doubles or triples - difference between SI and CI.	6
IV	Permutation - finding value - vowels come together - vowel never comes together - some letters come together - no two vowels come together - vowels in odd/even places - based on repetition - circular permutation – application – combination - finding value and application – probability – coins - dice-cards - balls and miscellaneous problems - odd man out and number series.	6
V	Clock - finding angle - reflex angle - gain or loss – calendars - finding particular day - data interpretation - bar chart - line chart - pie chart – table – combined – ages ratio - twice or thrice - addition /subtraction - family based - problems on numbers - equations.	6
Total Hours		30
Text Book		
1.	R.S. Aggarwal , Quantitative Aptitude, S.Chand & Company Ltd.,	
Reference Book		
1.	Ashish Arora, Quantitative Aptitude.	
Web Resources		
1.	https://www.javatpoint.com/aptitude/quantitative	
2.	https://www.indiabix.com/aptitude/questions-and-answers/	

Components for and Distribution of Marks for ESE (Theory)
Ability Enhancement Compulsory Course(AECC)

Duration in Hrs.	Mode of exam	Type of questions	No. of questions	Marks
2	Online	MCQ	50	50x1=50



Semester 2

Semester – 2									
Course Code	Part	Course Category	Course Name	Hours / Week	Examination			Credits	
					Duration in Hours	Max Marks			
						CIA	ESE		Total
24TAM21L	I	Language – I	Tamil – II	4	3	25	75	100	3
24HIN21L	I		Hindi – II						
24MAL21L	I		Malayalam – II						
24FRE21L	I		French – II						
24ENG22L	II	Language -II	English – II	4	3	25	75	100	3
24BVC23C	III	Core - III	Advertising & Branding	5	3	25	75	100	4
24BVC24P	III	Core Lab - II	Lab: 2D Animation & 3D Modeling	5	6	40	60	100	3
24BVC25P	III	Core Lab - III	Lab: Photography and Image Editing	5	3	40	60	100	3
24BVC26P	III	Allied Lab -II	Lab: Living with People	3	3	40	60	100	3
24HUM2FC	IV	FC - II	Human Rights	2	2	50	-	50	2
24SOF2AE	IV	AECC - II	Soft Skills	2	2	-	50	50	2
Total				30				700	23

Course Code	Course Name	Category	Hrs./Week	Credit
24TAM21L	Tamil – II	Language - I	4	3

Course Objectives

The Course intends to cover

- தமிழ் இலக்கியம் கற்பதன் மூலம் நாகரிகம் மற்றும் பண்பாட்டைப் புரிந்துகொள்ளுதல்.
- தனிப்பட்ட வளர்ச்சி, படைப்பாற்றல் திறனை வளர்த்தல்.
- வாழ்வியல் அறங்களைக் கற்றல் மற்றும் வாழ்வைச் செழுமையாக்க உதவும் நன்னெறிகளை அறிதல்.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	அற இலக்கியங்கள் வழி வாழ்வியல் ஒழுக்கங்களைக் கற்றுத் தருதல்.	K1, K2
CLO2	பக்தி இலக்கியங்கள் வழி பக்தி நெறிகளை உணர்த்துதல்.	K2
CLO3	தமிழில் உரைநடை இலக்கியப் படைப்பாளர்களின் சிந்தனைகளை எடுத்துரைத்தல்.	K3
CLO4	தமிழ் இலக்கிய வரலாற்றில் அற இலக்கியம் மற்றும் உரைநடையின் தாக்கம் குறித்து அறிதல்.	K1, K3
CLO5	பிழையின்றி எழுத இலக்கணங்களைக் கற்றுத் தருதல்.	K2, K3
K1 - Remember; K2 - Understand; K3 – Apply		

Part – I: Tamil – II

Unit	Content	No. of Hours
I	<p>(அறம்)</p> <ol style="list-style-type: none"> திருக்குறள் <ul style="list-style-type: none"> புகழ் வினை செயல்வகை நெஞ்சொடு கிளத்தல் திரிகடுகம்(தேர்ந்தெடுக்கப்பட்ட 10 பாடல்கள்) பழமொழி நானூறு(தேர்ந்தெடுக்கப்பட்ட 10 பாடல்கள்) 	14
II	<p>(பக்தி)</p> <ol style="list-style-type: none"> அபிராமி அந்தாதி(10 பாடல்கள்) - அபிராமி பட்டர் உமர்கயாம் பாடல்கள் (தனிப்பாடல்கள்) - கவிமணி தேசிய விநாயகம் பிள்ளை முத்துக்குமாரசாமி பிள்ளைத்தமிழ்(தாலப் பருவம்) – குமரகுருபரர் இயேசுகாவியம் - மலைப்பொழிவு - கண்ணதாசன் சித்தர் பாடல்கள் - சிவவாக்கியர் பாடல் 	14
III	<p>(கலை மற்றும் பண்பாடு)</p> <ol style="list-style-type: none"> அறம் எனப்படுவது - அமுதன் ஏட்டில் எழுதா இலக்கியம் - ஓளவை துரைச்சாமி கீழடி - தொல்லியல் துறை, வெளியீடு மனம் எனும் சொர்க்கவாசல் - டாக்டர் எம்.எஸ்.உதயமூர்த்தி ஆளுமைத் திறன் - அறிவுக்கதிர் (அரசுப்பணி சிறப்பிதழ்) 	12
IV	<p>(இலக்கிய வரலாறு)</p> <ol style="list-style-type: none"> பதினெண் கீழ்க்கணக்கு நூல்கள் உரைநடையின் தோற்றமும் வளர்ச்சியும் 	10
V	<p>(இலக்கணம்)</p> <ol style="list-style-type: none"> சொல்லின் வகைகள் வேற்றுமைத் தொகைகள் பயிற்சிக்குரியன:(விண்ணப்பங்கள், மடல்கள் எழுதச் செய்தல்) 	10
Total Hours		60

Reference Books	
1	முத்துக்குமாரசாமி பிள்ளைத்தமிழ்,(2021) கமலா முருகன், சாரதா பதிப்பகம்
2	இயேசு காவியம், கவிஞர் கண்ணதாசன்,(2006) கலைக்காவிரி பதிப்பகம்
3	உரைகளும் உரையாசிரியர்களும்,(2013) தி சு நடராசன் நியூ செஞ்சுரி புக் ஹவுஸ்
4	அபிராமி அந்தாதி, முனைவர் சி சேதுராமன்,(2010) நியூ செஞ்சுரி புக் ஹவுஸ்
5	புதிய வெளிச்சத்தில் தமிழ் இலக்கிய வரலாறு, முனைவர் க பஞ்சாங்கம், (2017) அன்னம் வெளியீட்டு
6	தமிழ் இலக்கிய வரலாறு, மு வரதராசனார்,(2021) சாகித்ய அகாடமி பதிப்பு
7	தமிழ் உரைநடை வரலாறு, வி செல்வநாயகம்,(2003) அடையாளம் பதிப்பகம்
8	தமிழ் இலக்கிய வரலாறு, முனைவர் கா கோ வேங்கடராமன்,(2010) கலையக வெளியீடு
9	எண்ணங்கள் - டாக்டர் எம் எஸ் உதயமூர்த்தி,(2016) வெளியீடு: கங்கை புத்தக நிலையம், சென்னை
10	அடோன் தமிழ் இலக்கணம், புலவர் பொன்மணிமாறன்,(2011) அருண் பப்ளிஷிங்

Part – II : English - II
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours/ Week	Credits
24ENG22L	English-II	Language- II	4	3

Course Objectives

The course intends to cover

- The literary elements in poetry.
- The critical contemplation and writing in styles of prose texts.
- The modernist techniques and ethics in the narratives of short stories.
- The interpersonal skills essential in the work environment.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify the common techniques underlying free verse and traditional forms of poetry for crafting poems.	K1
CLO2	Understand humour in prose texts psychologically to master the oratory skills.	K2
CLO3	Employ empathy and morale in diplomatic Day-to-day circumstances.	K3
CLO4	Strengthen the writing skills for documentation.	K3
CLO5	Persist flexibility and mobility in the sequel LSRW.	K3
K1 - Remember; K2 - Understand; K3 - Apply		

Part - II: English - II

Unit	Content	No. of Hours
I	Poetry: Motherhood 1. My Grand Mother's House – Kamala Das 2. Of mother, among others things – A.K Ramanujam 3. Night of the Scorpion – Nissim Ezekiel	12
II	Prose: Humour 1. With The Photographer – Stephen Leacock 2. Travel by Train – J.B.Priestley 3. On Forgetting – Robert Lynd	12
III	Short Stories: Integrity 1. The taxi driver – K.S. Duggal 2. A Retrieved Reformation- O Henry 3. Kabuliwala - Rabindranath Tagore	12
IV	Language Competency: Vocabulary 1. Homonyms, Homophones, Homographs Portmanteau words 2. Verbs and Tenses, Subject Verb Agreement 3. Error correction Vocabulary : Synonyms, Antonyms, Word Formation	12
V	English for Communication 1. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks 2. Participating in a meeting: face to face and online 3. Reading news and weather reports 4. Preparing first drafts of short assignments	12
Total Hours		60
Text Books		
1.	Ezekiel Nissim, 1989 .Collected Poems 1952-1988. Oxford University Press.	
2.	Hewings, M. (2000). Advanced English Grammar. Cambridge. University Press.	
Reference Books		
1.	Bakshi, S.P. & Sharma, R. (2019). Descriptive English. Arihant Publications (India) Ltd.	
2.	Cameron S & Dempsey L. (2019). The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing.	
3.	Sherman B. (2014) Skimming and Scanning Techniques. Liberty University Press.	
Web Resources (Swayam / NPTEL)		
1.	https://nptel.ac.in/courses/109103020	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC23C	Advertising and Branding	Core III	5	4

Course Objectives

The course intends to cover

- The fundamentals of advertising and branding.
- The strategies in the advertising industry.
- The creativity and design values.
- Appropriate budget techniques in branding.
- The regulations in advertising industry.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Comprehend the nature, role, and importance of branding.	K1, K2
CLO2	Analyze market standards and its intricate concepts.	K4
CLO3	Understand the functions and appeals of advertising.	K2
CLO4	Apply creative strategies in branding.	K3
CLO5	Cognize the regulations in the advertising industry.	K4
K1 – Remember; K2 - Understand; K3 - Apply; K4 - Analyze;		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	1	1	2
CLO2	2	3	2	3	3
CLO3	3	2	2	2	2
CLO4	2	1	3	3	3
CLO5	2	2	2	1	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core – III : Advertising and Branding

Unit	Content	No. of Hours
I	Introduction to Advertising: Definition of Advertising - History of Indian Advertising - Role of Advertising in the Product Life Cycle (PLC). Agency & Client Relationship: Creative Pitch - Agency compensation - Agency accreditation. Types of Advertising: Commercial - Non-commercial - Primary demand and Selective Demand-Classified and Display advertising - Comparative advertising – Cooperative advertising- Political Advertising.	15
II	Marketing Concepts and Evolution: Exchange – Production - Product-Selling and Marketing. Fundamental Nature of rural market: Understanding the Rural Mind and buying process. Social Marketing: Definition of social marketing-need - objectives and publics 6 P's of a social marketing programme.	15
III	Role of Branding: Determining the message theme / major selling idea- - Introduction to Unique Selling Proposition (USP) - Positioning strategies - Persuasion and types of advertising appeals - Role of different elements of ads such as logo, company signature, slogan, tagline, jingle, illustration etc. Copywriting for various media. Pre-testing and post-testing of ads.	15
IV	The Creative Brief: Setting communication and sales objectives for the ad campaign. Methods of setting ad budget - media planning and buying- media objectives - Factors to be considered in media planning and media vehicles. Developing media strategy with media mix and media scheduling strategies.	15
V	Regulatory Bodies: Self-Regulatory system for control on advertising in India– Advertising Standard Council of India (ASCI)- Various laws and enactment concerning advertising in India with case studies.	15
Total Hours		75

Text Books

1. Kleppners. (2011). Advertising Procedure 18th Edition. Pearson Education, Inc
2. Belch & Amp; Belch. (1998). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education.

Reference Books

1. David Ogilvy. (2002). Ogilvy on Advertising. 1st Vintage Books ed. Vintage.
2. William.F.Arens. (2008). Contemporary Advertising. The MC Graw Hill.
3. Kenneth E. Clow. (2019). Integrated Advertising, Promotion and Marketing Communication. Pearson.
4. Liz Mcfall. (2004). Advertising - A Cultural Economy. Sage Publications.
5. Sandra Moriarty. (2022). Advertising And Imc Principles And Practice. Pearson.
6. Thomas Clayton O' Guinn. (2015). Advertising And Integrated Brand Promotion With Course Mate. Cengage Learning.
7. Carmen Maye. (2020). Advertising And Public Relations Law. Routledge.

Web Resources (Swayam / NPTEL)

1. https://onlinecourses.nptel.ac.in/noc22_mg38/preview
2. https://onlinecourses.nptel.ac.in/noc22_mg38/preview

Course Code	Course Name	Category	Hours / Week	Credits
24BVC24P	2D Animation & 3D Modeling	Core Lab - II	5	3

Course Objectives

The course intends to cover

- Principles and techniques of animation.
- Practical approach of traditional animation techniques.
- The interface and the technical aspects of 3D Software.
- The process of creating 2D and 3D library.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the fundamental principles underlying 2D Animation and 3D modeling.	K2
CLO2	Develop technical skills such as digital sculpting, polygon modeling, UV mapping, rigging and animation.	K3
CLO3	Critically analyze and evaluate 2D, 3D models to address technical challenges.	K4
CLO4	Adapt practices of Animation, Game development, Visual effects and advertising abide with Industry Standards.	K2, K3
CLO5	Adhere ethical and professional standards in 3D content creation.	K3
K2 - Understand; K3 - Apply; K4 - Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	2	2	1
CLO2	3	2	1	2	2
CLO3	1	1	2	2	1
CLO4	2	2	2	1	3
CLO5	2	2	2	1	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core Lab – II : 2D Animation & 3D Modeling

S. No.	List of Practicals	No. of Hours
	2D Animation	
1	Animate the Object using Tweening	5
2	Creating a Motion using Path Animation	5
3	Bouncing Ball Animation (Snow Ball, Beach Ball, Foot Ball)	10
4	Human Walk Cycle (Onion Skin)	10
	3D Modeling	
5	Solid Object Modeling (Polygon Modeling)	5
6	Complex Modeling (Nurbs Modeling)	5
7	Basic Human Modeling	10
8	Detailed Face Modeling	10
9	Shading & Texturing Rigid Models	5
10	Multi Stage Texturing with UV Mapping	10
Total Hours		75
Text Books		
1.	Paul Wells. (1998). Understanding Animation. Routledge.	
2.	Ami Chopine. (2012). 3D Art Essentials The Fundamentals of 3D Modeling, Texturing, and Animation. CRC Press.	
Reference Books		
1.	Amy E. Amtson. (2003). Graphic Design Basics, Wadsworth Cengage Learning.	
2.	Roger Burrows (2018). 3D Thinking in Design and Architecture. Thames & Hudson.	
3.	Luke Ahearm. (2019). 3D Game Textures Create Professional Game Art, CPC Press.	
4.	Laurie Annis. (2023). Blender 3D for Job Seekers. BPB Publication.	
5.	David Gill. (2018). Designing Art. Vendome.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.swayam2.ac.in/ntr24_ed17/preview	
2.	https://onlinecourses.swayam2.ac.in/ntr24_ed42/preview	
3.	https://onlinecourses.nptel.ac.in/noc24_ar09/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC25P	Photography and Image Editing	Core Lab - III	5	3

Course Objectives

The course intends to cover

- Different styles and genres of photography.
- The technical aspects of indoor and outdoor photography.
- Photographic language and creative aspects of photography.
- Composition techniques and aesthetics.
- The technical aspects of image editing.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Comprehend the exposure techniques and composition.	K3
CLO2	Understand the technical aspects of Lighting.	K2
CLO3	Develop a diverse portfolio of photographic work.	K3
CLO4	Acquire practical skills by using image editing tools.	K2, K3
CLO5	Pursue further study or careers in photography, graphic design and digital media.	K2, K4
K2 - Understand; K3 - Apply; K4 - Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	1	2
CLO2	2	2	3	3	3
CLO3	2	2	2	2	3
CLO4	2	2	2	2	2
CLO5	2	3	3	2	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core Lab - III: Photography and Image Editing

S. No.	List of Practicals	No. of Hours
1	Environmental exposure	6
2	Portraits	6
3	Photo feature	7
4	Industrial photography	8
5	Street Photography	8
6	News Photography	8
7	Product Photography	8
8	Wild Life Photography	8
9	Special effects	6
10	Image Editing <ul style="list-style-type: none"> a. Image Editing tools and properties b. Working with layers & transformation c. Retouching & color corrections d. Resizing and Resampling e. Sharpening Techniques f. Camera Raw Fundamentals Opening & Editing Raw Files 	10
Total Hours		75
Text Books		
1.	Michael Langford. (2008). Advanced Photography. Focal Press.	
2.	Henry Carroll. (2021). Humans Photographs That Make You Think. ABRAMS.	
Reference Books		
1.	Haje Jan Kamps. (2013) The Ilex Introduction to Photography. Octopus.	
2.	Judy Glickman Lauder. (2018). Beyond the Shadows The Holocaust and the Danish Exception. Aperture Foundation.	
3.	Peter K Burian. (2001). Mastering Digital Photography & Imaging. 1st edn. Sybex, USA.	
4.	Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray. (2000). Ninth Edition. The Manual of Photography.	
5.	Michael Langford. (2005). Basic Photography. Focal Press.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.swayam2.ac.in/cec19_ge02/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC26P	Living with People	Allied Lab - II	3	3

Course Objectives

The course intends to cover

- The concept of village structure and village life style.
- The structures of village, living environment, through sketching.
- The aspects of village to create a production.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the various aspects of the village to articulate appropriately.	K2
CLO2	Create opportunity to sketch the contemporary structures and life style of the village.	K4
CLO3	Explore and perceive the real-life situation in the rural area.	K2, K4
CLO4	Recognize and represent the societal needs and issues through visuals.	K2
CLO5	Develop live sketching skills.	K3
K2 - Understand; K3 - Apply; K4 - Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	2	2
CLO2	2	2	2	2	2
CLO3	1	2	2	1	3
CLO4	2	3	2	2	3
CLO5	2	3	3	2	3
3 - Substantial (high)	2 - Moderate (medium)		1 - Slight (low)		

Allied Lab - II : Living with People

S. No.	List of Practicals	No. of Hours
1	Studying / Exploring the village Understand the form and structure of the Village – Physical form, psychological pattern, personal structure, family structure and social structure.	10
2	Study of the village through the following: a. Food culture – style & resources b. Water resources – usage, availability c. Occupation - types and income d. Women – routine activities e. Children – lifestyle, education f. Elderly people - family & social aspects g. Market places – shops & market, mobile vendors h. House structures – style, architecture and products i. Communication influence j. Political influence k. Transportation l. Traditional practices – music, performances, rituals & artists m. Study of indigenous products	35
Total Hours		45
Text Books		
1	Knowles, J. G., & Cole, A. L. (2008). Handbook of the Arts in Qualitative Research: Perspectives, Methodologies, Examples, and Issues. Thousand Oaks, CA: Sage.	
2	Kathleen Kuiper. (2010). The Culture of India. Britannica Educational Pub.	
Reference Books		
1	Prosser, J. (2010, March). Visual ethics. Proceedings from Digital Futures Symposium: Participatory Archives in the Age of AIDS. Howick, South Africa.	
2	Paul Hockings. 1995. Principles of Visual Anthropology, Second edition. Mouton de Gruyter, Berlin, New york.	
3	S.N. Chatterjee. (2008). Water Resources, Conservation and Management. Atlantic Publishers & Distributors.	
4	Padma Charan Mishra, Krushna Singh Padhy. (2000). Factional Politics in Rural India. Discovery Publishing House.	
5	C. Venkatachalam. (2011). Elderly in India. Sankalp Publication.	

Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

Max Marks	Marks for		Components for CIA									
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Attendance	Active Engagement	Total
100	25	75	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	5	5	25
			50	5	50	5	5	75	10			

Question Paper Pattern

Component	Duration in Hrs.	Section A			Section B			Section C			Total
		Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	
CIA – I & II	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam /ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max Marks	Marks for		Components for CIA							
	CIA	ESE	Test – I		Test - II		Model		Observation	Total
100	40	60	Actual	Weightage	Actual	Weightage	Actual	Weightage	5	40
			50	10	50	10	60	15		

Examination Pattern

Component	Duration in Hrs.	Marks			Weightage
		Practical	Record	Total Marks	
Test – I	2	50	-	50	10

Test – II	2	50	-	50	10
Model	3	60	-	60	15
ESE	3	50	10	60	-

Part – IV : Foundation Course

(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24HUM2FC	Human Rights	FC - II	2	2

Unit	Content
I	<p>Concept of Human Values, Value Education Towards Personal Development Aim of Education and Value Education; Evolution of Value Oriented Education; Concept of Human Values; Types of Values; Components of Value Education.</p> <p>Personal Development: Self-analysis and Introspection; Sensitization towards Gender Equality, Physically Challenged, Intellectually Challenged. Respect to - Age, Experience, Maturity, Family Members, Neighbors, Co-workers. Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.</p>
II	<p>Value Education Towards National and Global Development National and International Values: Constitutional or National Values - Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, and Fraternity. Social Values - Pity and Probity, Self-Control, Universal Brotherhood. Professional Values - Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, and Faith. Religious Values - Tolerance, Wisdom, Character. Aesthetic Values - Love and Appreciation of Literature and Fine Arts and Respect for the Same. National Integration and International Understanding.</p>
III	<p>Impact of Global Development on Ethics and Values Conflict of Cross-Cultural Influences, Mass Media, Cross-Border Education, Materialistic Values, Professional Challenges, and Compromise. Modern Challenges of Adolescent Emotions and Behavior; Sex and Spirituality: Comparison and Competition; Positive and Negative Thoughts. Adolescent Emotions, Arrogance, Anger, Sexual Instability, Selfishness, Defiance</p>
IV	<p>Therapeutic Measures Control of the Mind through</p> <ol style="list-style-type: none"> a. Simplified Physical Exercise b. Meditation – Objectives, Types, Effect on Body, Mind and Soul c. Yoga – Objectives, Types, Asanas

	<p>d. Activities:</p> <ul style="list-style-type: none"> (i) Moralisation of Desires (ii) Neutralisation of Anger (iii) Eradication of Worries (iv) Benefits of Blessings
Unit	Content
V	<p>Human Rights</p> <ol style="list-style-type: none"> 1. Concept of Human Rights – Indian and International Perspectives <ol style="list-style-type: none"> a. Evolution of Human Rights b. Definitions under Indian and International Documents 2. Broad Classification of Human Rights and Relevant Constitutional Provisions. <ol style="list-style-type: none"> a. Right to Life, Liberty and Dignity b. Right to Equality c. Right against Exploitation d. Cultural and Educational Rights e. Economic Rights f. Political Rights g. Social Rights 3. Human Rights of Women and Children <ol style="list-style-type: none"> a. Social Practice and Constitutional Safeguards <ol style="list-style-type: none"> (i) Female Feticide and Infanticide (ii) Physical Assault and harassment (iii) Domestic Violence (iv) Conditions of Working Women 4. Institutions for Implementation <ol style="list-style-type: none"> a. Human Rights Commission b. Judiciary 5. Violations and Redressal <ol style="list-style-type: none"> a. Violation by State b. Violation by Individuals c. Nuclear Weapons and terrorism d. Safeguards

Web Resources

1. https://syllabus.b-u.ac.in/syl_college/ug_ve.pdf

Components for Internal Assessment and Distribution of Marks for CIA (Theory)

Max Marks	Marks for		Components for CIA							
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Total (Best + Model)
50	50	-	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	50
			50	25	50	25	25	50	25	

Question Paper Pattern

Duration in Hrs.	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

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Course Code	Course Name	Category	Hours / week	Credits
24SOF2AE	Soft Skills	AECC - II	2	2

Part – IV : Ability Enhancement Compulsory Course (All the Undergraduate Programmes)

Course Objectives

The course intends to cover

- The essential soft skills that is crucial for success in today's dynamic and interconnected workplace.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the comprehensive skills to participate actively in conversation, writing short texts with expression	K1, K2, K3
CLO2	Infer the cohesive devices to describe and discuss any objects, pictures using compound, complex sentence forms.	K2, K3
CLO3	Comprehend the logic in the given situation to organize the ideas to write formal and informal letters.	K2, K3
CLO4	Understand the given material to organize it in a logical sequence to present a paragraph with main and supporting ideas with concluding sentences.	K3
CLO5	Present valuable ideas in conversation to emulate the main ideas and key points in short essays.	K3
K1 - Remember; K2 - Understand; K3 - Apply;		

Ability Enhancement Compulsory Course - II : Soft Skills

Unit	Details	No. of Hours
I	<p>Presentation Skills : Getting to Know You: Grammar: Introduction to Tenses; Listening: Fill in the blanks; Speaking: Self Introduction, Everyday English, Role-Play; Reading: Different ways of communication. My Day: Grammar: Present simple positive & negative / Adverbs of Frequency; Vocabulary & Speaking: Daily Activities; Listening: Observe and Answer / Telling the time; Reading & Writing: Describe where you live. Your World: Grammar: Possessive determiners; Vocabulary & Speaking: Talk about countries, nationalities; Listening: Positive & negative contractions; Reading & Writing: Personal profile. The World Of Work: Grammar: Yes/No & Wh Questions; Vocabulary & Speaking: Jobs; Listening: Recognize the schwa sound; Reading & Writing: Opening and closing an email. Places And Things: Grammar: There is / there are, articles; Vocabulary & Speaking: Talk about rooms & furniture; Listening: Directions; Reading & Writing: Imperatives. 24 Hours: Grammar: Likes & Dislikes; Vocabulary & Speaking: Speak about hobbies and interests; Listening: Observe & answer; Reading: Match the photos with descriptions; Writing: Write complete sentence using prompts;</p>	6
II	<p>Confidence : Clothes and Shopping: Grammar: Modal verbs / Adverbs of Frequency / Adjectives and Adverbs; Vocabulary & Speaking: Shopping; Listening: Observe and Answer; Reading & Writing: Product Review. Travel & Transport: Grammar: Past simple questions; Vocabulary & Speaking: Talk about holidays; Listening: At the train station; Reading & Writing: Email - A perfect holiday. Health & Fitness: Grammar: Past simple irregular verbs; Vocabulary & Speaking: Talk about a healthy lifestyle; Listening: Listen & Answer; Reading & Writing: Time sequencers. Music: Grammar: Present perfect simple; Vocabulary & Speaking: Survey about music; Listening: Listen two people talk about music; Reading: Use adjectives and create sentences. Let's go shopping: Grammar: Countable & Uncountable; Vocabulary & Speaking: Town Survey; Listening: Listen and answer; Reading & Writing: Read and match</p>	6
III	<p>Creativity :Cooking & Eating: Grammar: Some & Any, Quantifiers; Vocabulary & Speaking: Food & Drink; Listening: Kitchen conversation; Reading & Writing: Article reading & answering. Survival: Grammar: Comparison of adjectives; Vocabulary & Speaking: Describing people; Listening: Listen & Answer; Reading & Writing: Read and Answer. Working Together: Grammar: Verb + Noun phrases; Vocabulary & Speaking: Talk about technology; Listening: Listen & Answer; Reading & Writing: Notice. Music: Grammar: Present perfect simple; Vocabulary & Speaking: Survey about music; Listening: Listen two people talk about music; Reading: Use adjectives and create sentences. Culture and Arts: Grammar: Present perfect; Vocabulary & Speaking: Speak on the phone; Listening: Listen and answer; Reading & Writing: Review</p>	6

Unit	Content	No. of hours
IV	Problem-Solving :Do's and Don'ts: Grammar: Modal verbs; Vocabulary & Speaking: Role play; Listening: Holidays in January; Reading & Writing: Article reading & answering. Body: Grammar: First conditional; Vocabulary & Speaking: Personality & Appearance; Listening: Listen to conversations about personality; Reading & Writing: Read and Answer about your skills. Speed: Grammar: Present simple passive; Vocabulary & Speaking: Talk about relationships; Listening: Listen & Answer; Reading & Writing: Error spotting. Work: Grammar: Adverbs of manner; Vocabulary & Speaking: Talk about work advice; Listening: Observe & Answer; Reading: Read & check your ideas	6
V	Critical Thinking : Influence: Grammar: would / past habits; Listening: Sentence Correction; Speaking & Vocabulary: Your inspiration; Reading: Picture description; Writing: Rewrite the sentences. Money: Grammar: Second conditional; Listening: radio programme; Speaking & Vocabulary: Talk about games; Reading & Writing: Fill in the blanks. Things that changed the world: Grammar: articles; Speaking & Listening: Talk about chewing gum; Reading & Writing: Read and write a book review	6
Total Hours		30

**Components for and Distribution of Marks for ESE (Theory)
Ability Enhancement Compulsory Course(AECC)**

Duration in Hrs.	Mode of exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50



Semester 3

Semester – 3									
Course Code	Part	Course category	Course Name	Hrs. / week	Examination			Credits	
					Duration in hrs.	Max Marks			
						CIA	ESE		Total
24TAM31L	I	Language - I	Tamil – III	4	3	25	75	100	3
24HIN31L	I		Hindi – III						
24MAL31L	I		Malayalam – III						
24FRE31L	I		French – III						
24ENG32L	II	Language - II	English – III	4	3	25	75	100	3
24BVC33C	III	Core IV	Media Laws, Society and Culture	5	3	25	75	100	4
24BVC34P	III	Core Lab -IV	3D Animation Techniques	5	3	40	60	100	3
24BVC35P	III	Core Lab -V	Digital Graphics and Type Design.	4	3	40	60	100	3
24BVC36P	III	Allied III Lab	Compositing & Visual Effects	4	3	40	60	100	3
24BVC37P	III	SEC I Lab	Articulation Techniques	4	3	40	60	100	2
24VAT3FC/ 24ADT3FC/ 24IKS3FC	IV	FC – III	Basic Tamil/ Advanced Tamil/ Indian Knowledge Systems(IKS)*	-	2	50	-	50	2
24MOO3AE	IV	AECC - III	Online Course - MOOC	-	-	50	-	50	2
Total				30				800	25

Part –I : Tamil –III
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24TAM31L	Tamil - III	Language - I	4	3

Course Objectives

The course intends to cover

- தமிழரின் பிற துறை சார்ந்த சிந்தனைகளைக் கற்றுத் தேர்தல்
- இன்றைய அறிவியல் வளர்ச்சி மற்றும் கணினியின் பயன்பாட்டுத் தேவையை உணர்த்துதல்
- இயற்கை பாதுகாப்பு குறித்த விழிப்புணர்வை வளர்த்தல்

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	வணிகத் தமிழ் - கணினித் தமிழின் நுட்பங்கள் மற்றும் பயன்பாடுகளை அறிதல்.	K1, K2
CLO2	ஊடகம் மற்றும் உளவியல் தன்மை குறித்த சிந்தனைகளை வளர்த்தல்.	K2
CLO3	சுற்றுலா - சுற்றுச்சூழலியல் தேவை மற்றும் மீட்டுருவாக்கம் குறித்து உணர்த்துதல்.	K3
CLO4	மேலாண்மை பற்றி அறிதல் மற்றும் சுயக்கற்றல் திறனை வளர்த்தல்.	K1, K3
CLO5	கொங்கு ஆளுமைகள் குறித்து அறியச் செய்தல்.	K2, K3

K1 - Remember; K2 - Understand; K3 – Apply

Part – I: Tamil – III**பயன்பாட்டுத் தமிழ்**

Unit	Content	No. of Hours
I	வணிகம் மற்றும் கணினித் தமிழ் தமிழரின் வணிகம் - வணிகக் கடிதங்கள் - உலகமயமாக்கல் - செயற்கை நுண்ணறிவு கற்றல் - இணைய நூலகம் - இணையத் தமிழ் பயன்பாடு	12
II	ஊடகம் மற்றும் உளவியல் தமிழ் ஊடகத்தின் இன்றியமையாமை - நிகழ்வுகளைச் செய்திகளாக வடிவமைத்தல் - ஊடகத் துறையில் மொழியின் பங்கு - உளவியல் வரையறை - உளவியல் பிரிவுகள் - வகுப்பறை உளவியல் (ஆசிரியர், மாணவர்)	12
III	சுற்றுச்சூழலியல் மற்றும் சுற்றுலாவியல் தமிழரின் சூழலியல் அறிவு - சுற்றுச்சூழல் மாசுபாடு - சுற்றுச்சூழல் பாதுகாப்பு - சுற்றுலா வகைகள் - உலகப் புகழ்பெற்ற சுற்றுலாத் தலங்கள் - சுற்றுலா வளர்ச்சி மற்றும் பயன்கள்	12
IV	மேலாண்மைத் தமிழ் மற்றும் மொழிப்பயிற்சி மேலாண்மையும் அணுகுமுறைகளும் - மேலாண்மை செயல்பாடுகள் மற்றும் வகைகள் - வகுப்பறை மேலாண்மை - நேர்காணல் - நூல் திறனாய்வு மற்றும் மதிப்பீடு - படிவங்கள் பூர்த்தி செய்தல் மற்றும் விண்ணப்பங்கள்	12
V	பன்முக ஆளுமைகள் ஜி.டி.நாயுடு(அறிவியல்) - பத்மஸ்ரீ டாக்டர் பக்தவத்சலம்(மருத்துவம்) - நாமகாலிங்கம்(தொழில்) - மயில்சாமி அண்ணாதுரை(விஞ்ஞானம்) - என் ஜி ராமசாமி(சமூகம்) - நம்மாழ்வார்(விவசாயம்)	12
Total Hours		60

Reference Books

1	சுந்தரம்.இல, (2022) கணினித் தமிழ், விகடன் பிரசுரம்
2	மணியரசன்.துரை, (2019), இணையமும் இனியத் தமிழும், இசை பதிப்பகம்
3	பொன்னவைக்கோ.மு, (2015) இணையத் தமிழ் வரலாறு, பாரதிதாசன் பல்கலைக் கழகம்.
4	தங்கமணி இரா.ம, (2018) சுற்றுலாவியல், கொங்கு பதிப்பகம்
5	இலக்கியா க.வி, நந்தினி சா.சு,(2022), விடியல் பதிப்பகம்

Reference Books	
6	சின்னத்தம்பி முருகேசன்.பொன்(2016) சுற்றுச் சூழலியல்(உலகம் தழுவிய வரலாறு), எதிர் வெளியீடு
7	இறையன்பு.வெ (2018) இலக்கியத்தில் மேலாண்மை, நியூ செஞ்சுரி புக ஹவுஸ்
8	ஸ்ரீனிவாசன்.வி, (2009), திருக்குறளில் மேலாண்மை, விகடன் பிரசுரம்
9	பட்டனத்தி மைந்தன், (2018), ஜி.டி நாயுடு, ராமையா பதிப்பகம்
10	டாக்டர் பக்தவத்சலம்.ஜி (2009) இதயம் ஒரு கோவில், விஜயா பதிப்பகம்

Question Pattern	
காலம் : 3 மணி நேரம்	மொத்த மதிப்பெண்கள் : 75
பிரிவு – அ	10x1=10
	<ul style="list-style-type: none"> சரியான விடையைத் தேர்ந்தெடுத்து எழுதுக.
பிரிவு – ஆ	5x5=25
	<ul style="list-style-type: none"> வணிகம் மற்றும் கணினித் தமிழ் - 1 வினா ஊடகம் மற்றும் உளவியல் தமிழ் - 1 வினா சுற்றுலாவியல் மற்றும் சுற்றுச்சூழலியல் - 1 வினா மேலாண்மைத் தமிழ் மற்றும் மொழிப்பயிற்சி- 1 வினா கொங்கு ஆளுமைகள் - 1 வினா
பிரிவு – இ	5x8=40
	<ul style="list-style-type: none"> வணிகம் மற்றும் கணினித் தமிழ் - 1 வினா ஊடகம் மற்றும் உளவியல் தமிழ் - 1 வினா சுற்றுலாவியல் மற்றும் சுற்றுச்சூழலியல் - 1 வினா மேலாண்மைத் தமிழ் மற்றும் மொழிப்பயிற்சி- 1 வினா கொங்கு ஆளுமைகள் - 1 வினா

குறிப்பு : ஆ, இ பிரிவுகளில் வினாக்கள் "இது" அல்லது "அது" என்ற வகையில் அந்தந்த அலகுகளிலிருந்து அமைத்தல் வேண்டும்.

Course Code	Course Name	Category	Hours / Week	Credits
24HIN31L	Hindi - III	Language - I	4	3

Course Objectives

The Course intends to

- Have knowledge of the contents of primitive poetry
- Learn about contemporary poetry and its techniques.
- Interest in reading poetry and the ability to express social thoughts will improve
- Understand the basics of Hindi literature and to understand Hindi literature properly
- Have Knowledge of the elements of poetry and the knowledge of subtle translation will improve

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	May have knowledge of the contents of primitive poetry	K1, K2
CLO2	Learn about contemporary poetry and its techniques.	K2
CLO3	Interest in reading poetry and the ability to express social thoughts will improve	K3
CLO4	This will help you to understand the basics of Hindi literature and to understand Hindi literature properly	K1, K3
CLO5	Knowledge of the elements of poetry and the knowledge of subtle translation will improve.	K2, K3
K1 - Remember; K2 - Understand; K3 - Apply		

Part – I: Hindi – III

Unit	Content	No. of Hours
I	Poetry: Kavya Lehar – By Dr. V. Baskhar Pracheen Kavitha 1. Mahatma Kaber – Saki 2. Goswamy Tulasidas – Ram-Van-Aman 3. Mahatma Soordas – Baal – Leela 4. Kavivar Rahim – Dohe	14
II	Poetry: Kavya Lehar – By Dr. V. Baskhar Aadhunik Kavitha 1. Mythili Sharn Gupt – Vikaral Bijali 2. Sumithranandan Panth – Parivarthan 3. Suryakanth Thripati Nirala – Sandhayasundarai 4. Ramdhari Sing Dinkar – Bhagavan Ke Dakkiya 5. Harivansray Bachchan – Kota Sikka 6. Agyeya – Anubhav Paripakva 7. Naresh Mehtha – Ullangan 8. Dharmaveer Bharathi – Tum Mere Koun Ho	14
III	History of Hindi Literature: (Sahithyik Tippanian) 1. Ammer Kusro 2. Vidhyapathi 3. Chandbardhayi 4. Pruthiviraj Raso 5. Ramacharitha Manas 6. Vinaya Patrika	12
IV	Alankar: 1. Anupras 2. Yamak 3. Slesh 4. Vakrokthi 5. Upama, 6. Roopak 7. Virodhabas	10
V	Translation: English - Hindi only Anuvadh abhyas – III (16-30 Lessons Only)	10
Total Hours		60

Text Books

1	Dr Baskhar V., (2006), Kavya lehar –Jawahar Pusthakalay, Sadar Bazaar, Mathura-U.P.281001.
2	Anuvadh abhyas-III, Dakshin Bharath Hindi Prachar Sabha Chennai – 17.

Reference Books

1	Rajnath sharma, (2010) Hindi sahithya ka saral ithihaas, Vinod Pustak Mandir, Agra-282
2	Kavya pradeep rambadri shukla, (2008) hindi bhavan, 36, tagore town, allahabad – 211 002.

Course Code	Course Name	Category	Hours/Week	Credits
24MAL31L	Malayalam - III	Language - I	4	3

Course Objectives

The Course intends to

- Have knowledge of the contents of primitive poetry
- Learn about contemporary poetry and its techniques.
- Interest in reading poetry and the ability to express social thoughts will improve
- Understand the basics of Malayalam Poetry and to understand Malayalam literature properly
- Provide knowledge of the elements of poetry.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Get a basic knowledge of the history of Malayalam literature.	K1
CLO2	Enhances the art and taste of Malayalam literary works	K1
CLO3	Literary genres can be learned	K2
CLO4	Create more to read and enjoy Malayalam poetry	K3
CLO5	Get the basic Knowledge of poetry techniques	K4
K1 – Remember; K2-Understand; K3- Apply;K4-Analyse		

Part – I: Malayalam – III

Unit	Content	No. of Hours
I	Poetry – Chinthavishtayaya Seetha	14
II	Poetry – Chinthavishtayaya Seetha	14
III	Poetry – Mrugasikshakan - (Murgasikshakan, Kausalya, Varavu, Vittupoku Ekalavyan, Mazha) 6 poetries	12
IV	Poetry – Mrugasikshakan - (Kayal, Karkkadakam, Bhagavatham, Vazhivakkile naikutty, Edavelayil oru nimisham, Verumoru kathu) 6 poetries	10
V	Poetry – Aayisha	10
Total Hours		60

Text Books

1	Kumaranasan, (2012), Chinthavishtayaya Seetha, Kerala Book Store Publishers.
2	Vijayalakshmi, (2010), Mrugasikshakan, DC Books, Kottayam.
3	VayalarRamavarma,(2014), Aayisha, Kerala Book Store Publishers.

Reference Books

1	Dr.Leelavathi M, (2015) Kavitha SahithyaCharitram, Kerala Sahithya Academy, Trichur.
2	Dr.Leelavathi M, (2015) Kavitha Dwani, D.C.Books, Kottayam.
3	Dr.George K.M, (2014) Aadhunika Sahithyacharithram Prasthanangalilude, D.C.Books, Kottayam.
4	Chummar T.M. (2009) Padya Sahithya Charithram, Kerala Sahithya Academy, Trichur.

Course Code	Course Name	Category	Hours/Week	Credits
24FRE31L	French - III	Language – I	4	3

Course Objective

The course intends

To interact in a simple way, ask and answer simple questions about themselves, where they live, people they know, and things they have, initiate and respond to simple statements in areas of immediate need or on very familiar topics, rather than relying purely on a very finite rehearsed, lexically-organized repertoire of situation-specific phrases.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Comprehend a repertoire of vocabulary	K1
CLO2	Understand tenses and intermediary level of grammar	K2
CLO3	Try to converse in unknown situation	K3
CLO4	Translate unknown texts on familiar topics	K4
K1 – Remember; K2-Understand; K3- Apply; K4-Analyse		

Part – I: French – III

Unit	Content	No. of Hours
I	Etape 1 (Lecons 1 - 3)	14
II	Etape2 (Lecons 1 - 3)	14
III	Etape 3 - Leçons 1 – 2	12
IV	Etape 3 – Leçon 3	10
V	Etape 4 – Leçon 1	10
Total Hours		60

Text Book

1.	Céline Himber, Corina Brillant, Sophie Erlich, (2014), Adomania2 – Methode Defrancais, Publisher : Hachette Fle
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Reference Book

1.	Yves Loiseau, Régine Merieux (2009), Latitudes 1, Publisher: French and European Publications Inc.
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Course Code	Course Name	Category	Hours/ Week	Credits
24ENG32L	English-III	Language- II	4	3

Course Objectives

The course intends to cover

- Various genres of literature
- Inter personal skills essential at work environment

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	List out the connotations and denotations to pen poems.	K1
CLO2	Identify complex characters to navigate philosophical and intellectual learning and employ it in work place.	K2
CLO3	Interpret various prose styles to enhance creative writing	K3
CLO4	Compute vocabulary and grammatical proficiency in communication to enhance clarity in content creation.	K3
CLO5	Practice communication skills to be effective in lifelong learning.	K3
K1 – Remember; K2-Understand; K3- Apply		

Part-II: English-III

Unit	Content	No. of Hours
I	Poetry 1. Nothing Will Die – Alfred Lord Tennyson 2. Porphyria’s Lover – Robert Browning 3. Obituary – A K Ramanujan	12
II	Scenes from William Shakespeare’s Plays 1. Romeo and Juliet – The Balcony Scene 2. Merchant of Venice - Court Scene 3. Julius Caesar - Murder Scene	12
III	Famous Speeches 1. You’ve Got to Find What You Love-Steve Jobs 2. You Will Prevail -Sundar Pichai 3. I am Malala – Malala Yousafzai	12
IV	Language Competency 1. Identifying types of Sentences 2. Sentence Structure 3. Active Voice and Passive Voice 4. Direct and Indirect Speech	12
V	English for Communication Listening and Speaking Participating in a Group Discussion 1. Group discussion as a selection process 2. Different kinds of Group Discussion 3. Structure of Group Discussion 4. Successful Group Discussion Techniques 5. Group Discussion – Do’s and Don’ts Reading and Writing 1. Reading diagrammatic information-interpretations maps, graphs and pie charts 2. Narrative writing– Two to three paragraphs 3. Dramatizing everyday situations/social issues through skits. (Writing scripts and performing)	12
Total Hours		60
Reference Book		
1.	Wren, P.C. (1973). High school English grammar and composition.	
Web Resources (Swayam/NPTEL)		
1.	https://nptel.ac.in/courses/109106129	
2.	https://nptel.ac.in/courses/109104031	

Course Code	Course Name	Category	Hours/ Week	Credits
24BVC33C	Media Laws, Society and Culture	Core-IV	5	4

Course Objectives

The Course intends to cover

- The concepts of media regulations, their function, and their role.
- To understand the transformation in media content due to evolving global culture
- The moral and legal implications of the media and its principles.
- The structuralist and culturalist perspectives of Media Laws.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the constitutional aspect of Indian media.	K1, K2
CLO2	Explain the role of media in a changing global culture.	K3
CLO3	Acquire knowledge about Media Laws and its regulation.	K2
CLO4	Correlate the interplay between media and ideology.	K3
CLO5	Analyze the media audience.	K4
K1 - Remember; K2 - Understand; K3 – Apply, K4 – Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	-	-	-	-
CLO2	1	2	1	-	-
CLO3	2	3	-	1	-
CLO4	-	3	1	-	1
CLO5	1	1	-	2	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core - IV: Media Laws, Society and Culture

Unit	Content	No. of Hours
I	Introduction : History of Media Law & Indian Constitution Fundamental Rights - Directive Principles of State Policy Freedom of Media & Defamation Impact of Mass Media on individual, society and culture Effects of Mass Media.	15
II	Media & Popular Culture : Culture and Subculture - Popular Culture Vs People's Culture - Celebrity Culture - Hero-worship - Film, Television & Visual Culture. Advertising & Commercial Culture - Media Literacy and its Importance,	15
III	Act : Press Council Act 1978 - Working Journalist and other Newspaper Employee Provision Act 1955 - Intellectual Property Rights - The Design Act 1911 - Patents Act 1970 - Copyright Act 1957; RTI - Cinematography Act 1952 - Information Technology Act 2000.	15
IV	Psychoanalysis : Definition & concept - psychoanalytic techniques & process - Feminism-definition & concept - Modernism-definition & concept - Modernism Vs Postmodernism - Marxism- definition & concept - history of Marx's theory - Criticisms of Marx's Theory.	15
V	Audience Analysis: Media Audience - Types of Audience - Audience Rating- Rating Points - GRPs & TRPs - Reach vs GRP - Types of Audience Rating - CPM and CPP - Ratings Data Collection Methods - Audience & Marketing Trends - Selling Space & Time.	15
Total Hours		75
Text Book		
1	Neelamalar.M, Media Law and Ethics, 2018, Prentice Hall, India.	
Reference Books		
1	Roy L. Moore, Media Law and Ethics : A Casebook, 2020, Routledge, United Kingdom.	
2	Bharati, Sachin (2008). Mass Communication and Society, Aavishkar Publishers, Distributors: Jaipur.	
3	Chakravarthy, Paula & Sarikakis, Katharine (2007). Media Policy and Globalization, Rawat	
Web Resources (Swayam / NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc20_hs32/preview	
2	https://onlinecourses.swayam2.ac.in/cec24_ge14/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC34P	3D Animation Techniques	Core Lab - IV	5	3

Course Objectives

The course intends to

- Understand the Blender interface and customize it for workflow efficiency.
- Create 3D models using various modelling techniques.
- Apply textures and materials to enhance the realism of 3D models.
- Set up lighting and cameras to create dynamic scenes.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Demonstrate proficiency in navigating and utilizing 3D interface tools and shortcuts	K1
CLO2	Apply core 3D modeling and texturing techniques to create detailed assets	K3
CLO3	Integrate realistic lighting and rendering techniques using Blender’s Cycles and Eevee engines	K2, K3
CLO4	Create basic animations including keyframe-based movements and camera sequences	K3
CLO5	Design 3D interior environments and particle simulations for realistic scene visualization	K2, K3, K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	-	2
CLO2	1	2	-	-	2
CLO3	1	3	1	2	2
CLO4	2	2	2	2	1
CLO5	2	-	2	2	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core Lab - IV : 3D Animation Techniques

S. No.	List of Practical	No. of Hours
1	Overview of 3D Interface . Navigation, Tools, and Basic Shortcuts . Scene setup, Terminology, Methodology . Low-Poly Modelling a. Basic Blender tools and modifiers	10
2	Creating 3D Models	15
3	Texturing and Shading UV Mapping, Textures, Albedo map, Specular map, Metallic map, Normal map, Alpha map	10
4	Lighting and Rendering . Lighting with Cycles . Lighting with Eevee . Lighting Showcase . Introduction to Cycles and Eevee Render Engines . Setting Up Realistic Render Scenes a. Rendering with Cycles in Blender	10
5	Animation Basics . Timeline and Keyframe Animation . Creating Loop Animations a. Types of camera angles and movements	10
6	Creating 3D environment using Sketchup	10
7	Creating particle simulation with Real flow for interior space setup	10
Total Hours		75

Reference Books	
1.	Lance Flavell (2011). Beginning Blender. Apress
2.	Oliver Villar (2017). Learning Blender. <u>Pearson Education</u>
3	John M. Blain (2019). The Complete Guide to Blender Graphics. CRC Press
4	Lucas, S. E. (2018). <i>The art of public speaking</i> (12th ed.). McGraw-Hill Education.

Course Code	Course Name	Category	Hours / Week	Credits
24BVC35P	Digital Graphics and Type Design	Core Lab - IV	4	3

Course Objectives

The Course intends to cover

- The concepts to create clear and effective typographic compositions.
- The abstract ideas and narratives using design tools and techniques.
- The application of design elements to design posters, packaging, album covers, and social media templates.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Demonstrate a strong understanding of typographic principles and visual hierarchy.	K2, K3
CLO2	Develop creative and conceptual thinking through visual storytelling.	K3
CLO3	Apply design fundamentals to produce cohesive visual communication pieces.	K3
CLO4	Explore and implement responsive and adaptive design techniques for digital platforms.	K2, K3
CLO5	Build a portfolio of professional-quality graphic design and typography projects.	K3, K4
K2 - Understand; K3 - Apply; K4 – Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	3	-	3	1
CLO2	1	3	2	-	-
CLO3	2	-	3	2	2
CLO4	1	2	3	2	3
CLO5	1	2	3	3	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core Lab - IV: Digital Graphics and Type Design

S. No.	List of Practical	No. of Hours
	Typography:	
1	Type Anatomy Labelling.	4
2	Typeface Mood Board. Create a mood board that visually represents the personality of Different typefaces.	4
3	Grid-Based Layout. Create a simple poster using a modular grid. Emphasize clean alignment and hierarchy using type only.	4
4	Typographic Hierarchy Poster. Design an event poster using only type. Emphasize hierarchy through size, weight, and positioning.	4
5	Type-Only Logo Design. Create a wordmark logo using just type. Customize or alter letterforms to reflect brand identity.	4
6	Negative Space Typography. Create a typographic piece where the letters interact cleverly with negative space.	4
7	Type in Motion (GIF or Video). Animate a word or phrase to reflect its meaning.	4
8	Responsive Typography Mock-up. Design a website mock-up that demonstrates responsive type: how font size, spacing, and layout adapt across device.	4
	Graphic Design:	
9	Redesign a Movie Poster. Choose a classic film and redesign its poster in a different style or genre. Focus on layout, typography, and imagery.	4
10	Minimalist Icon Set. Create a set of 6 to 10 minimalist icons for a theme.	4
11	Album Cover Design. Design a square album cover for a real or fictional band. Use mood, typography, and composition to reflect the music's style.	4
12	Design a two-page magazine spread for an article. Focus on hierarchy, columns, margins, and image/text balance.	4
13	Social Media Post Template. Design a set of 3–5 cohesive Instagram posts (e.g., for a brand or event), maintaining visual consistency across all slides.	4
14	Packaging Design. Create a label or package design for a fictional product.	4
15	Visual Metaphor Poster. Design a visual metaphor using abstract or symbolic graphics to communicate a concept.	4
Total Hours		60

Text Book	
1.	Lupton, E., & Phillips, J. C. (2015). Graphic design: The new basics (2nd ed.) Princeton Architectural Press.
Reference Books	
1.	Lupton, E. (2010). Thinking with type: A critical guide for designers, writers, editors, & students (2 nd rev. ed.). Princeton Architectural Press.
2.	Bringhurst, R. (2013). The elements of typographic style (4th ed.). Hartley & Marks Publishers.
3	Spiekermann, E., & Ginger, E. M. (2013). Stop stealing sheep & find out how type works (3 rd ed.). Adobe Press.
4	Cheng, K. (2006). Designing type. Yale University Press.
Web Resources (Swayam / NPTEL)	
1.	https://onlinecourses.nptel.ac.in/noc25_de12/preview

Course Code	Course Name	Category	Hours / Week	Credits
24BVC36P	Compositing & Visual Effects	Allied – III Lab	4	3

Course Objectives

The Course intends to cover

- The fundamental and advanced compositing skills.
- The integration of visuals and effects by mastering the key techniques.
- The visual continuity and realism, emphasizing color matching, edge blending, and final grading for professional-quality output.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Execute clean green screen keying and seamless background integration.	K2
CLO2	Apply 2D and 3D tracking techniques to insert and stabilize VFX elements within live-action scenes convincingly.	K2, K3
CLO3	Create and manipulate clean plates, sky replacements, and set extensions using digital matte painting and patching methods.	K3
CLO4	Design and composite atmospheric and destruction effects, such as particles, lens flares, and explosions, ensuring they match the lighting and motion of the scene.	K2,K3
CLO5	Integrate multiple elements into a final composite, achieving visual coherence through edge blending, light wrap, and professional color grading.	K3
K2 - Understand; K3 - Apply		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	-	2	-	-
CLO2	2	1	1	2	2
CLO3	-	2	2	2	-
CLO4	3	2	-	3	2
CLO5	2	-	2	2	2
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Allied – III Lab : Compositing & Visual Effects

S. No.	List of Practical Programs	No. of Hours
1	Basic Green Screen Keying. Practice pulling a clean key using a simple green screen shot. Focus on hair edges, spill suppression, and background replacement.	4
2	2D Motion Tracking. Track a moving object (like a sign or screen) and insert a graphic or video into it.	4
3	3D Camera Tracking. Match a 3D camera move to live footage and insert a 3D object or element that sticks to the environment.	4
4	Set Extension. Extend a practical set using matte painting or digital environments.	4
5	Clean Plate Creation. Remove unwanted elements from a shot by creating a clean plate and patching the footage.	4
6	Rotoscoping. Manually isolate a moving subject from the background using rotoscope tools.	4
7	Sky Replacement. Replace a boring or overexposed sky with a dramatic one, ensuring realistic lighting and reflections.	4
8	Digital Makeup / Beauty Retouching. Subtle retouching of skin, blemishes, and enhancing eyes while keeping natural textures.	4
9	Day for Night. Convert a daytime scene to look like it was shot at night using color grading and VFX techniques.	4
10	Light Wrap and Edge Integration. Blend a foreground subject into a background using light wrap techniques and edge treatments.	4
11	Particle Simulation (Rain, Snow, Smoke). Add atmospheric effects like falling snow, drifting smoke, or rain.	4
12	Set Replacement / Background Rebuild. Remove an entire set or change the environment using projection mapping or matte painting.	4
13	Lens Flare and Glows. Add realistic lens flares and light bloom effects that match the scene's light sources.	4
14	Destruction Effects (Debris, Cracks, Explosions). Integrate stock destruction elements (or simulate simple ones) into a live scene.	4
15	Final Shot Integration & Color Grading. Take multiple elements and integrate them into a believable composite with cohesive color grading.	4
Total Hours		60

Text Book	
1	Lanier, L. (2015). Compositing visual effects in After Effects: Essential techniques. Routledge.
Reference Books	
1	Wright, S. (2023). Digital compositing for film and video: Production workflows and techniques (5 th ed.). Routledge.
2	Vachha, C. (2023). Creating visual effects with neural radiance fields.
3	Brinkmann, R. (2008). The art and science of digital compositing: Techniques for visual effects, animation, and motion graphics (2 nd ed.). Morgan Kaufmann.
4	Okun, J. A., & Zwerman, S. (Eds.), (2010). The VES handbook of visual effects: Industry standard VFX practices and procedures. Focal Press.

Course Code	Course Name	Category	Hours / Week	Credits
24BVC37P	Articulation Techniques	SEC Lab I	4	2

Course Objectives

The course intends

- To help students express their ideas clearly in both formal and informal situations.
- To improve speech clarity, pronunciation, and delivery through practice.
- To teach students how to plan and deliver effective presentations
- To develop strong body language, eye contact, and stage presence.
- To prepare students for real-life speaking tasks like interviews, discussions, and presentations.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Articulate ideas clearly and coherently in both formal and informal speaking situations.	K1
CLO2	Demonstrate improved speech clarity, pronunciation, and effective vocal delivery.	K2
CLO3	Plan, structure, and deliver well-organized presentations tailored to specific audiences and objectives.	K4
CLO4	Utilize non-verbal communication techniques such as body language, eye contact, and stage presence to enhance presentations.	K3
CLO5	Exhibit confidence and competence in real-world speaking scenarios, including interviews, group discussions, and professional presentations.	K4
K1 - Remember; K2 - Understand; K3 – Apply; K4 – Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	-	-	2	1
CLO2	-	2	1	1	3
CLO3	2	-	2	2	3
CLO4	1	-	1	2	2
CLO5	1	2	-	-	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

SEC Lab - I: Articulation Techniques

S. No.	List of Practical Programs	No. of Hours
1	Choose a personal story or an event in history and try to tell it clearly and compellingly.	6
2	Read a drama, changing the pitch at different points conveying the emotions. (intonation)	6
3	Mindmap your ideas visually and deliver it on the chosen topic.	6
4	Deliver a PowerPoint presentation on a topic of your choice with proper articulation techniques	8
5	Present a two minute speech using non-verbal communication mastery (body language, eye contact, and stage presence)	8
6	Prepare and Present an Interview for a Personal Interview/situational interview/informational interview.	8
7	Create a documentary narration with voiceover recording	9
8	Produce a explainer video focusing on articulation techniques (Enunciation, pronunciation, vocal projection, and intonation control)	9
Total Hours		60
Text Books		
1	Lucas, S. E. (2018). The art of public speaking (12th ed.). McGraw-Hill Education.	
2	Cranna, K. C., & Brinkman, E. W. (2009). Voice and articulation drillbook (6 th ed.). McGraw-Hill Education.	
Reference Books		
1	Gilbert, J. B. (2012). Clear speech: Pronunciation and listening comprehension in North American English (4 th ed.). Cambridge University Press.	
2	Mayer, L. V. (1991). Fundamentals of voice and articulation (7 th ed.). Harcourt Brace.	
3	Hargie, D. S. (2018). Speech craft: An introduction to speech communication (7 th ed.). Routledge.	
4	Whitaker, R. (2002). Speech communication made simple. Prentice Hall.	
5	Yagoda, B. (2004). The sound on the page: Style and voice in writing. HarperCollins.	
6	Rodgers, J. (2002). The complete voice and speech workout: 75 exercises for voice, speech, and communication skills. Broadway Books.	

Part – IV – Foundation Course

(All the Undergraduate Programmes)

Course Code	Course Name	Course Category	Hours/Week	Credits
24IKS3FC	Indian Knowledge Systems(IKS)	FC-III	-	2

Unit	Content
1	Indian Knowledge System (IKS) Basic Concepts - Introduction - Journey of Indian Culture and Civilization - Hindu Philosophical System - Contribution of Indian Knowledge System in Science and Arts - Indian Knowledge System and Way of Life - The Implicit Concepts in Indian Knowledge System - Social Viewpoint in Indian Knowledge system - Idea of Vasudhaiva Kutumbakam.
2	Indian Culture, Art & Architecture - Introduction - Concept of Culture - Culture and Heritage - General Characteristics of Culture - Indian Culture - Indian Culture during the Modern and Contemporary Period -The Factors of Unity in Diversity - Aspects of Indian culture - Indian Architecture - Architecture of Tamil Nadu.
3	Vedic Mathematics - Introduction - History of Vedic Mathematics - Addition - Subtraction - Base Method - Sub Base Method - Multiplication by numbers consisting of all 9s - Division - Special Methods of Division - Straight Division.
4	Science and Technology in Indian Knowledge System - Introduction - The Indian S & T Heritage - Metals and Metalworking Technology - Lost wax casting of Idols and Artefacts - Literary sources for Science and Technology - Technology in Ancient India - Significant Science and Technology Discovery in Ancient India - Council of Scientific and Industrial Research - Animal Science in Ancient India - Biodiversity and folk traditions.
5	History of Trade and Commerce in Ancient India - Introduction - Indigenous Banking System - Rise of Intermediaries - Transport - Major Trade Centres - Major Exports and Imports - Position of Indian Subcontinent in World Economy.

Unit	Content
6	Indigenous Agriculture in IKS - Introduction - History of Indian Agriculture - Indigenous Knowledge - Organic Farming and Natural Fertilization - Mixed Cropping and Crop Rotation - Ecological and Socioeconomic Impacts of Indigenous Farming - Challenges and Future Directions.
7	Traditional Water Management Systems of India - Introduction - Traditional Water Management Systems - Northern Region - North Western Region - North Eastern Region - Central Indian Region - Southern Indian Region.
8	Traditional Foods and Festival of India - History - Introduction - Foods Consumed in Different Regions of India - Eating Styles of India - Traditional Equipment's used for Cooking - Changes in Consumption of Traditional Foods - Traditional Foods/Modern Functions - The Future of Traditional Foods - Traditional Festivals of India.
9	Sports in India-From Ancient Period to Modern Period - Introduction - Indus Valley Civilization - Early Hindu Period/ Epic Period - Traditional Indoor and Outdoor Games - British Period - Post Independence - Modern period.
10	Nobel Laureates of Indian Origin & Inspiring Scientists of India and their Contributions - History of the Nobel Prize - Nobel Prize Insignia - Indian Nobel Prize winners and their Biography - Inspiring Scientists and their Contributions.

Reference Resources	
1.	https://www.education.gov.in/shikshakparv/docs/background_note_Stimulating_Indian_Knowledge_Systems_Arts_Culture.pdf
2.	Singh, R. K., King, C. A., & Barrett, D. A. (2010). Traditional ecological knowledge and agricultural sustainability in India. <i>Indian Journal of Traditional Knowledge</i> , 9(2), 231- 243

**Components for Internal Assessment and
Distribution of Marks for CIA and ESE (Theory)**

Max Marks	Marks for		Components for CIA						
	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
100	25	75	Actual	Weightage	Actual	Weightage	5	5	25
			50	5	75	10			

Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

**Components for Internal Assessment and
Distribution of Marks for CIA (Lab)**

Max Marks	Marks for		Components for CIA						
	CIA	ESE	Test		Model		Experiments / Programs	Observation	Total
100	40	60	Actual	Weightage	Actual	Weightage	Marks	5	40
			50	10	60	15			

Examination Pattern

Component	Duration in Hours	Marks			Total Marks
		Practical Exam	Record	Weightage	
Test	2	50	-	10	50
Model	3	60	-	15	60
Experiments	-	-	-	10	10
Observation	-	-	-	05	05
Total Marks - CIA				40	40
ESE	3	50	10	-	60

**Components for Internal Assessment and
Distribution of Marks for CIA (Foundation Course -Theory)***

Max Marks	Marks for		Components for CIA			
	CIA	ESE	CIA		Model	
50	50	-	Actual	Weightage	Actual	Weightage
			50	25	50	25

*FC-III-Indian Knowledge Systems(IKS)-A self-study course with Open Book Assessment

Question Paper Pattern

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

**Components for and Distribution of Marks for ESE (Theory)
Ability Enhancement Compulsory Courses (AECC)
&
Question Paper Pattern**

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50



Semester 4

Semester – 4																	
Course Code	Part	Course Category	Course Name	Hours /Week	Examination			Credits									
					Duration in Hours	Max Marks											
						CIA	ESE		Total								
24TAM41L	I	Language - I	Tamil – IV	4	3	25	75	100	3								
24HIN41L	I		Hindi – IV														
24MAL41L	I		Malayalam – IV														
24FRE41L	I		French – IV														
24ENG42L	II	Language - II	English – IV	4	3	25	75	100	3								
24BVC43C	III	Core V	UI, UX & Web Development	5	3	25	75	100	4								
24BVC44C	III	Core VI	Visual Process through Artificial Intelligence	4	3	25	75	100	3								
24BVC45P	III	Core Lab -VI	Lab: UI & UX Design	5	3	40	60	100	3								
24BVC46P	III	Allied IV - Lab	Lab: IKS - Indian Town Planning & Architecture	4	3	40	60	100	2								
24BVC47P	III	SEC II - Lab	Lab: AI Tools for Design	2	3	40	60	100	2								
24IDT4AE/ 24IPR4AE/ 24END4AE	IV	AECC - IV	Innovation & Design Thinking / Intellectual Property Rights / Entrepreneurship Development	2	2	-	50	50	2								
24EXC4LA			V							Extracurricular & Co-curricular	Liberal Arts	-	2	50	-	50	2
Total										30				800	24		

Part – I: Language – I**தமிழ் – IV**

(All the UG Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24TAM41L	Tamil - IV	Language - I	4	3

Course Objectives

The Course intends to cover

- தமிழ் இலக்கிய வளர்ச்சிப் போக்குகள் மற்றும் நுட்பங்களை அறியச்செய்தல்.
- தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையம் நடத்தும் போட்டித்தேர்வுகளை எதிர்கொண்டு வேலைவாய்ப்பினைப் பெறும் வகையில் மாணவர்களைத் தயார்படுத்துதல்.
- கேட்டல், பேசுதல், படித்தல் மற்றும் எழுதுதல் முதலான திறன்களை(LSRW Skills) அறியச்செய்தல்.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	இலக்கியங்கள் மூலம் பண்டைய தமிழக மக்களின் வாழ்க்கை முறை, சமூக மதிப்பீடுகள், கலை, கலாச்சாரம் போன்றவற்றை ஆழமாகப் புரிந்துகொள்ளுதல்.	K1- K3
CLO2	தமிழறிஞர்களின் தமிழ்த்தொண்டை அறிவதன் மூலம் தமிழ் மொழியின் செழுமை, அதன் இலக்கிய வளம் மற்றும் பண்பாட்டு அடையாளம் ஆகியவற்றை அறிந்துகொள்ளுதல்.	K1- K3
CLO3	பிழையின்றி பேசுவதற்கும் எழுதுவதற்கும் இலக்கணத்தை பயன்படுத்துதல்.	K1 - K3
CLO4	தமிழ்நாடு அரசு நடத்தும் அனைத்து தேர்வுகளுக்கும் கல்வி மற்றும் மொழி வளர்ச்சிக்கும் கலைச்சொற்கள் ஒரு முக்கியத் தேவையாக உள்ளன என்பதனை உணர்தல்.	K1- K3
CLO5	உரைநடை பத்தியை வாசித்து கேட்கப்படும் வினாக்களுக்கு ஏற்ற பதில்களைத் தேடுவதன் மூலம் ஆழமான புரிதல் ஏற்படும் என்பதை உணர்தல்.	K2, K3
K1 - Remember; K2 - Understand; K3 – Apply		

Unit	Content	No. of Hours
I	<p>(இலக்கிய வரலாறு)</p> <ul style="list-style-type: none"> • திருக்குறள் • நாலடியார் • நான்மணிக்கடிகை • பழமொழி நானூறு • முதுமொழிக்காஞ்சி • திரிகடுகம் • இன்னா நாற்பது • சிறுபஞ்சமூலம் • ஏலாதி • ஓளவையார் பாடல்கள் 	12
II	<p>(தமிழ் அறிஞர்களும், தமிழ்த்தொண்டும்)</p> <p>திராவிட மொழிகள் தொடர்பான செய்திகள்:</p> <ul style="list-style-type: none"> • உ.வே.சாமிநாத ஐயர் • தெ.பொ.மீனாட்சி சுந்தரம் • சி.இலக்குவனார். <p>தமிழ்ப்பணி தொடர்பான செய்திகள்:</p> <ul style="list-style-type: none"> • தேவநேய பாவாணர் • பெருஞ்சித்திரனார் • ஜி.யு.போப் • வீரமாமுனிவர். <p>தமிழ்த்தொண்டு மற்றும் சான்றோர் தொடர்பான செய்திகள்:</p> <ul style="list-style-type: none"> • பாவேந்தர் • டி.கே.சிதம்பரனாதர் • தவத்திரு குன்றக்குடி அடிகளார் • கண்ணதாசன் • வேலுநாச்சியார் • முடியரசன் • தமிழ் ஒளி • கி.வா.ஜகந்நாதர் • நாமக்கல் கவிஞர் 	12

Unit	Content	No. of Hours
III	<p>(இலக்கணம்)</p> <ul style="list-style-type: none"> • குறில், நெடில் வேறுபாடு • லகர, ளகர, ழகர வேறுபாடு • னகர, ணகர வேறுபாடு • ரகர, றகர வேறுபாடு • சுட்டெழுத்துக்கள் • வினா எழுத்துக்கள் • இனவெழுத்துக்கள் • ஒருமைப் பன்மை அறிதல் • எழுத்துப்பிழை, ஒற்றுப்பிழை அறிதல் • ஒரெழுத்து ஒருமொழி • ஒருபொருள் பன்மொழி • இருபொருள் குறிக்கும் சொற்கள் 	12
IV	<p>(எழுத்துத்திறன் மற்றும் கலைச்சொற்கள்)</p> <ul style="list-style-type: none"> • சொற்றொடர் அமைத்தல் • தொடர் வகைகள் • செய்வினை, செயப்பாட்டு வினை • தன்வினை, பிறவினை. <p>திணைமரபு:</p> <ul style="list-style-type: none"> • உயர்திணை, • அஃறிணை. <p>பால் மரபு:</p> <ul style="list-style-type: none"> • ஆண்பால், • பெண்பால், • பலர்பால். • வினைமரபு • தொகை மரபு • நிறுத்தல் குறியீடுகள். <p>பல்துறை சார்ந்த கலைச்சொல்லுக்கு நேரான தமிழ்ச்சொல் அறிதல்:</p> <ul style="list-style-type: none"> • அறிவியல், கல்வி, மருத்துவம், மேலாண்மை, சட்டம், புவியியல், தொழில்நுட்பம், ஊடகம், தகவல் தொழில்நுட்பம். 	12

Unit	Content	No. of Hours
V	<p>வாசித்தல், புரிந்து கொள்ளும் திறன் மற்றும் எளிய மொழி பெயர்ப்பு</p> <p>வாசித்தல் : கொடுக்கப்பட்ட பத்தியை வாசித்து கேட்கப்பட்ட வினாக்களுக்கு சரியான விடையைத் தேர்ந்தெடுத்தல்.</p> <p>புரிந்துகொள்ளும் திறன்: உவமைத் தொடரின் பொருளறிதல், மரபுத்தொடரின் பொருளறிதல், பழமொழிகள் பொருளறிதல்.</p> <p>எளிய மொழி பெயர்ப்பு: ஆங்கிலம் மற்றும் பிறமொழிச் சொற்களுக்கு இணையான தமிழ்ச் சொற்கள் அறிதல், பயன்பாட்டில் உள்ள ஆங்கிலச் சொற்களை மொழிபெயர்த்தல்.</p>	12
Total Hours		60
Reference Books		
1	வரதராசன் மு. (2021, 34-வது பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாகித்திய அகாதமி பதிப்பு.	
2	டாக்டர் தமிழண்ணல், (2010, 26-ம் பதிப்பு), புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம்.	
3	பேரா. முனைவர் பாக்கியமேரி, (2022, 6-ம் பதிப்பு), வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, நியூசெஞ்சுரி புக ஹவுஸ்(பி). லிட்.	
4	பாலசுப்பிரமணியம் சி. (2016, 27-ம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாரதா பதிப்பகம்.	
5	டாக்டர் பூவண்ணன், (2019, முதல் பதிப்பு), தமிழ் இலக்கிய வரலாறு, வர்த்தமான் பதிப்பகம்	
6	பேராசிரியர்.விமலானந்தம் மது.ச. (2017, முதல் பதிப்பு), தமிழ் இலக்கிய வரலாறு, பாரி நிலையம்	
7	விஜயராகவன், முனைவர் கண்ணன் கு. (2018, முதல் பதிப்பு), தமிழ் இலக்கியம் இலக்கணம் வரலாறு, பாவை பப்ளிக்கேஷன்.	
8	முனைவர் இராசா கி. (2019, 4-ம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, நியூ செஞ்சுரி புக ஹவுஸ் (பி). லிட்.	
9	முனைவர் அருணாச்சலம் மு. (2017 6-ம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, அருண் பதிப்பகம்.	
10	குமரன் கோ (2010, முதல் பதிப்பு), தமிழ் இலக்கணம் எளிய அறிமுகம், சந்தியா பதிப்பகம்.	

Part – I: Language – I
Hindi – IV

Course Code	Course Name	Category	Hours / Week	Credits
24HIN41L	Hindi – IV	Language - I	4	3

Course Objectives

The Course intends to cover

- Knowledge of contemporary drama contents of Hindi literature.
- Novels and its techniques. The ability to read novels and express criticism about it and the ability to express social thoughts will improve.
- Litigation messages in Hindi and news on speech techniques.
- The Ability to write articles on their own and improve their sophisticated translation skills.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the text styles and grammatical elements.	K1
CLO2	Discuss the content of a reading passage.	K2
CLO3	Develop an interest in the appreciation of short stories.	K3
CLO4	Comprehend the grammatical structures and sentence making.	K4
CLO5	Understand the language and developing English to Hindi translation skill.	K4
K1 - Remember; K2 - Understand; K3 – Apply; K4-Analyse.		

Unit	Contents	No. of Hours
I	Drama: Dhuvasaminy By Jayashankar Prasad	12
II	Novel - Nirmala – Premchand	12
III	Lokkothi & Muhavare - Naveen Hindi Vyakaran (Selected Lokkokthi -10 & Muhavare-10)	12
IV	General Essay :Aadarsh Nibandh	12
V	Translation : Hindi-English Only Anuvadh Abhyas – III (16-30 Lessons Only)	12
Total Hours		60

Text Books

1.	Jayashankar Prasad (2015), Dhuvasaminy, Drama, , Publisher : Dakshin Bharath Hindi Prachar Sabha, Chennai-17.
2	Premchand(2015),Nirmala,Novel , Rajkamal Prakashan,1B Nethaji Subash Marg,New Delhi

Reference Books

1.	Rajnath Sharma , Hindi Sahithya Ka Saral Ithihaas, , Vinod Pustak Mandir,Agra-282
2.	Kavya Pradeep Rambadri Shukla, Hindi Bhavan, 36, Tagore Town, Allahabad – 211 002.

**Part – I: Language – I
Malayalam – IV**

Course Code	Course Name	Category	Hours / Week	Credits
24MAL41L	Malayalam - IV	Language - I	4	3

Course Objectives

The Course intends to cover

- Knowledge of contemporary drama contents of Malayalam literature.
- Screen play and its techniques. The ability to read drama and express criticism about it and the ability to express social thoughts will improve.
- Litigation messages in Malayalam and news on speech techniques.
- Ability to write articles on their own and improve their creative skills.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Get a basic knowledge of drama	K1
CLO2	Can read and critique Screenplay	K1
CLO3	Create interest in art literature courses	K2
CLO4	The hope of writing a Drama or a Screen Play.	K3
CLO5	The idea of creating new works and critique knowledge will improve.	K4
K1 - Remember; K2 - Understand; K3 – Apply; K4-Analyse.		

Unit	Content	No. of Hours
I	Screen Play – Perumthachan	12
II	Screenplay – Perumthachan	12
III	Drama – Saketham	12
IV	Drama – Saketham	12
V	Drama – Saaketham	12
Total Hours		60

Text Books

1. Perumthachan – M.T.Vasudevan Nair, DC Books
2. Saketham – C.N.Sreekandan Nair, DC Books.

Reference Books

1. Malayala Nataka Sahithya Charithram. G Sankara Pillai (Kerala SahithyaAkademi, Trissur)
2. Malayala NatakaSahithya Charithram, Vayala Vasudevan Pillai (Kerala SahithyaAkademi Thrissur).
3. Natakam- Oru Patanam (C.J. SmarakaPrasanga Samithi, Koothattukulam)
4. Natakaroopacharcha, Kattumadam Narayanan (NBS, Kottayam)
5. Chalachithra sameeksha – Vijayakrishanan.
6. Cinemayude Paadangal Visakalanavum Veekshanavum – Jose-K.Manual

Part – I: Language – I
French – IV

Course Code	Course Name	Category	Hours / Week	Credits
24FRE41L	French – IV	Language - I	4	3

Course Objective

The Course intends

To communicate during easy or habitual tasks requiring a basic and direct information exchange on familiar subjects to use simple words to describe his or her surroundings and communicate immediate needs

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Comprehend the grammatical structures in various genres.	K1
CLO2	Understand the text styles and poetical elements.	K2
CLO3	Develop an interest in the appreciation of literature.	K3
CLO4	Discuss and respond to content of a reading passage.	K4
K1 - Remember; K2 - Understand; K3 – Apply; K4 - Analyse		

Unit	Contents	No. of Hours
I	Etape 5 (Lecons 1 - 3)	12
II	Etape 6 (Lecons 1 - 3)	12
III	Etape 7 - Leçons 1 – 2	12
IV	Etape 7 – Leçon 3, Etape 8 – Leçon 1	12
V	Etape 8 – Leçons 2 – 3	12
Etapes 5 to 8, Pages 63 to 114		
Total Hours		60
Text Book		
1	Adomania 2 , Methode de francais , Céline Himber, Corina Brilliant, Sophie Erlich Publisher: HACHETTE FLE, Goyal Publishers and Distributors Pvt Ltd, New Delhi (9810322459)	
Reference Book		
1	Latitudes 1 , Yves Loiseau, Régine Merieux Publisher: French and European Publications Inc, Goyal publishers and distributors Pvt Ltd, New Delhi (9810322459).	

Part – II: English –IV
(All the Undergraduate Programmes)

English for Competitive Examinations

Course Code	Course Name	Category	Hours / Week	Credits
24ENG42L	English-IV	Language-II	4	3

Course Objectives

The course intends to cover

- Essential Language Skills for Competitive Exams.
- Grammatical Mastery and Writing Skills for confident formal communication.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify grammatical errors with precision and write with clarity and accuracy.	K1
CLO2	Identify, comprehend and use a wide range of vocabulary to enhance verbal expression.	K2, K3
CLO3	Construct structured essays, reports, and formal letters with clarity and coherence.	K3
CLO4	Interpret diverse texts using strategic reading techniques to analyze content and answer comprehension questions effectively	K3
CLO5	Understand and employ the technical and administrative terms to excel in the career.	K2, K3
K1 - Remember; K2 - Understand; K3 - Apply		

Part-II: English-IV

Unit	Content	No. of Hours
I	Grammar Parts of Speech, Concord, Tenses, Active Voice and Passive Voice, Types of Sentences – Statement, Interrogative, Imperative, Exclamatory, Transformation of Statements into imperatives, Interrogatives into Statements, Assertive into Negatives, Exclamatory Sentences into Statements, Imperatives into Inquisitive Interrogatives, Imperatives into Appreciative Statements, Verbs, Main Verbs and Auxiliary Verbs, Regular and Irregular Verbs	12
II	Grammar Infinitives, Gerunds, Participles, Question Tags, Sentence Patterns, Types of Sentences – Simple, Compound and Complex, Phrases and Clauses, Degrees of Comparison – Positive, Comparative & Superlative, Direct into Indirect and Indirect to Direct, Synthesis of Sentences, Punctuations,	12
III	Vocabulary and Writing Skills Synonyms, Antonyms, Homonyms, Homophones, Collocations, Idioms & Phrases, Phrasal verbs, Spelling of words, Correct usage of words, One word substitution, Word Creation, Singular and plural (including Zero plural), Derivatives, Abbreviations, British and American English, Compound words and Figures of speech. Letter writing (formal and informal) – Types of Letters, Precis Writing, Jumbled sentences, Finding out the right order of sentences, Making queries, Inferences, Blanks, Substitutions.	12
IV	Reading Comprehension Types of Passages (Narrative, Argumentative, Factual, Descriptive), Unseen passages (News Paper, Headlines, Editorials, Government related News), Question Types - Strong question, Weak question, Match the following, Sentence Completion, Ascertainment of facts	12
V	Administrative Vocabulary & Translation Marketing and Sales, Human Resource, Finance and Operation, Organization and Management, Office Procedures and Document Word Translation, Sentence Translation, Tense related translation tasks, Tense / Voice related tasks. (Simple words - Basic Level)	12
Total Hours		60

Reference Books

1.	Bhatnagar, R. P., & Bhargava, R. (2017). English for Competitive Examinations (3 rd ed.). New Delhi: Laxmi Publications.
2.	Wren, P. C., & Martin, H. (2007). High School English Grammar & Composition (11 th ed.). New Delhi: S. Chand & Company
3.	Gupta, S. C. (2014). English Grammar & Composition (2 nd ed.). Meerut: Arihant Publications
4.	Aggarwal, R. S., & Aggarwal, V. (2022). Quick Learning Objective General English (Revised ed.) New Delhi, S. Chand Publishing.

Web Resources (Swayam/NPTEL)

1.	https://onlinecourses.nptel.ac.in/noc24_hs73/preview
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Course Code	Course Name	Category	Hours / Week	Credits
24BVC43C	UI, UX & Web Development	Core-V	5	4

Course Objectives

This course intends to cover

- The essential skills for analyzing the usability of a website.
- The creation of information architecture document required for a website.
- Exploration of website and mobile application analysis.
- The requirements for User Experience Concept Designing.
- Developing simple and visually appealing web pages using HTML5 and CSS3.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the UX principles.	K2
CLO2	Apply the principles for usability testing.	K3
CLO3	Differentiate between businesses-centred design and user-centred design.	K4
CLO4	Design the prototyping for mobile and small screen devices.	K6
CLO5	Associate HTML5 and CSS3 to build web pages	K3
K2 - Understand; K3 - Apply, K4 - Analyze, K6 - Create		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	-	-	-	-
CLO2	1	2	1	-	-
CLO3	2	3	-	1	-
CLO4	-	3	1	-	1
CLO5	1	1	-	2	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core - V: UI, UX & Web Development

Unit	Content	No. of Hours
I	Introduction to Design: Design Research, Importance of Visual Design, Understanding the Usability, Accessibility and Interaction - Psychopathology of everyday things. Human Centred design, Fundamental principles of interaction. Introduction to UX - Understanding UX lifecycle & flow of events - its importance and future.	15
II	User Research Techniques : Need for data collection & prototyping - Different methods of data collection: User interview, Contextual enquiry, Heuristic Principles, Survey, Empathy Map, Focus group. Research: User group definitions, Research techniques, AI enhanced research analysis. Information Architecture. Laws of UX.	15
III	User Persona, Wireframing, Prototyping Persona creation: Preparing task list, Writing user story, User Journey Mapping. Wireframe: Low fidelity wireframes, Hi fidelity wireframes, Prototype: Prototype tools (Adobe XD, Figma App). Wireframe vs Prototypes - Remote usability testing – Preparing test flow using AI, questionnaire, scenarios with tasks list, recruiting participants - Heuristic analysis.	15
IV	UX for Mobile & Small Screen Devices Responsive design, UX for mobile devices – Understanding the small screen environment – Prototyping for mobile devices – Accessibility (WCAG Web content Accessibility Guidelines) – Experience definition for multiple platforms & form factor – Designing for the small screen. User Accessibility: Card sorting: Reverse card sorting, Sorting Tools, Data analysis.	15
V	Basics of HTML5 & CSS3 Fundamentals of HTML: Attribute types – list – Hyperlinks – tables and its tags – form attribute. Adding multimedia contents using different media-related software and adding graphics using AI code assistant. Introduction to CSS: Styles, Background, Text, Font, Link, Lists, Tables, Border. The box model: Styling with content, padding, borders and margin. CSS Positioning: static, relative, and absolute, margins to separate and position.	15
Total Hours		75

Text Books

1.	Steve Kurg, (2009), Rocket Surgery Made Easy, New Riders; 1 st edition, Atlantic Publishers and Distributors, USA.
2.	Dan Saffer, (2010). Designing for Interaction, New Riders Publications,

Reference Books

1.	Kraft, C. (2012). User experience innovation: User centred design that works. Apress.
2.	Roden, T. (2010). Building the real-time user experience: Creating immersive and interactive websites. Shroff/O’Reilly.
3.	Guo, N., Degen, H., & Yuan, X. (n.d.). UX best practices: How to achieve more impact with user experience. McGraw-Hill/Osborne Media.
4.	Don Norman. (2013). The Design of Everyday Things, Basic Books,.
5.	Don Norman. (2024), Design for a better world: Meaningful, Sustainable, Humanity Centered. The MIT Press, India.

Web Resources (Swayam / NPTEL)

1	https://swayam-plus.swayam2.ac.in/courses/course-details?id=LEPL-FIGMA0824-01
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Course Code	Course Name	Category	Hours / Week	Credits
24BVC44C	Visual Process through Artificial Intelligence	Core - VI	4	3

Course Objectives

This course intends to cover

- The fundamentals of human visual perception and the visual process.
- The applications of Artificial Intelligence in visual analysis and media production.
- The integration of AI tools in shaping and enhancing visual perception.
- Critical perspectives on the ethical, cultural, and creative dimensions of AI in visual communication.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the human visual perception and its simulation in AI.	K2
CLO2	Understand the computer vision techniques.	K2
CLO3	Apply AI tools in visual communication, media, and design.	K2, K3
CLO4	Critically evaluate AI’s role in shaping visual practices and creativity.	K4, K5
CLO5	Discuss ethical and cultural implications of AI in media and communication.	K5
K2 - Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	-	2
CLO2	1	2	-	-	2
CLO3	1	3	1	2	2
CLO4	2	2	2	2	1
CLO5	2	-	2	2	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core - VI : Visual Process through Artificial Intelligence

Unit	Content	No. of Hours
I	Fundamentals of Visual Perception: Human visual process: eye, brain, and perception. Theories of visual Communication: Gestalt principles, semiotics, perception models. Evolution of Visual Process: Traditional, digital and AI-assisted approaches. Visual literacy and visual culture in media. Role of perception in storytelling, advertising and design. Cross-cultural perspectives on visual interpretation.	12
II	Introduction to AI and Visual Intelligence: Basics of AI – Basics of Data Sets, machine learning, and neural networks in the context of visuals. Computer vision: Image recognition, object detection, pattern recognition. Natural vs. artificial intelligence in visual interpretation. Deep learning for visual datasets (convolutional neural networks – CNNs). AI and human cognition: similarities and differences. Introduction to natural language – visual integration (text-to-image systems).	10
III	AI in Visual Process and in Media: AI-driven photography: Enhancement, colorization and style transfer. Generative visuals: GANs, deepfakes and AI-generated art. AI in graphic design, animation and interactive media - Personalized media and recommendation algorithms (YouTube thumbnails, Netflix posters) - AI in journalism and news visualization. Collaborative creativity: Human-AI co-creation in digital media.	12
IV	Applications and Case Studies: AI in cinema: script-to-screen automation, pre-visualization, and visual effects - AI in advertising, branding, and immersive media (AR/VR). Case studies: MidJourney, DALL·E, Stable Diffusion, Runway ML - AI in social media aesthetics (filters, reels, auto-editing tools). AI in gaming: Character design, environment creation, realism. Industry applications: healthcare imaging, architecture visualization, and education.	14
V	Ethical, Cultural, and Future Perspectives: Authenticity, originality, and authorship in AI-generated visuals. Ethical issues: bias, misinformation, copyright, and manipulation - Privacy and surveillance through AI-based vision systems. Cultural impact: redefining creativity, ownership, and aesthetics. Human-AI collaboration vs. replacement: debates in creative industries. Future of visual communication: augmented creativity, metaverse, and beyond.	12
Total Hours		60
Text Books		
1	Duarte, F., & Dyer, M. (2022). Artificial intelligence for designers: A practical guide. Routledge. UK	
Reference Books		
1	Marr, D. (2010). Vision: A Computational Investigation into the Human Representation and Processing of Visual Information. MIT Press, India.	
2	Goodfellow, (2016) I., Bengio, Y., & Courville, A. Deep Learning. MIT Press. India.	
3	Elgammal, A. (2019). AI Art: Machine Learning and Human Creativity. Springer.	
Web Resources (Swayam / NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc25_ge55/preview	
2	https://onlinecourses.swayam2.ac.in/ntr25_ed86/preview	
3	https://onlinecourses.nptel.ac.in/noc25_cs80/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC45P	UI & UX Design	Core Lab - VI	5	3

S. No.	List of Practical's	No. of Hours
1	Design Audit of Everyday Things	8
2	User Interview & Contextual Inquiry	8
3	User Persona Creation	9
4	Card Sorting & Information Architecture	5
5	User Journey Mapping	5
6	Low-Fidelity Wireframing	10
7	High-Fidelity Wireframing	10
8	Prototyping and Navigation	10
9	Feedback and Testing	5
10	Creating Prompt for UI & UX with AI	5
Total Hours		75

Text Book

1.	Jeff Gothelf. (2013) Lean UX: Applying Lean Principles to Improve User Experience, O'Reilly Media.
2	Dan Saffer. Designing for Interaction, New Riders Publications, 2010.

Reference Books

1.	Krug, S. (2014). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3 rd ed.). New Riders.
2.	Roden, T. (2010). Building the real-time user experience: Creating immersive and interactive websites. Shroff/O'Reilly.
3	Tidwell, J. (2010). Designing Interfaces: Patterns for Effective Interaction Design. O'Reilly Media.

Course Code	Course Name	Category	Hours / Week	Credits
24BVC46P	IKS - Indian Town Planning & Architecture	Allied Lab IV	4	2

S. No.	List of Practical Programs	Hours
1	Study of Ancient Indian Cities and Their Planning Principles <i>Learn how old Indian cities like Keeladi, Mohenjo-Daro or Jaipur were designed, and what made their planning smart and efficient.</i>	6
2	Climate-Responsive Features in Traditional Indian Architecture <i>Explore how traditional buildings in different parts of India were designed to stay cool in summer and warm in winter without using machines.</i>	6
3	Analysis of Urban Form and Street Patterns in Indian Cities <i>Look at how streets, open spaces, and buildings are arranged in a chosen city, and people mobility.</i>	6
4	Mapping Green and Water Systems in Urban India <i>Identify parks, trees, rivers, lakes, and other natural elements in a city and understand how they help improve urban life.</i>	6
5	Understanding Natural and Artificial Lighting in Heritage Buildings <i>Study how light enters and moves through traditional buildings, both during the day (sunlight) and at night (lamps/lighting).</i>	6
6	Study of Structural Elements in Historical Indian Architecture <i>Learn how ancient Indian buildings were made strong using smart structural techniques like arches, domes, stepwells, and brackets.</i>	6
7	Review of Master Plans and Urban Planning Policies in Indian Cities <i>Understand how modern cities in India are planned using official documents with Master Plans, and Guiding rules.</i>	6
8	Designing a Climate-Sensitive Urban Neighbourhood <i>Create a small neighbourhood layout that stays comfortable by using wind flow, shading, green spaces, and building orientation.</i>	6
9	Lighting Design for Public Spaces in Urban India <i>Design lighting for a street, park, ghat, or public plaza to make it safe, attractive, and usable at night.</i>	6
10	Urban Redevelopment Proposal Integrating Design, Ecology, and Climate <i>Develop a plan to improve a part of an Indian city using good design, green spaces, climate-friendly ideas, and local culture.</i>	6
Total Hours		60

Text Book

1	Grondzik, W. T., & Kwok, A. G. (2019). Mechanical and Electrical Equipment for Buildings (13th ed.). John Wiley & Sons.
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Reference Book

1	Chandrashekar, B. (2014). Urbanism in India: A Historical Perspective. Copal Publishing Group.
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Web Resources(NPTEL/Swayam)

1.	https://onlinecourses.nptel.ac.in/noc21_ar12/preview
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Course Code	Course Name	Category	Hours / Week	Credits
24BVC47P	AI Tools for Design	SEC Lab II	2	2

S. No.	List of Practical's	Hours
1	Prompt-based Visual Creation: Generate three images using text prompts in AI tools. Output: Submit digital and prints of generated visuals and prompt descriptions in A3 format.	3
2	AI-assisted Image Editing: Use AI to enhance, recolour, or restore an image. Output: Submit digital and prints of before-and-after comparison.	4
3	Logo and Icon Design Using AI: Generate five variations of a logo or icon for a brand of your choice. Output: Submit digital and prints of approved logo.	4
4	Poster Design (Event / Campaign): Create a poster using AI-based typography, layout, and visual generation tools. Output: Submit digital and prints of poster in A3 format.	4
5	Social Media Content Creation: Design three social media creatives (Instagram /Facebook ads or stories) using AI. Output: Submit digital and prints of the content in in A3 format.	4
6	Info-graphic Design with AI: Use AI tool to convert given data or text into a visual info-graphic. Output: Submit digital and prints of the info-graphic in an in A3 format.	4
7	AI-generated Illustration: Generate an illustration/cartoon/character design using AI tools. Output: Submit digital and prints of the final artwork in in A3 format.	3
8	Final Project – AI Design Portfolio: Compile a portfolio of your 5 best works the chosen portfolio. Output: Submit digital and printed record of the portfolio.	4
Total Hours		30

Text Book

1	Oppenlaender, J. (2022). A guide to text-to-image generation with deep learning. Springer.
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Reference Books

1	Elgammal, A. (2021). AI art: Machine learning and human creativity. Springer.
2	Marr, D. (2010). Vision: A computational investigation into the human representation and processing of visual information. MIT Press.
3	Valliappan, S., & Jayasankar, R. (2023). Artificial intelligence for creative industries: Applications in media, design, and art. Routledge.
4	Duarte, F., & Dyer, M. (2022). Artificial intelligence for designers: A practical guide. Routledge.

Web Resources

1	https://www.coursera.org/specializations/ai-for-creative-work
2.	https://www.coursera.org/specializations/generative-ai-in-adobe-creative-cloud
3.	https://www.coursera.org/specializations/midjourney-generative-ai-for-creatives

Course Code	Course Name	Category	Hours / Week	Credits
24IDT4AE	Innovation & Design Thinking	AECC - IV	2	2

Course Objectives

The Course intends to cover

- The principles and practices of innovation and design thinking.
- Creative problem-solving skills, and impactful solutions across diverse contexts.
- The user-centered research techniques, and practical tools to generate, prototype.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the design thinking methodology for solving real-world problems.	K2
CLO2	Generate, prototype, and test innovative ideas.	K3
CLO3	Frame human-centered solutions and present them effectively.	K3
CLO4	Enhance their confidence in collaborative approaches to problem solving.	K3
CLO5	Integrate innovation strategies into business, social, and creative contexts to drive sustainable impact.	K4
K2 - Understand; K3 – Apply ; K4 - Evaluate		

Ability Enhancement Compulsory Courses (AECC)-IV : Innovation & Design Thinking

Unit	Content	No. of Hours
I	Principles of Design Thinking: Usability, Human-centeredness, Empathy, Iteration. Types of Innovation: Product, Process, Business Model, Social Innovation.	6
II	Empathy & Defining The Problem: Understanding users - observation - ethnographic research - interviews - Empathy maps and personas - Identifying user pain points - Problem framing vs. problem solving.	6
III	Ideation & Creativity Tools: Divergent vs. Convergent Thinking - Brainstorming and mind mapping techniques – SCAMPER. Idea selection and prioritization frameworks.	6
IV	Prototyping & Experimentation: Low-fidelity vs. High-fidelity prototyping - Storyboarding, sketching, mock-ups, and role-playing - Rapid prototyping with simple materials.	6
V	Testing & Feedback: Testing prototypes with users - Iteration and learning from feedback. Innovation Strategy & Implementation : Scaling ideas into innovations - Measuring innovation impact - Barriers - Design Thinking for social change and sustainability.	6
Total Hours		30
Text Books		
1	Kelley, T., & Kelley, D. (2013). Creative Confidence: Unleashing the Creative Potential Within Us All. Crown Business.	
2	Dan Saffer, Designing for Interaction, New Riders Publications, 2010.	
Reference Books		
1	Plattner, H., Meinel, C., & Leifer, L. (Eds.). (2018). Design Thinking Research: Making Distinctions: Collaboration versus Cooperation. Springer.	
2	Liedtka, J., & Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool Kit for Managers. Columbia University Press.	
3	Martin, R. (2009). The Design of Business: Why Design Thinking Is the Next Competitive Advantage. Harvard Business Press.	
Web Resources (Swayam / NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc22_mg32/preview	
2	https://onlinecourses.swayam2.ac.in/imb23_mg65/preview	
3	https://onlinecourses.nptel.ac.in/noc20_hs08/preview	

Course Code	Course Name	Category	Hours/Week	Credits
24IPR4AE	Intellectual Property Rights	AECC - IV	2	2

Course Objectives

This course intends to cover

- Identify the objectives, forms, duration, and scope of protection for different types of intellectual property.
- Understand the global IP framework and India’s compliance challenges.
- Recognize the role of IP as a policy tool for national, economic, social, and cultural growth.
- Gain knowledge of substantive laws and procedural mechanisms of IP in India.
- Analyze recent national and global trends in intellectual property rights.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the core principles of intellectual property protection.	K1,K2
CLO2	Identify the key concepts and principles of trademarks.	K2
CLO3	Comprehend the legal implications and rights under copyright law.	K3
CLO4	Understand the legal consequences of patents and trade secrets.	K2
CLO5	Comprehend IP rights for plant varieties and farmers, along with their legal and social aspects.	K4
K1 - Remember; K2 - Understand; K3 – Apply; K4 – Analyze		

Ability Enhancement Compulsory Courses(AECC)-IV : Intellectual Property Rights

Unit	Content	No. of Hours
I	Introduction to Intellectual Property: Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.	6
II	Trade Marks: Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting, and evaluating trade mark, trade mark registration processes.	6
III	Law of Copy Rights: Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law.	6
IV	Law of Patents, Trade Secrets: Foundation of patent law, patent searching process, ownership rights and transfer. Trade Secrets: Trade secrete law, determination of trade secrete status, liability for misappropriations of trade secrets, protection for submission, trade secrete litigation.	6
V	Protection of Plant Varieties and Farmers' Rights: Introduction -Meaning and Definition - Registrable Varieties of Plants - Procedure for Registration - Plant Varieties Protection.	6
Total Hours		30
Text Books		
1	V K Ahuja - Law Relating To Intellectual Property Rights - Lexis Nexis; Third Edition , 2017.	
2	Elizabeth Verkey - Intellectual Property Law and Practice – Eastern Book Company – 2018.	
3	S R Myneni - Law of Intellectual Property - Asia Law House – 2021.	
Reference Books		
1	B.L. Wadehra - Law Relating To Intellectual Property – Universal Law Publishing House, New Delhi , 2011.	
2	Avtar Singh - Intellectual Property Law - Eastern Book Company – 2015.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc22_hs59/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24END4AE	Entrepreneurship Development	AECC – IV	2	2

Course Objectives

This course intends to cover

- Basics of starting and managing entrepreneurial ventures.
- Tools for planning, funding, and entrepreneurial growth.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the concept of entrepreneurship.	K2
CLO2	Gain knowledge on entrepreneurial motivation	K2
CLO3	Apply business idea evaluation	K3
CLO4	Create systematic Business plan	K3
CLO5	Analyse business finance and support	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse		

Ability Enhancement Compulsory Course – IV : Entrepreneurship Development

Unit	Content	No. of Hours
I	Entrepreneurship: Meaning of Entrepreneurship - Characteristics, Functions and Types of entrepreneurs - Intrapreneur vs. Entrepreneur - Need for Entrepreneurship in economic development - Contribution to GDP, Employment, Innovation.	5
II	Entrepreneurial Motivation: Meaning - Need for Achievement Theory - Risk-taking Behaviour - Innovation and Entrepreneur – Economic & non-economic factors affecting entrepreneurial growth.	5
III	Business Ideas: Sources of Business Ideas & Opportunity Identification – Idea generation techniques (Brainstorming, Design Thinking). Business incubation - Technical Assistance for small business – Preparation of Feasibility Reports, Legal Formalities and Documentation	7
IV	Business Plan: Meaning and importance of Business Plan – Structure and components – Market Study.	7
V	Entrepreneurial finance: Sources of finance (Bank, Angel investors, Venture Capital, Crowdfunding, Mudra Loans) - Institutional support to entrepreneurs (DIC, KVIC, EDII and MSME).	6
Total Hours		30
Text Books		
1	C.B. Gupta and N.P. Srinivasan (2020), Entrepreneurship Development, Sultan Chand and Sons.	
2	Dr. Vasant Desai and Dr. Kulveer Kaur (2021), Entrepreneurship Development and Management, Himalaya Publications.	
Reference Books		
1	Dr. Jayashree Suresh (2021), Entrepreneurial Publications, Margham Publications	
2	S S Khanka (2020), Entrepreneurial Development, Sultan Chand and Sons, New Delhi.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc25_mg95/preview	

**Components for Internal Assessment and
Distribution of Marks for CIA and ESE (Theory)**

Max Marks	Marks for		Components for CIA						
	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
100	25	75	Actual	Weightage	Actual	Weightage	5	5	25
			50	5	75	10			

Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

**Components for Internal Assessment and
Distribution of Marks for CIA (Lab)**

Max Marks	Marks for		Components for CIA						
	CIA	ESE	Test		Model		Experiments / Programs	Observation	Total
100	40	60	Actual	Weightage	Actual	Weightage	Marks	5	40
			50	10	60	15	10		

Examination Pattern

Component	Duration in Hours	Marks			Total Marks
		Practical Exam	Record	Weightage	
Test	2	50	-	10	50
Model	3	60	-	15	60
Experiments	-	-	-	10	10
Observation	-	-	-	05	05
Total Marks - CIA				40	40
ESE	3	50	10	-	60

**Components for and Distribution of Marks for ESE (Theory)
Ability Enhancement Compulsory Courses (AECC)
& Question Paper Pattern**

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50



Semester 5

Semester – 5									
Course Code	Part	Course Category	Course Name	Hours /Week	Examination			Credits	
					Duration in Hours	Max. Marks			
						CIA	ESE		Total
24BVC51C	III	Core VII	Virtual Reality, Augmented Reality and Mixed Reality	5	3	25	75	100	4
24BVC52P	III	Core Lab – VII	Lab : Virtual Reality, Augmented Reality and Mixed Reality	5	6	40	60	100	3
24BVC53P	III	Core Lab – VIII	Lab: AI for VFX and Animation	5	6	40	60	100	3
24BVC54P	III	Core Lab – IX	Lab: Sound Design	5	3	40	60	100	3
24BVC55P	III	Core Lab - X	Lab: Digital Film Making	5	6	40	60	100	3
24BVC5AE	III	Elective - I	Digital Media Marketing (Advertising)	5	3	25	75	100	3
24BVC5BE			Media Psychology (Digital Journalism)						
24BVC5CE			Introduction to Folkloristics (Performing Arts)						
24BVC56I	III	Internship	Internship / Training / Apprenticeship	-	2	50	-	50	2
Total				30				650	21

Course Code	Course Name	Category	Hours / Week	Credits
24BVC51C	Virtual Reality, Augmented Reality and Mixed Reality	Core - VII	5	4

Course Objectives

This course intends to cover

- The foundational concepts of immersive technologies.
- The scientific and technical aspects of Augmented and Virtual Reality systems.
- Tools and Tracking Techniques of AR & VR.
- The integration of AR, VR and MR into Extended Reality (XR) landscape.
- The 3D interaction and practical applications.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand and identify Augmented, Virtual, Mixed, and Extended Realities.	K1, K2
CLO2	Conceptualize basic interactions and apply suitable AR hardware and software tools for various use cases.	K3, K4
CLO3	Assess various VR systems and their hardware components in applications.	K5
CLO4	Analyze the mechanics of spatial mapping, object anchoring, and feedback in Mixed Reality devices.	K5
CLO5	Develop foundational AR/VR applications to implement 3D interaction techniques and camera calibration methods.	K6
K1-Remember, K2 - Understand, K3 - Apply K4 -Analyze, K5 - Evaluate, K6 - Create.		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	1	-	1
CLO2	2	2	1	-	1
CLO3	2	1	1	1	2
CLO4	2	1	1	1	2
CLO5	2	2	1	1	2
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core - VII: Virtual Reality, Augmented Reality and Mixed Reality

Unit	Content	No. of Hours
I	Reality and Immersion Technologies: Definition of Reality – Physical vs Digital World – Evolution of Immersive Technologies. Types of Realities: Augmented Reality(AR), Virtual Reality(VR), Mixed Reality(MR), Extended Reality(XR). Key Concepts: Immersion, Presence, Spatial Awareness. Physical Elements vs Digital Elements – Real-world Examples – Technological Relevance.	15
II	Augmented Reality(AR): Definition, Core Concepts, Key Characteristics, History and Evolution of AR. AR hardware: Smartphones, Tablets, AR glasses, Wearables, AR software tools. Basic Interaction Types: Marker-based, Marker less. Common Use Cases: Navigation, Retail, Education, Entertainment. Overlay Techniques –Spatial Tracking – User Experience Design Basics – Ethical Use and Privacy Concerns.	15
III	Virtual Reality (VR) :Types of VR: Fully Immersive, Semi-immersive, Non-immersive. VR Hardware: Headsets, Motion Controllers, Sensors. VR Software Overview: Simple Interaction Models – Role of Immersion and Sensory Input. Applications: Gaming, Training, Virtual Tourism. Challenges: Motion Sickness, Visual Latency, User Comfort.	15
IV	Mixed Reality (MR) :Comparison: MR vs AR, MR vs VR. MR Devices: Holo Lens, Magic Leap. Spatial Mapping: Environmental Interaction - Haptic Devices and Perception – Object Anchoring – Real-world Blending – Real-time Feedback. MR in Visualization and Modeling – Education and Healthcare Previews – Accessibility and Basic Design Guidelines. XR as an Umbrella Term – Integration of AR, VR, MR into XR – Components of XR Ecosystems - Scope of XR in the Next Decade	15
V	3D Interaction Techniques : 3D Manipulation Tasks, Manipulation Techniques and Input Devices, Interaction Techniques for 3D Manipulation. AR Software Development - Camera Parameters and Camera Calibration - Marker-based Augmented Reality and AR Toolkit. Application of VR in Digital Entertainment: VR Technology in Film & TV Production, VR Technology in Physical Exercises and Games, Demonstration of Digital Entertainment by VR.	15
Total Hours		75
Text Books		
1.	Craig, A. B. (2022). Understanding Augmented Reality: Concepts and Applications (2 nd ed.). Morgan Kaufmann.	
2.	Sherman, W. R., & Craig, A. B. (2018). Understanding Virtual Reality: Interface, Application and Design (2 nd ed.). Morgan Kaufmann.	
Reference Books		
1.	Peddie, J. (2017). Augmented Reality: Where We Will All Live. Springer.	
2.	Milgram, P., & Kishino, F. (1994). A Taxonomy of Mixed Reality Visual Displays: Ieice Transactions on Information and Systems, E77-D(12), 1321–1329.	
3.	Burdea, G. C., & Coiffet, P. (2003). Virtual Reality Technology (2 nd ed.). Wiley-IEEE Press.	
4.	Billinghurst, M., Clark, A., & Lee, G. (2015). A Survey of Augmented Reality. Foundations and Trends in Human–Computer Interaction, 8(2–3), 73–272.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.nptel.ac.in/e-learning/preview/noc26_cs03	
2.	https://onlinecourses.swayam2.ac.in/e-learning/preview/nou24_ge37	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC52P	Lab : Virtual Reality, Augmented Reality and Mixed Reality	Core Lab - X	5	3

S. No.	List of Practical	No. of Hours
1	Designing and Implementing a Detailed VR Environment	10
2	Testing VR Applications on Oculus or Similar Devices	5
3	Developing Grabbing and Throwing Mechanisms in VR	5
4	Creating VR Object Interactions (Buttons, Levers)	5
5	Implementing Teleportation and Smooth Locomotion Systems in VR	10
6	Integrating Advanced VR Interactions (Gesture Recognition)	10
7	Implementing VR Physics (Grabbing, Throwing, Interacting)	10
8	Implementing Hand Tracking and Finger Interaction in VR	5
9	Creating Interactive VR Inventory and Object Management System	5
10	Creating AI-Based Interactive Characters in VR	10
Total Hours		75
Text Books		
1.	Coutinho, C. (2022). Unity Virtual Reality Development with VRTK4: A No-Coding Approach to Developing Immersive VR Experiences, Games & Apps. Apress.	
2	Sherman, W. R., & Craig, A. B. (2018). Understanding virtual reality: Interface, application, and design (2nd ed.). Morgan Kaufmann.	
3	Linowes, J. (2018). Unity Virtual Reality Projects (2 nd ed.). Packt Publishing.	
Reference Books		
1.	LaValle, S. M. (2020). Virtual reality. Cambridge University Press.	
2.	Russell, S. J., & Norvig, P. (2021). Artificial intelligence: A modern approach (4 th ed.). Pearson.	
3	Millington, I. (2019). Game physics engine development (2nd ed.). CRC Press.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.nptel.ac.in/e-learning/preview/noc26_cs03	
2.	https://onlinecourses.swayam2.ac.in/e-learning/preview/nou24_ge37	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC53P	Lab :AI for VFX and Animation	Core Lab - VIII	5	3

S. No.	List of Practical	No. of Hours
1	Generate Concept Art/Map from your favourite location using AI Tools: Google Whisk, Google Mixboard, ComfyUI.	5
2	Generate 3D Model/Environment from 2D image Tools: Runway ML, Adobe After Effects (with AI tools), lovert AI.	5
3	Rotoscope the Object using AI. Tools: Runway ML ,SAM 3D.	5
4	Rotoscope the Human Character using AI. Tools: Animate Diff, Deep Motion, Luma AI.	5
5	2D Motion Tracking & 3D Match Moving. Tools: Topaz Video AI, Deep Motion.	5
6	Generate 3D Object from a Photograph taken by yourself . Tools: Agisoft, Google Flow, Higgsfield.	5
7	Generate Complex 3D Object/Character from image. Tools: Tripo 3D, Sloyd, Heygen.	5
8	Create a Video from a still image. Tools: PixVerse.	5
9	Generate 3D Animatics for a human from your reference. Tools: Open Art AI, Topaz Video AI.	5
10	Animate the 3D Character from your Animatics. Tools: Deep Motion, Remini.	10
11	Upscale the HD Video into 4K . Tools: Vmake AI Filmora.	10
12	Generate High Quality Render images from low resolution images. Tools: Imagine Art, Kling Image.	10
Total Hours		75

Text Books

1. Dal Yong Jin. (2021). Artificial Intelligence in Cultural Production. Routledge.
2. Donald D. Hearn. (2008) Computer Graphics C. Version. Pearson.

Reference Books

1. Elgammal, A. (2019). Artificial intelligence for artists and designers: A primer. Rutgers University Press.
2. Okun, J. A., & Zwerman, S. (Eds.). (2020). The VES handbook of visual effects: Industry standard VFX practices and procedures (2nd ed.). Routledge.
3. Wright, S. (2017). Digital compositing for film and video (4th ed.). Routledge.

Web Resources (Swayam/NPTEL)

- 1 https://onlinecourses.swayam2.ac.in/e-learning/preview/cec20_cs08

Course Code	Course Name	Category	Hours / Week	Credits
24BVC54P	Lab : Sound Design	Core Lab - IX	5	3

S.No.	List of Practical	No. of Hours
1	Acoustics and Studio Setup	5
2	Live Sound Recording	5
2	Voiceover Recording and ADR - Automated Dialogue Replacement.	10
3	Audio Editing & Sweetening	10
4	Digital Music Production: a. Creating Digital Music Tracks b. Selecting Music Samples c. Working with Rhythm d. Looping Sounds e. Adding Tracks f. Balancing the Tracks g. Instrument Recording: Using MIDI (Music Instruments Digital Interface), Recording Electric Guitar, Recording Acoustic Instruments h. Vocal Recording i. Pre-Mixing and Grouping Tracks j. Mastering k. Creating Digital Music Tracks Using AI tools.	30
5	Foley Recording for an Animated Video	15
Total Hours		75

Text Books

1.	Everest, F. A., & Pohlmann, K. C. (2015). Master Handbook of Acoustics (6 th ed.). McGraw-Hill Education.
2	Izhaki, R. (2017). Mixing audio: Concepts, Practices, and Tools (3 rd ed.). Routledge.
3.	Collins, K. (2020). Introduction to Computer Music. Wiley.
4.	Van der Ryn, M. (2013). The Foley grail: The Art of Performing Sound For Film, Games, And Animation. Focal Press.

Reference Books

1.	Jim Owens, 2020 Television Production, 17 th Edition. Focal Press, New York.
2.	Floyd E. Toole, 2018 Sound Reproduction: The Acoustics and Psychoacoustics of Loudspeakers and Room, 3 rd Edition, Routledge, Newyork.
3	Amy DeLouise, 2020, Nonfiction Sound and Story for Film and Video – A Practical Guide for Filmmakers and Digital Content Creators, Routledge, New York
4	Leo Murray, 2019, Sound Design Theory and Practice, Routledge, New York.
5	Alasdair Pinkerton, 2019, Radio - Making Waves in Sound, Reaktion Books, The Science Museum, London

Course Code	Course Name	Category	Hours / Week	Credits
24BVC55P	Lab: Digital Film Making	Core Lab - VII	5	3

S.No.	List of Practical	No. of Hours
1	Script to Screenplay - The Preproduction: Synopsis, Detailed Story, Narrative style and Screenplay. Submission: Write 2 to 3 minute script for a Short film or a Documentary.	10
2	Visual Grammar - The Cinematography Properties: Camera Settings, Types of Shots, Camera Angles, Camera Movements and Duration of the Shot. Submission: Edited Compilation of Cinematography Properties with Labels.	10
3	Direction - The Production Phase: Shooting Procedures, Shooting with Green Screen, Background, Tracking Techniques, 360 Degree Video Capturing, Video Formats and Visual Effects. Submission: Shot logs of the approved Script.	20
4	Editing - The Post-production Phase: Editing types, Continuity Editing, Montage, Colour Grading and Adding Titles & Effects. Submission: Edited version of the Short Film.	10
5	Music Album Production	10
6	Reels Making	5
7	One Shot Short film	5
8	One minute Short Film Using AI tools	5
	Each student must submit the following for the evaluation: <ul style="list-style-type: none"> ● Original Script, Shot division, Storyboard. ● Production schedule, Call sheets, Equipment's list, Rehearsal. ● Montage cuts. ● Poster Design. ● Trailer - maximum 1 minute duration. 	
Total Hours		75

Text Books

1. Rabiger, M. & Hurbis-Cherrier, M. (2017). Directing: Film techniques and aesthetics. Focal Press.
2. Zettl, H. (2014). Television Production Handbook (12th ed.). Cengage Learning.

Reference Books

1. Levy, E. (2014). Making A Winning Short: How To Write, Direct, Edit, And Produce A Short Film. Henry Holt and Co.
2. Figgis, M. (2012). Digital Film-Making. Faber & Faber.
4. Rosenthal, A. & Eckhardt, N. (2016). Writing, Directing and Producing Documentary Films and Digital Videos (5th ed.). Southern Illinois University Press.

Course Code	Course Name	Category	Hours / Week	Credits
24BVC5AE	Digital Media Marketing	Elective 1	5	3

Course Objectives

This course intends to cover

- The fundamental concepts, importance, and scope of digital media marketing.
- Various digital media marketing channels and functions.
- The marketing strategies including marketing mix and audience analysis.
- The marketing analytics concepts, metrics, and performance evaluation.
- The legal, ethical issues and emerging trends in digital media marketing.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Recall and explain the concepts and process of digital media marketing.	K1, K2
CLO2	Apply various digital media marketing channels in real scenarios.	K3
CLO3	Build campaign planning strategies for effective digital media marketing.	K3
CLO4	Analyze marketing metrics to evaluate digital campaign performance.	K4
CLO5	Examine the legal and ethical concerns of data privacy	K4
K1 - Remember; K2 - Understand; K3 - Apply, K4 - Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	-	2	-
CLO2	1	1	-	2	-
CLO3	1	-	-	2	1
CLO4	1	1	1	2	1
CLO5	1	1	1	2	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Elective - I : Digital Media Marketing

Unit	Content	No. of Hours
I	Introduction: Definition - Importance and Scope of Digital Media Marketing - Understanding Digital Media Marketing Process - Visibility and Engagement - Traditional Marketing vs Digital Media Marketing - Benefits and Challenges of Digital Media Marketing.	15
II	Digital Media Marketing Channels: Website - Search Engine Optimization(SEO) - Search Engine Marketing(SEM) - Generative Engine Optimization(GEO) - Social Media Marketing(SMM) - Email Marketing - Content Marketing - Affiliate Marketing.	15
III	Marketing Strategy: Introduction to Marketing Mix - Segmentation, Targeting and Positioning(STP) Strategy in Marketing - Customer Journey Funnel - Buyer Personas - Audience Analysis - Campaign Structure and Bidding Strategies - Personalization in Digital Media Marketing.	15
IV	Digital Media Marketing Analytics: Introduction to Marketing Metrics. Key Performance Indicators(KPIs): Traffic, Conversions, Return on Investment(ROI), Engagement Rate. Measuring and Evaluating Campaign Performance.	15
V	Legal and Ethical Issues in Digital Media Marketing: Data Privacy, Marketing Regulations, Ethical Use of Customer Data - Artificial Intelligence in Digital Media Marketing - Emerging Trends in Digital Media Marketing.	15
Total Hours		75
Text Books		
1.	Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing (8 th Ed.). Pearson.	
2.	Kingsnorth, S. (2023). Digital Marketing Strategy: An Integrated Approach to Online Marketing (3 rd Ed.). Kogan Page.	
3.	Bhatia, P. S. (2020). Fundamentals of Digital Marketing (3 rd Ed.). Pearson India.	
Reference Books		
1.	Sterne, J. (2021). Artificial Intelligence for Marketing: Practical Applications. Wiley.	
2.	Chaffey, D., & Smith, P. R. (2022). Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing (6 th Ed.). Routledge.	
3.	Alhlou, F., Asif, S., & Fettman, E. (2020). Google Analytics Breakthrough: From Zero to Business Impact. Wiley.	
4.	Ryan, D. (2016). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (5 th Ed.). Kogan Page.	
Web Resources (Swayam / NPTEL/Others)		
1.	https://onlinecourses.swyam2.ac.in/e-learning/preview/imb26_mg23	
2.	https://skillshop.exceedlms.com/student/collection/1830706-fundamentals-of-digital-marketing?sid=a6e05ba7-1ff6-4b97-932a-a916c8bb7c18&sid_i=0	
3.	https://developers.google.com/analytics	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC5BE	Media Psychology	Elective 1	5	3

Course Objectives

This course intends to cover

- The evolution, dimensions, and scope of media psychology.
- The fundamental cognitive concepts related to human interaction with media.
- The personality and behavioral theories that explain audience responses.
- The representation of social groups in the media.
- The psychological impacts of media exposure on individuals and society.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Relate and explain the need for media psychology.	K1, K2
CLO2	Outline the key cognitive processes in relation to media use.	K2
CLO3	Apply media psychology theories to analyze audience behaviour.	K3
CLO4	Examine portrayals of social groups in media.	K4
CLO5	Analyze the psychological effects of media exposure.	K4
K1 - Remember, K2 - Understand; K3 - Apply, K4 - Analyze.		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	1	2	1	-
CLO2	1	-	2	1	-
CLO3	2	-	-	2	1
CLO4	1	-	1	2	1
CLO5	1	1	-	2	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Elective - I : Media Psychology

Unit	Content	No. of Hours
I	Introduction: Definition, Evolution of Media Psychology - Dimensions of Media Psychology - The Need for Media Psychology - Scope of Media Psychology.	15
II	Concepts of Media Psychology: Memory – Definition – Information Processing Model. Thinking: Level of Processing(LOP) Thinking - Lateral Thinking - Creative Thinking. Perception: Visual and Depth perception.	15
III	Theories of Media Psychology: Trait Theory - Cognitive Theory - Psychoanalytical Theory - Behavioural Theory - Classical Conditioning - Operant Conditioning.	15
IV	Representations of Social Groups in Media: Gender, Minority Groups, Disability, Mental Illness. The Psychology of Media Audience: Attitude Formation, Parasocial Interaction, Fans and Fandom.	15
V	Psychological Effects of Media: Pro-social Effects of Media: Educational Media, Role Models in Media; Anti-social Effects: Media Violence, Pornography, Stereotyping and Prejudice; Cognitive Effects: Cognitive Load and Digital Fatigue. Digital Well-being and Responsible Media Use.	15
Total Hours		75
Text Books		
1.	Giles, D. (2023). Media Psychology (3 rd Ed.). Routledge.	
2.	Harris, R. J., & Sanborn, F. W. (2023). A Cognitive Psychology of Mass Communication (7 th Ed.). Routledge.	
3.	Oeldorf-Hirsch, A., & Sundar, S. S. (2024). The Oxford Handbook of Social Media and Mental Health. Oxford University Press.	
Reference Books		
1.	Oliver, M. B., Raney, A. A., & Bryant, J. (Eds.). (2024). Media Effects: Advances in Theory and Research (5 th Ed.). Routledge	
2.	Turkle, S. (2023). The Empathy Diaries: A Memoir (Relevant for Digital Psychology and Human—Technology Interaction). Norton & Company.	
3.	Strasburger, V. C., Wilson, B. J., & Jordan, A. B. (2021). Children, Adolescents and the Media (5 th Ed.). Sage.	
4.	Perloff, R. M. (2022). The Dynamics of Persuasion: Communication and Attitudes in the 21 st Century (7 th Ed.). Routledge.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.swayam2.ac.in/e-learning/preview/nou25_ge29	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC5CE	Introduction to Folkloristics	Elective 1	5	3

Course Objectives

This course intends to cover

- The classification and importance of folkloristics.
- The evolution of folkloristics in ancient, medieval, and modern periods.
- Types of folk narratives and their role in cultural expression.
- The functions, and meanings of folk songs.
- Pioneer folklore scholars and their contributions.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	List and explain different forms of folklore and its significance.	K1, K2
CLO2	Illustrate the development of folklore from ancient to modern times.	K2
CLO3	Apply various narrative styles in folklore.	K3
CLO4	Dissect and examine the meaning and context of folk songs in Tamil culture.	K4
CLO5	Analyze folklore references in classical Tamil literature.	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	1	1	2	1
CLO2	1	1	1	2	-
CLO3	2	-	-	1	-
CLO4	2	2	1	1	1
CLO5	2	1	-	1	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Elective - I : Introduction to Folkloristics

Unit	Content	No. of Hours
I	Introduction to Folkloristics: Definition. Classification of Folklore: Oral Literature - Folk Performances - Folk Religion and Rituals - Material Culture. Salient Features of Folklore: Anonymity, Tradition, Performer-audience Interaction.	15
II	History of Folkloristics: Works of Grimm brothers - William Thoms - Indian Folkloristics in Ancient, Medieval and Modern India. Culture and Nationalism in Tamil Nadu - Dravidian Movement and Folklore.	15
III	Folk Narratives: Introduction - Types - Prose Narratives: Myth, Legend, Folktales. Verse Narratives: Ballads and Epics. Aesthetics of Folk Literature.	15
IV	Folk Songs: Types - Music - Function and Meaning (Thalaattu, Oppaari, Themmaangu, Ambaapaattu, Vilayaattuppaattu)	15
V	Folklore Research in India: Early Collections from Missionary Period - Pioneer Folklore Scholars from India. Folklore Research in Tamilnadu: Early references of Folklore and its concepts in Tamil literature - Tholkappiyam, Silappathikaram, Sangam texts, Bhakti literature.	15
Total Hours		75
Text Books		
1.	Thompson, T., & Wojcik, D. (2025). Exploring Anthropology Through Folklore and Mythology. Routledge	
2.	Lakshmanan Chettiar, S. M. L. (2021). Folklore of Tamil Nadu. National Book Trust, India.	
3.	Otero, S., & Buccitelli, A. B. (Eds.). (2025). Emerging Perspectives in the Study of Folklore and Performance. Indiana University Press.	
Reference Books		
1.	Zipes, J. (2023). Buried Treasures: The Power of Political Fairy Tales. Princeton University Press.	
2.	Uther, H.-J. (Ed.). (2024). The Types of International Folktales: A Classification and Bibliography (Rev. Ed., Folklore Fellows' Communications 284–286). Finnish Academy Of Science And Letters.	
3.	Young, F. (2023). Twilight of The Godlings: The Shadowy Beginnings of Britain's Supernatural Beings. Cambridge University Press.	
4.	Dk. (2024). Indian Folklore. Dk Print World.	
Web Resources (Swayam / NPTEL)		
1.	https://onlinecourses.swayam2.ac.in/e-learning/preview/cec26_as02	
2	Indira Gandhi National Centre for the Arts (IGNCA – Folklore archives). https://ignca.gov.in	

Course Code	Course Name	Category	Hours / Week	Credits
24BVC56I	Internship/Training/ Apprenticeship	Internship	-	2

Learning Objectives

Students must complete any one of the following:

- Internship - minimum 120 hours (30 Hrs./week - at-least 4 weeks)
- Training - minimum 100 Hours (25 Hrs./week - at-least 4 weeks)
- Apprenticeship - minimum 100 Hours (25 Hrs./week - at-least 4 weeks)
- The faculty of the department will closely monitor progress of the Intern in coordination with the guide in the media industry.
- A report with necessary documents must be submitted at the beginning of the 5th semester.
- Internal examiners will examine the report.
- A Viva-voce will complete the process of evaluation

Students may undertake internship in:

- Digital Media Agencies
- Advertising Agencies
- Corporate Media Departments
- Animation Studios
- Photography Studios
- News Media Organizations
- Television Channels
- Film Production Houses
- Freelance Mentorship under Registered Professionals

General Guidelines

- Internship must be completed before reopening of V Semester.
- Maintain a Daily Log Book.
- Save Work samples (if permitted)
- Take photographs of work environment (if permitted)
- Take Screenshots of edited works
- Fake certificates will result in cancellation of course credit.
- Students failing to complete internship must re-register.
- Confidentiality of organization must be maintained.
- Dress code and discipline of organization must be followed.

Report Structure: (To be submitted at the beginning of V Semester)

The report must contain:

1. Cover Page
2. Bonafide Certificate from Organization
3. Declaration by Student
4. Acknowledgement
5. Profile of the Organization
6. Organizational Structure
7. Nature of Work Undertaken
8. Detailed Weekly Report (Minimum 4 weeks)
9. Skills Acquired
10. Software / Equipment Used
11. Problems Faced and Solutions
12. Learning Outcomes
13. Conclusion
14. Annexures (Photos / Work samples)

**Components for Internal Assessment and
Distribution of Marks for CIA and ESE (Theory)**

Max Marks	Marks for		Components for CIA						
	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
			Actual	Weightage	Actual	Weightage			
100	25	75	50	5	75	10	5	5	25

Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

**Components for Internal Assessment and
Distribution of Marks for CIA (Lab)**

Max Marks	Marks for		Components for CIA						
	CIA	ESE	Test		Model		Experiments / Programs	Observation	Total
			Actual	Weightage	Actual	Weightage			
100	40	60	50	10	60	15	10	5	40

Examination Pattern

Component	Duration in Hours	Marks			Weightage
		Practical Exam	Record	Total Marks	
Test	2	50	-	50	10
Model	3	60	-	60	15
Experiments Completed	-	-	-	10	10
Observation Note	-	-	-	05	05
Total Marks - CIA					40
ESE	3	50	10	-	60

**Components for Internal Assessment and
Distribution of Marks for CIA (Foundation Course -Theory)**

Max Marks	Marks for		Components for CIA				
	CIA	ESE	CIA		Model		Total
50	50	-	Actual	Weightage	Actual	Weightage	
			50	25	50	25	50

Question Paper Pattern

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

**Components for and Distribution of Marks for ESE (Theory)
Ability Enhancement Compulsory Courses (AECC)
&
Question Paper Pattern**

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50

Components of Internship (Internal Assessment Only)

Components	Marks
Submission of Internship Report	20
Performance in viva-voce	30
Total Marks	50

***Certification of Completion is Mandatory for the award of Internal Marks and to avail the credits**

