

# SES's L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



Syllabus of Visual Communication under NEP 2020 vertical (VSC) with effect from 2024-25

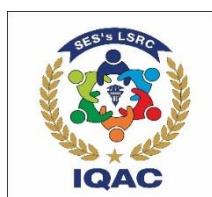
DEPARTMENT OF / BOARD OF STUDIES: MEDIA AND MASS  
COMMUNICATION

HoD / Sr. Person of the Department: Ms. KAVITA MAKHIJA

Date of approval by the BoS: 26<sup>th</sup> APRIL 2024

APPROVED by the Academic Council: 29<sup>th</sup> APRIL 2024

Ratified by the Governing Body: 6<sup>th</sup> May 2024



<b>Programme: Bachelor of Arts in Multimedia and Mass Communication</b>				<b>Semester : I</b>	
<b>Course : Visual Communication</b>				<b>Code: UGBAMMCIVSC24</b>	
<b>Academic Year: 2024-2025</b>				<b>Batch: 2024-2027</b>	
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	2	20 marks/40% of the total marks	30 marks/60% of the total marks
<b>Learning Objectives :</b>			<ul style="list-style-type: none"> <li>To understand the theories and languages of Visual Communication</li> <li>To analyze visual communication from a critical perspective as an important part of mass communication</li> </ul>		
<b>Learning Outcomes:</b>			<ul style="list-style-type: none"> <li>Learners will be able to identify different visual elements used in design, including colour, typography, imagery, layout, and composition.</li> <li>Learners will be able to demonstrate design principles to explain visually appealing and effective communication materials</li> <li>Learners will be able to design visual communication strategies aligned with specific communication objectives and target audiences.</li> </ul>		
<b>Pedagogy</b>			<ul style="list-style-type: none"> <li>Lecture</li> <li>Presentation</li> <li>AV demonstration</li> <li>Class discussions</li> </ul>		

**Each lecture session would be of one hour duration (30 sessions).**

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Fundamentals of Visual Communication <ul style="list-style-type: none"> <li>Introduction, evolution and importance</li> <li>Visual Communication as a process and as an expression, Language</li> <li>Visible and invisible concepts</li> <li>Theories of visual communication</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Presentation</li> <li>AV demonstration</li> </ul>	15
II	Colours and Tools of Visual communication: <ul style="list-style-type: none"> <li>Colours in visual communication</li> <li>Elements of Design</li> <li>Channels of Visual communication</li> <li>Ethics and Visual stereotyping</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Presentation</li> <li>AV demonstration</li> <li>Class discussions</li> </ul>	15

## REFERENCE BOOKS

1. Josephson, S., Kelly, J., & Smith, K. (2020). Handbook of visual communication. *Handbook of Visual Communication*.
2. Messaris, P. (2003). Visual communication: Theory and research. *Journal of Communication*, 53(3), 551-556.
3. Worth, S. (2016). *Studying visual communication*. University of Pennsylvania Press.
4. Leborg, C. (2006). *Visual Grammar: A Design Handbook (Visual Design Book for Designers, Book on Visual Communication)*. Princeton Architectural Press.
5. Griffin, M. (2013). Visual communication. In *The Handbook of Communication History* (pp. 133-152). Routledge.
6. Malamed, C. (2009). *Visual language for designers: Principles for creating graphics that people understand*. Rockport Publishers.

### Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	<b>TOTAL</b>	<b>20</b>

### Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question <b>OR</b> B. Full Length Theory Question	12
3	Short Notes (3 out of 4)	12
	<b>TOTAL</b>	<b>30</b>