



MUSLIM ARTS COLLEGE

(Accredited by NAAC with B+ grade & Affiliated to Manonmaniam Sundaranar University,
Tirunelveli; Recognized US 2(f) 12 (B) of UGC Act.)

Thiruvithancode, Kanyakumari District, Tamil Nadu - 629174.

DEPARTMENT OF VISUAL COMMUNICATION

CBCS SYLLABUS

Learning Outcome-based Curriculum Framework for

VISUAL COMMUNICATION (B.Sc.)

*Applicable for students admitted from June 2026 as per the Resolutions of the Academic Council Meeting held
on 01.06.2026*

Vision

To develop responsible and creative media professionals with strong ethical values, technical skills, and a commitment to society.

Mission

- To provide practical and industry-oriented media education
- To encourage creativity, innovation, and digital storytelling skills
- To promote ethical values and social responsibility in media practices
- To prepare students for careers in media, communication, and entrepreneurship

Academic and Professional Attributes of the Graduates

1. **Media Knowledge and Technical Competence**
Demonstrate comprehensive knowledge of visual communication, media theories, graphic design, photography, videography, animation, advertising, public relations, and emerging digital media technologies.
2. **Creative and Critical Thinking**
Apply creativity, innovation, critical analysis, and problem-solving skills to conceptualize, design, and produce effective visual and multimedia communication content.
3. **Communication Skills**
Communicate ideas effectively through verbal, written, visual, and digital media using appropriate language, design principles, and storytelling techniques.
4. **Digital Literacy and Media Production Skills**
Demonstrate proficiency in industry-standard software, multimedia tools, photography, videography, audio-visual production, web technologies, and digital content creation.
5. **Research and Analytical Skills**
Conduct basic media research, audience analysis, content evaluation, and apply research findings to develop innovative communication strategies and media products.
6. **Professional Ethics and Social Responsibility**
Practice ethical journalism, responsible media production, intellectual property rights, media laws, and social accountability while respecting cultural diversity and human values.
7. **Leadership, Collaboration, and Interpersonal Skills**
Work effectively as individuals and as members or leaders of multidisciplinary teams by demonstrating leadership, teamwork, project management, and interpersonal communication skills.
8. **Entrepreneurship and Career Readiness**
Develop entrepreneurial abilities, freelancing skills, and professional competencies required for careers in advertising, journalism, broadcasting, filmmaking, graphic design, digital marketing, public relations, and creative industries.
9. **Global Perspective and Cultural Awareness**
Appreciate cultural diversity, global media trends, and contemporary communication practices while producing socially relevant and inclusive media content.
10. **Lifelong Learning and Adaptability**
Engage in continuous learning, adapt to emerging media technologies, and pursue

higher education, research, and professional development to remain competitive in the evolving media and communication industry.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO No.	Upon completion of the B.Sc. Visual Communication Degree Programme, graduates are expected to	Mapping with Mission
PEO1	Acquire comprehensive knowledge of visual communication, media theories, design principles, digital technologies, and contemporary communication practices.	M1, M2
PEO2	Develop creative, technical, and analytical skills to produce effective visual content for print, broadcast, digital, and emerging media platforms.	M1, M2, M3
PEO3	Demonstrate professional competence, leadership, teamwork, and entrepreneurial abilities for successful careers in media, communication, advertising, filmmaking, journalism, animation, and related industries.	M2, M4, M5
PEO4	Apply ethical values, media laws, research skills, and social responsibility in media production while addressing local, national, and global communication challenges.	M3, M4
PEO5	Pursue lifelong learning, higher education, research, and continuous professional development by adapting to evolving media technologies and industry trends.	M2, M5

Programme Outcomes (POs)

PO No.	Upon completion of the B.Sc. Visual Communication Degree Programme, students will be able to	Mapping with PEOs
PO1	Disciplinary Knowledge: Demonstrate comprehensive knowledge of visual communication, media theories, design principles, photography, videography, animation, advertising, journalism, public relations, and digital media technologies.	PEO1
PO2	Creative Thinking and Problem Solving: Apply creative, analytical, and critical thinking skills to conceptualize, design, and produce innovative visual and multimedia communication solutions for diverse audiences.	PEO2, PEO5
PO3	Communication Skills: Communicate effectively through oral, written, visual, and digital media using appropriate language, storytelling techniques, and professional presentation skills.	PEO2, PEO3
PO4	Technical Competence: Utilize industry-standard software, multimedia tools, photography, videography, editing, graphic design, animation, and web technologies for professional media production.	PEO2, PEO3
PO5	Research and Analytical Skills: Conduct media research, audience	PEO1,

	analysis, content evaluation, and apply research methodologies to develop effective communication strategies and creative media products.	PEO4
PO6	Leadership and Teamwork: Demonstrate leadership qualities, project management skills, collaboration, and professional responsibility while working effectively in multidisciplinary media teams.	PEO3
PO7	Ethics and Professional Responsibility: Practice ethical media production by adhering to media laws, intellectual property rights, professional standards, and social responsibility.	PEO4
PO8	Environment and Social Commitment: Create socially responsible and environmentally conscious media content that promotes sustainability, cultural diversity, inclusiveness, and community development.	PEO4
PO9	Entrepreneurship and Employability: Demonstrate entrepreneurial mindset, freelancing capabilities, and professional competencies for employment and self-employment in media and creative industries.	PEO3, PEO5
PO10	Lifelong Learning: Adapt to emerging technologies, industry trends, and evolving communication practices through continuous learning, higher education, research, and professional development.	PEO5

Programme Specific Outcomes (PSOs)

PSO No.	Upon completion of the B.Sc. Visual Communication Degree Programme, students will be able to	Mapping with POs
PSO1	Apply principles of visual communication, design aesthetics, photography, videography, graphic design, animation, and multimedia production to create innovative and effective media content.	PO1, PO2, PO4
PSO2	Demonstrate proficiency in the use of industry-standard digital tools and software for graphic design, video editing, audio production, web content creation, and digital publishing.	PO1, PO4, PO10
PSO3	Plan, produce, and manage creative media projects for print, broadcast, digital, advertising, public relations, corporate communication, and social media platforms while adhering to professional standards.	PO2, PO3, PO6, PO9
PSO4	Apply media ethics, communication theories, research methodologies, intellectual property rights, and media laws to develop socially responsible and culturally sensitive communication strategies.	PO5, PO7, PO8
PSO5	Demonstrate leadership, teamwork, entrepreneurial abilities, and lifelong learning skills to succeed in professional media organizations, higher education, research, and self-employment in the creative industries.	PO6, PO9, PO10

Mapping of Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

POs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
PO1	3	3	2	2	1
PO2	3	2	3	2	2
PO3	2	2	3	2	3
PO4	3	3	2	1	2
PO5	2	2	2	3	2
PO6	1	1	3	2	3
PO7	1	1	2	3	2
PO8	1	1	2	3	2
PO9	1	2	3	1	3
PO10	2	3	2	2	3

●3 – High Correlation ●2 – Moderate Correlation ●1 – Low Correlation

COURSES OFFERED

SEMESTER I

Part	Course Code	Title of the Course	Credits	Hours / Week
Part I	A1TL11/ A1MY11/ A1AB11	Language: Tamil /Malayalam/Arabic	3	6
Part II	A2EN11	English	3	6
Part III	AMVS11	Core Course I: Introduction to Visual Communication	4	4
	AMVSP1	Core Practical I: Digital Graphic Design	4	4
	AMVSP2	Core Practical II: Drawing and Illustrations(Practical)	5	6
Part IV	ASVS11	SEC-1: Communication Skills	2	2
	AFVS11	Foundation course - Digital Story Telling and Script writing(Practical)	2	2
Total			23	30

FIRST YEAR - SEMESTER I

CORE COURSE I: INTRODUCTION TO VISUAL COMMUNICATION

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
AMVS11	Core	Y	Y	-	-	4	4	25	75	100

Pre-requisite

Basic knowledge of communication, creativity, observation skills, critical thinking, and an interest in media, visual arts, and digital communication.

Learning Objectives

The course aims to:

1. To introduce the fundamental concepts, theories, models, and processes of human and visual communication.
2. To develop an understanding of verbal, non-verbal, visual, and digital communication in personal and professional contexts.
3. To familiarize students with the principles of design, visual perception, and message construction for effective communication.
4. To enable students to analyze communication systems, barriers, media messages, and audience responses using appropriate communication models.
5. To develop creative, analytical, and ethical competencies for effective visual communication across traditional and digital media platforms.

Course Outcomes (COs)

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain the concepts, nature, models, and functions of human and visual communication.	K2
CO2	Interpret communication processes, symbols, signs, codes, and message structures in various communication contexts.	K2
CO3	Apply the principles of design, visual perception, and communication models to create effective visual messages.	K3
CO4	Analyze communication systems, media messages, communication barriers, and audience interactions using appropriate analytical techniques.	K4
CO5	Evaluate communication strategies and design effective visual communication solutions for contemporary media environments.	K5

Bloom's Taxonomy Levels

K1 – Remember, **K2** – Understand, **K3** – Apply, **K4** – Analyse, **K5** – Evaluate, **K6** – Create

Course Content

Units	Contents	No. of Hours
I	Communication: Definition, types of Communication, Need for and the Importance of Human and Visual Communication, nature of communication, Communication as expression, skill and process, Understanding Communication: SMCR Model	12
II	Communication as a process: Message, Meaning, Connotation, Denotation Culture/Codes etc. flow of Communication, barriers to Communication ,Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation	12
III	Fundamentals of Design: Definition, Approaches to Design, Centrality of Design, Elements/Elements of Design: Line, Shape, Space, Color, Texture, Form Etc. Principles of Design: Symmetry, Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)	12
IV	Principles of Visual and other Sensory Perceptions: Color psychology and theory (some aspects) Definition, Optical/ Visual Illusions, etc. Various stages of design process-problem identification, search for solution, refinement, analysis, decision making, implementation.	12
V	Basics of Graphic Design: Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.	12
	Total	60

S. No.	Reference Books
1	Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning.
2	Schildgen, T (1998). Pocket Guide to color with digital applications. Thomsom Learning Picture this: Media Representation of Visual Arts and artists. University of Luton Press.
3	Palmer, Frederic (1989) Visual Elements of Art and Design, Longman.
4	Porter, Tom and Goodman, Sue(1982) Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists. Astragal Books. London
5	Palmer.F (1972) Visual Awareness, Batsford.

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	1	1	1	1	2
CO2	3	3	2	2	2	1	1	1	1	2
CO3	3	3	3	3	2	2	1	1	2	2
CO4	2	3	2	2	3	2	2	1	2	2
CO5	2	3	3	2	3	2	3	2	2	3

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.

Mapping with Programme Specific Outcomes

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	2	1
CO2	3	3	2	2	1
CO3	3	3	2	2	2
CO4	2	3	2	3	2
CO5	2	3	3	3	2
Weightage	13	14	10	12	8
Weighted percentage of Course Contribution to POs	2.6	2.8	2.0	2.4	1.6

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.

FIRST YEAR - SEMESTER I

CORE/MAJOR PRACTICAL I – DIGITAL GRAPHIC

DESIGN (PRACTICAL)

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
AMVSP1	Core Practical -I	-	-	Y	Y	4	4	50	50	100

Learning Objectives

The course aims to:

1. To provide hands-on training in the principles and practices of digital graphic design using industry-standard software.
2. To develop skills in image editing, typography, colour theory, layout design, and digital illustration.
3. To enable students to design professional-quality visual communication materials such as logos, brochures, posters, advertisements, business cards, and digital media graphics.
4. To familiarize students with design principles, composition, branding, colour management, and print and digital production techniques.
5. To encourage creativity, innovation, and professional presentation skills through practical graphic design projects.

Course Outcomes

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Apply the principles of layout, typography, colour theory, and composition in digital graphic design projects.	K3
CO2	Analyze and evaluate different graphic design layouts, visual styles, and branding concepts for various media applications.	K4, K5
CO3	Design logos, business cards, invitations, posters, advertisements, and magazine layouts using appropriate design principles and colour combinations.	K6
CO4	Create visually effective background designs and digital artworks by applying appropriate colour schemes, image editing techniques, and typography.	K6
CO5	Produce professional-quality graphic designs using industry-standard software while demonstrating creativity, technical competence, and presentation skills.	K6

Bloom's Taxonomy Levels

K1 – Remember, **K2** – Understand, **K3** – Apply, **K4** – Analyse, **K5** – Evaluate, **K6** – Create

Course Content

Unit	Contents	No. of Hours
I	Awareness of environment, observation, experience, analysis, and manmade environment, tools, shelter and communication, Headline – Body – Contact Information	12
II	The elements of design–line, form, surface, mass pattern, texture, tone, colour, point, image, space, and three-dimensional design concepts. The principles of design unity contrast, balance, rhythm, harmony and direction	12
III	The process of design –the needs, information, planning, exploration, creation, satisfaction. Colour – Additive & Subtractive Colour – Properties of Colour (Hue, Saturation, Brightness) – Colour Harmony (Analogous, Complementary, Triadic, Monochromatic) - Colour Meaning	12
IV	Functions of Design orderly presentation, attraction, stimulation, reflection, support, and retention.	12
V	Practicals: Before the Practical class students must be made aware of the following topics from original Examples. • Coral Draw/Illustrator/In-Design 1. Logos 2. Letterheads 3. Business Cards 4. Invitation • Photoshop 1. Calendars 2. Greeting Cards 3. Flyers 4. Announcement • The Record Note must contain Copywriting Elements (Headline, Body Content, Contact Information) at the Left Page and Design Outputs at Right Page along with script (Aim – Procedure – Result) • Student should attend workshops on aesthetic and technical areas in Graphic Design.	12
	Total	60

S. No.	Reference Books
1	Baird, R. N. (1987). The Graphic Communication. Holt, Rinehart and Winston.
2	Palmer, J., & Dodson, M. (1995). Design and Aesthetics. Routledge
3	Rawson, P. (1987). Design. Prentice Hall.
4	Rand, P. (1993). Forms and Chaos. Yale University Press

Mapping with Programme Outcome

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	2	1	1	1	2	2
CO2	2	3	2	2	3	2	1	1	2	2
CO3	3	3	3	3	2	2	1	1	3	2
CO4	3	3	2	3	2	2	1	2	2	2
CO5	3	3	3	3	2	2	2	2	3	3

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.

Mapping with Programme Specific Outcomes

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	1	2
CO2	3	2	2	2	2
CO3	3	3	3	2	3
CO4	3	3	2	2	2
CO5	3	3	3	2	3
Weightage	15	14	12	9	12
Weighted Percentage of Course Contribution to PSOs	3.0	2.8	2.4	1.8	2.4

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.

FIRST YEAR - SEMESTER I

CORE/MAJOR PRACTICAL II – DRAWING AND ILLUSTRATIONS (PRACTICAL)

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
AMVSP2	Core practical -II	-	-	Y	Y	5	6	50	50	100

Learning Objectives

The course aims to:

1. To develop fundamental drawing, sketching, illustration, and visualization skills required for visual communication and creative media.
2. To familiarize students with the principles of visual art, composition, perspective, colour theory, and illustration techniques.
3. To develop observational skills and artistic expression through freehand drawing, object studies, and creative compositions.
4. To enable students to apply traditional drawing techniques and contemporary illustration methods for visual storytelling.
5. To enhance creativity, aesthetic appreciation, and professional presentation skills through practical drawing and illustration exercises.

Course Outcomes

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain and apply the fundamental principles, elements, and techniques of drawing and illustration.	K2, K3
CO2	Apply drawing skills, colour concepts, textures, and visual elements to produce effective illustrations.	K3
CO3	Analyze perspective, proportion, composition, and light–shadow techniques in creating artistic drawings.	K4
CO4	Evaluate different artistic styles, traditional drawing methods, and illustration techniques to develop original visual concepts.	K5
CO5	Create professional-quality illustrations and creative visual compositions using appropriate drawing techniques and artistic principles.	K6

Bloom's Taxonomy Levels

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Course Content

Unit	Contents	No. of Hours
I	Introduction to Visual Literacy: Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication, Definition of Fine Art - About art tools & Equipment	18
II	Sketching: Elements of Visual Art - Basic Sketching and Drawing Skills – Free hand Drawing- About Colour - Primary - Secondary - Tertiary - Warm - Cool – Colour Wheel	18
III	Perception & Composition: Psychology of human perception - Proportion and Perspective Drawing- One point - Two Points - Three Points, Composition – Light and Shadow	18
IV	Activity - Visit to Museum, Art Gallery, and Historical Places and Outdoor study	18
V	Practical's: Before the Practical class students must be made aware of the following topics from original Examples. Practical 1: 1. Line Study in different Thickness: 2½ Weeks Minimum 6 class works 2. Curves and Circles: 2½ Weeks Minimum 6 class works: Record works - 3 nos. 3. Shapes: 2½ Weeks Minimum 6 class works: Record works - 3 nos. 4. Pattern Designs: 2½ Weeks Minimum 6 class works: Record works – 3 nos. 5. Distraction: 2½ Weeks Minimum 6 class works: Record works - 3 nos Practical 2: 1. Pencil Sketch, Light & Shadow Practice: 2 Weeks Minimum 4 class works 2. Geometrical Shapes with different forms: 2½ Weeks Minimum 4 class works: Record works - 3 nos. 3. Texture on Pattern: 2½ Weeks Minimum 4 class works: Record works - 3 nos. 4. Composition with Light and Shadow: 2½ Weeks Minimum 4 class works: Record works - 3 nos. 5. Landscapes and Composition: 2½ Weeks Minimum 6 class works : Record works - 3 nos. 6. Perspective Drawing: 2½ Weeks Minimum 4 class works: Record works – 3 nos. (Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works) • Students to develop their drawing skills and practice the basic components of drawing and Submit as a record for practical examination. • Student should attend workshops in different visual art medium.	18
	Total	90

S. No.	Reference Books
1	Milind Mulick, 2015, Water color Land scapes Step by Step, Jyotsna Prakashan, India.
2	Jacquelyn Descanso, 2015, Drawing and Sketching Portraits: How to Draw Realistic Portraits for Beginners, Create space Independent Publishing Platform, New Delhi, India.
3	Mark Linley, 2010, How to Draw Anything: Landscapes, People, Animals, Cartoons, Little, Brown Book Group, UK
4	Vikram Editorial Board, 2007, Pencil Shading, First Edition, Vikram Book Links PVT Ltd., New Delhi, India
5	Pratap Mulick, 2006, Sketching, Jyotsna Prakashan, India
6	Barber & Barrington, 2010, The Fundamentals of Drawing in Color, London: Archturus Publishing Limited, UK.

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	2	1	1	1	1	2
CO2	3	3	2	3	2	2	1	1	2	2
CO3	3	3	3	2	3	2	1	1	2	2
CO4	2	3	2	2	3	2	2	2	2	2
CO5	3	3	3	3	2	2	2	2	3	3

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.

Mapping with Programme Specific Outcomes

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	1	2
CO2	3	3	2	2	2
CO3	3	3	2	2	2
CO4	3	3	3	2	2
CO5	3	3	3	2	3
Weightage	15	14	12	9	11
Weighted Percentage of Course Contribution to PSOs	3.0	2.8	2.4	1.8	2.2

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.

FIRST YEAR - SEMESTER I

SKILL ENHANCEMENT COURSE– COMMUNICATION SKILLS

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
ASVS11	SEC-1	Y	Y	-	-	2	2	25	75	100

Learning Objectives

The course aims to:

1. To introduce the fundamentals, theories, and models of human communication.
2. To develop verbal, non-verbal, interpersonal, group, and public communication skills required for academic and professional success.
3. To enhance listening, speaking, presentation, and creative thinking skills for effective communication in media and professional environments.
4. To familiarize students with communication ethics, persuasion techniques, leadership, teamwork, and audience-oriented message design.
5. To prepare students to communicate confidently and professionally in diverse social, organizational, and digital communication contexts.

Course Outcomes

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain the principles, theories, models, and processes of effective communication.	K2
CO2	Apply verbal, non-verbal, interpersonal, and group communication skills in academic and professional situations.	K3
CO3	Analyze communication barriers, leadership styles, teamwork, and audience behavior in different communication contexts.	K4
CO4	Evaluate communication strategies, persuasion techniques, and media messages for different audiences and purposes.	K5
CO5	Design and deliver effective presentations and professional communication messages using appropriate communication techniques.	K6

Bloom's Taxonomy Levels

K1 – Remember, **K2** – Understand, **K3** – Apply, **K4** – Analyse, **K5** – Evaluate, **K6** – Create

Course Content

Unit	Contents	No. of Hours
I	Need for communication , communication and language, Right to communicate, communication and information, Interpersonal communication: Theories and Models - Transactional analysis etc.	6
II	Group communication : Theories and Models - Decision making process, leadership, team workcommunication patterns in group context. InteractiveCommunication.	6
III	Interactive Communication : Theories of the press / media ; authorization theory, libertarian or free press theory, socialresponsibility theory, soviet media theory, development communication theory,democratization theory. Public communication : Rhetoric Model, Persuasion Models	6
IV	Non-verbal Communication : Theories and Models, Types of non-verbal behavior Kinesics	6
V	Case Studies in communications skills , Ideation and Creative Thinking - Lateral Thinking. Designing Messages for different audiences	6
	Total	30

S. No.	Reference Books
1	Wood, Julia T: Communication Mosaics: An Introduction to the Field of Communication, 2001.
2	Wadsworth Larson, Charles U; Persuasion: Reception and Responsibility. Wadsworth, 2001

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	1	2	1	1	1	1	2
CO2	2	3	3	2	2	3	2	1	2	2
CO3	2	3	2	2	3	2	2	2	2	2
CO4	2	3	3	2	2	2	3	2	2	2
CO5	2	3	3	2	2	3	2	2	3	3

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.

Mapping with Programme Specific Outcomes

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	2	2
CO2	2	3	3	2	3
CO3	2	3	2	3	2
CO4	2	2	3	3	2
CO5	3	3	3	2	3
Weightage	11	14	13	12	12
Weighted Percentage of Course Contribution to PSOs	2.2	2.8	2.6	2.4	2.4

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.

FIRST YEAR - SEMESTER I

FOUNDATION COURSE – DIGITAL STORY TELLING AND SCRIPT WRITING

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
AFVS11	FC	Y	Y	-	-	2	2	25	75	100

Learning Objectives

The course aims to:

1. To introduce the fundamentals of storytelling, narrative structures, and script writing for digital media.
2. To develop creative thinking and storytelling skills for film, television, web, and social media platforms.
3. To familiarize students with screenplay formats, storyboarding, character development, and visual narration techniques.
4. To enable students to create engaging scripts and digital stories using appropriate writing and multimedia tools.
5. To develop professional communication, presentation, and creative production skills for digital storytelling and content creation.

Course Outcomes

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain the principles, narrative structures, and techniques of digital storytelling and script writing.	K2
CO2	Apply storytelling principles and script writing techniques to develop scripts for digital media platforms.	K3
CO3	Analyze story structures, characters, dialogues, and visual narratives for different media formats.	K4
CO4	Evaluate scripts and storyboards based on narrative effectiveness, creativity, and audience engagement.	K5
CO5	Create original scripts, storyboards, and digital storytelling projects using appropriate multimedia tools and production techniques.	K6

Bloom's Taxonomy Levels

K1 – Remember, **K2** – Understand, **K3** – Apply, **K4** – Analyse, **K5** – Evaluate, **K6** – Create

Course Content

Unit	Contents	No. of Hours
I	Foundations of Story Telling The Anatomy of a Story: The protagonist, antagonist, setting, and stakes. Narrative Arcs: The Three-Act Structure, The Hero's Journey, and Freytag's Pyramid. Emotional Resonance: Understanding the seven elements of digital storytelling (point of view, voice, pacing, and economy). Assignment: Write a 1-page treatment or synopsis of a personal experience or short narrative.	6
II	Screenplay & Script Writing Fundamentals Script Formats: Introduction to industry-standard formats (Master Scene format, Audio / Visual split-page scripts). Scene Construction: Sluglines (Scene Headings), Action lines, and Character dialogue. Developing Subtext: Writing "for the eye and ear" to show rather than tell. Assignment: Write a fully formatted 2-page script for a short, dialogue-driven scene.	6
III	Scripting for Digital & Interactive Media Web & Social Video: Crafting hook-based scripts for YouTube, TikTok, or Instagram (using bullet points vs. full scripts). OTT & Web Series: Writing for episodic content and non-linear digital narratives. Documentary & Corporate: Interview scripting, b-roll mapping, and voice-over (VO) writing. Assignment: Create a 60-second commercial script or an educational explainer video script.	6
IV	Storyboarding & Pre-Production Visualizing the Narrative: Translating the script into a shot list (CU, MCU, WS) and visual storyboards. Pre-production Workflows: Organizing equipment (camera, lighting, audio), location scouting, and copyright/media licensing. Assignment:	6

	Draft a visual storyboard (or a sequential shot list) to accompany your script.	
V	Production & Final Polish Capturing the Story: Basic principles of capturing clean audio, lighting, and visual composition. Editing & Post-Production: Using multimedia tools to assemble footage, insert voice-overs, and add sound design/transitions. Pitching Your Work: How to write a logline, a pitch deck, and verbally present your script. Final Project: Produce a 2-4 minute digital story from your original script.	6
	Total	30

S. No.	Reference Books
1	Truby, J. (2007). <i>The Anatomy of Story: 22 Steps to Becoming a Master Storyteller</i> . Faber & Faber.
2	Snyder, B. (2005). <i>Save the Cat! The Last Book on Screenwriting You'll Ever Need</i> . Michael Wiese Productions.
3.	Trottier, D. (2023). <i>The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script</i> (7th ed.). Silman-James Press.
4.	Hart, J. (2007). <i>The Art of the Storyboard: A Filmmaker's Introduction</i> . Focal Press

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	2	1	1	1	1	2
CO2	2	3	3	3	2	2	1	1	2	2
CO3	2	3	2	2	3	2	2	1	2	2
CO4	2	3	3	2	2	2	2	2	2	2
CO5	3	3	3	3	2	3	2	2	3	3

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.

Mapping with Programme Specific Outcomes

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	1	2
CO2	3	3	2	2	2
CO3	3	3	2	2	2
CO4	2	3	3	2	2
CO5	3	3	3	2	3
Weightage	13	15	12	9	11
Weighted Percentage of Course Contribution to PSOs	2.6	3.0	2.4	1.8	2.2

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation.