



VIT[®]

Vellore Institute of Technology

(Deemed to be University under section 3 of UGC Act, 1956)

**VIT SCHOOL OF MEDIA, ARTS &
TECHNOLOGY**

(V-SMART)

B. Sc. (Visual Communication)

Curriculum

VISION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

Transforming life through excellence in education and research.

MISSION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

World class Education: Excellence in education, grounded in ethics and critical thinking, for improvement of life.

Cutting edge Research: An innovation ecosystem to extend knowledge and solve critical problems.

Impactful People: Happy, accountable, caring and effective workforce and students.

Rewarding Co-creations: Active collaboration with national & international industries & universities for productivity and economic development.

Service to Society: Service to the region and world through knowledge and compassion.

B.Sc Visual Communication

Programme Educational Objectives (PEOs)

PEO 1 – Excellence in Visual & Media Communication: Graduates will acquire strong skills in design, visual arts, communication, photography, filmmaking, and media production.

PEO 2 – Continuous Learning & Media Adaptability: Graduates will enhance their competencies in digital media, journalism, advertising, UI/UX, and emerging communication technologies.

PEO 3 – Social Responsibility, Ethics & Leadership: Graduates will apply ethical media practices, lead creative teams, and contribute responsibly to society through communication content.

Programme Specific Outcomes (PSOs)

PSO 1 – Visual Design & Production: Apply principles of design, visual arts, photography, film production, and graphics to create compelling visual communication content.

PSO 2 – Media Writing & Journalism Skills: Demonstrate competencies in scripting, reporting, online journalism, media research, broadcasting, and development communication.

PSO 3 – Digital & Interactive Media: Create digital content using web design, UI/UX, digital publishing, and immersive media technologies for various media platforms.

Programme Outcomes (POs)

PO1: Apply knowledge of communication theories, design principles, and media production processes.

PO2: Analyze communication problems and propose creative solutions.

PO3: Design and develop content for print, digital, broadcast, and new media platforms.

PO4: Use modern media tools—cameras, editing tools, design software, and digital interfaces.

PO5: Communicate ideas effectively through visual and verbal communication.

PO6: Apply ethical frameworks, media laws, and social responsibility in content creation.

PO7: Collaborate effectively in creative and interdisciplinary teams.

PO8: Manage media production projects efficiently.

PO9: Stay updated with evolving media technologies and trends.

PO10: Demonstrate entrepreneurial and leadership skills in media, advertising, filmmaking, publishing, and digital communication.

Ability Enhancement Courses	08	Value Added Courses	08
UENG101L Effective English Communication	2 0 0 2	USSC101L Indian Constitution	2 0 0 2
UENG102L Technical English Communication	2 0 0 2	UCHY101L Environmental Science	2 0 0 2
UENG102P Technical English Communication Lab	0 0 2 1	UCSC110L Artificial Intelligence	3 0 0 3
UIFL100L Indian/Foreign Language	3 0 0 3	UCXC100V Co-Curricular Course	1
Skill Enhancement Courses	09	Open Elective Courses	09
USTS111P Qualitative Skills-I	0 0 3 1.5	Management Humanities Science Social Sciences	
USTS112P Quantitative Skills-I	0 0 3 1.5	Project and Internship	14
USTS211P Qualitative Skills-II	0 0 3 1.5	UBVI399J Summer Internship	2
USTS212P Quantitative Skills-II	0 0 3 1.5	UBVI499J Research Project/Dissertation	12
UBVI314L Event Management	3 0 0 3		