



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)



Reaccredited With A++ Grade by NAAC
College with Potential for Excellence, Linguistic Minority Institution,
Affiliated to University of Madras, Arumbakkam, Chennai - 600 106



DEPARTMENT OF VISUAL COMMUNICATION



DG VC Media Dept.

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DEPARTMENT WEBSITE



DEPARTMENT INSTAGRAM



COLLEGE WEBSITE



Hi There!

**"Where creativity meets technology,
and stories are brought to life
Visual Communication is not just a course,
it's a canvas for future storytellers."**

To verve with this quote, The Department of Visual Communication, Dwaraka Doss Goverdhan Doss Vaishnav College has been efficacious in producing vibrant professionals to the industry ever since its inception in 2001. More than 20 years, the Department continues to enlighten the students to shift their focus towards creative problem-solving techniques by giving hands-on training as per the industry standards.

The students learn the nuances of the media industry, within a span of 3 years, enabling them to pursue their passion (as a career) with industry standards

The Department has a high-tech infrastructure with a well-equipped computer graphics lab, G-Matte Studio, separate audio suite, edit suite, a shooting floor and a preview theater for training and gaining expertise. The students during the course of their study undergo 2 internships for a period of 6 to 8 weeks giving them industry exposure. The Department is a confluence of skilled and highly talented faculties who have ample experience in both academics and industry. They continuously toil to churn out their students into sound media professionals, who could apply their theoretical and practical knowledge of the subject into reality in their workspace. The course work is sure to enhance their entrepreneurship and employability skills, transforming them as an all-rounder in the society. The curriculum is dynamic and updated with the changing trends of the media industry

VISION

To raise the department as a center imparting creative training in Visual Media and aesthetically grooming with global industry perspectives, ensuring to be ethical and socially responsible while creating media content.

MISSION

To ensure that the students are industry ready and are able to effectively convert the knowledge gained into practical applications. To kindle Visual Communication students' creativity in order to excel and establish oneself in the panoramic spectrum of the media today.

COURSE OFFERED

Undergraduate
B.Sc. Visual Communication

SEMESTER I

Foundation Course:

Language Paper I
English Paper I

Core:

Paper I: Introduction to Communication (T)
Paper I: Art and Aesthetics (P)

Generic Elective I:

Visual Storytelling(T)

Generic Practicals I:

Digital Communication Tools

Skill Enhancement Course:

DS I - Graphic Design (A) / Theatre (B) (P)
NME I - Voice Techniques/ Video Jockey (P)
Soft Skill I - Communication Skills

SEMESTER II

Foundation Course:

Language Paper II
English Paper II

Core:

Paper II: Film Appreciation(T)
Paper II: Multimedia Production (P)

Generic Elective I:

Design Thinking (T&P)

Generic Practicals I:

Writing for New Media

Skill Enhancement Course:

DS II - Production for OTT (A) / Fundamentals of Animation (B)(P)
NME II - Still-Life Drawing/ Radio Production (P)
Soft Skill II - Inclusivity & Media Representation(P)

(T) - Theory
(P) - Practicals

SEMESTER III

Foundation Course:

Language III
English Paper III

Core:

Paper III: Artificial Intelligence in Media (T)
Paper IV: Photography (P)

Generic Elective III:

Communication Psychology (T)

Generic Practicals III:

3D Modelling & Animation

Discipline Specific Elective I:

Film Analysis (A) / Screenwriting (B) (T&P)
Industrial Visit
EVS
Soft Skill III - Video Editing Basics

SEMESTER IV

Foundation Course:

Language IV
English Paper IV

Core:

Paper V: Media Communication Analysis (T)
Paper VI: Instructional Design (P)

Generic Elective IV:

News Production (A) /Podcasting (B)

Generic Practicals IV:

Travel Photography

Discipline Specific Elective II:

Advertising Campaigns (A) / PR Campaigns (B)(T&P)
EVS
Soft Skill IV - App Development

(T) - Theory
(P) - Practicals

SEMESTER V

Core:

Paper VII: Communication Research Methods(T)
Paper VIII: Video Production(T)
Paper IX: Media Laws (T)
Paper X: Media Entrepreneurship (T&P)
Paper V: Introduction to UI/UX
Paper VI: Event Management

Multi-Disciplinary Elective/Open Elective I:

Basics of Sound (A) / Photojournalism (B) (P)

SEMESTER VI

Core:

Paper X: Data Visualisation (T)
Paper XI: Media, Culture and Society(T)
Paper XIII: Traditional Folk Forms(T&P)
Paper VI: VFX(P)
Paper VII: Documentary Production(P)

Discipline Specific Elective IV:

Short film Production (A) / Advanced Photography (B) (P)

Project:

Portfolio

Extension Activity:

NSS/NCC/College Clubs/Department Clubs

(T) - Theory
(P) - Practicals

INFRASTRUCTURE

●Drawing Studio: Dedicated space for artistic and design work.

●Computer Lab: Equipped with the latest technology for digital tasks and software applications.

●Photography Studio

●Videography: Two shooting floors for film and video production.

●Linear and Non-Linear Editing Suite: Professional editing suites for both traditional and digital editing techniques.

●Library: A well-stocked library with resources related to media studies.

●Training Studios: Spacious, air-conditioned shooting floors designed for hands-on training.

●Post-Production Studio: Air-conditioned edit suite for post-production work.

●Audio Studio: Fully equipped audio lab and workstation for sound recording and editing.

●Dark Rooms: Facilities for both black-and-white and color film processing.



SCOPE OF THE COURSE

- Copywriter
- Media Planners
- Visualiser
- Graphics Designer
- Director
- Scriptwriter
- Cinematographer
- Photographer
- Producer
- Concept Generator
- VFX Artist
- 2D & 3D Animator
- Assistant Directors

The students emerge as a smart, capable media professional who can handle any media challenge with stupendous confidence.

The wide spectrum of subjects covered in the three years by experienced faculty along with inputs from the industry gives the student the correct blend of theoretical knowledge and practical application.

The syllabus aids to learn, test your ability with pencil and paper (Drawing and Graphic design), shaping an idea to a campaign (Advertising), Graphics and Animation (Computer graphics, web publishing, and multimedia), be a own film maker (Script writing and Television production) and by doing in depth research in Media Studies (Research Methodology).

MEMORANDUM OF UNDERSTANDING AND PLACEMENTS



ADMISSION PROCEDURE

Passed +2 in any discipline or board
Candidates must bring their Portfolio while coming for the Interview
A creative portfolio is an excellent way for students to showcase their skills, creativity, and personal expression. By including a variety of works.(For example -Artworks,Illustrations,Photography,Short-films, Editing/Music covers)

CONTACT DETAILS

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MEET THE TEAM



Dr. G.Vasanth
Associate Professor and Head
M.A., M. Phil., PGDCIM, SLET



Mr. Ashwath.N
Visiting Faculty



Ms. Nandhini.C
Assistant Professor
M.A., M. Phil., NET



MS. K.R. Manasa
Assistant Professor
M.Sc., NET



Ms. Sowmya.R
Assistant Professor
M.Sc., NET



Ms. Jayashree
Assistant Professor
M.A., D.T.Ed, NET



Ms. K.R. Lalitha
Assistant Professor
MBA





Mr.L.Thanigaivelan
Technical Faculty
BCA,DCT



Mr.Basker.B
Technical Faculty
M.C.A



Mr.Magesh.K
Technical Faculty
B.Sc.,D.F.TECH



Mr.P.Ganesan
Technical Faculty
BBA



Mr.M.Johnson
Technical Faculty
BBA



Mr.D.Sivamani
Technical Faculty
DF Tech,BA



Ms.Jayasudha.M.S
Technical Faculty
D.F.T



Mr.A.Arivunidhi
Teaching Assistant
MBA,M.Sc



