



NEHRU ARTS AND SCIENCE
COLLEGE - COIMBATORE



NEHRU GROUP
OF INSTITUTIONS
TAMILNADU • KERALA

DEPARTMENT OF VISUAL COMMUNICATION

B. Sc. VISUAL COMMUNICATION





ABOUT NASC

- ▶ **NAAC A+ WITH CGPA 3.5**
- ▶ **NIRF RANK - 101-150**
- ▶ **TOP 100 COLLEGES IN THE WEEK AND INDIA TODAY RANKING**
- ▶ **IIC RANKING - 4 STAR**
- ▶ **MODERN INFRASTRUCTURE AND LAB FACILITIES**
- ▶ **INDUSTRY ORIENTED SKILL ENHANCEMENT PROGRAMMES**
- ▶ **INTERNSHIP EMBEDDED PROGRAMMES**

DEPARTMENT HIGHLIGHTS

- ▶ **HIGHLY EXPERIENCED AND QUALIFIED FACULTY MEMBERS**
- ▶ **WELL-EQUIPPED LABS WITH RECENT TECHNOLOGIES**
- ▶ **CURRICULUM ALIGNED WITH INTERNATIONAL STANDARDS**
- ▶ **EXPERIENTIAL AND PARTICIPATIVE LEARNING METHODS**
- ▶ **100% PLACEMENTS OPPORTUNITY**
- ▶ **DOMAIN-SPECIFIC ELECTIVE COURSES FOR CAREER SPECIALIZATION**
- ▶ **ACTIVE ALUMNI NETWORK FOR CURRICULUM AND PLACEMENT SUPPORT**
- ▶ **SCHOLARSHIPS FOR MERITORIOUS STUDENTS**
- ▶ **ENVIRONMENTAL SUSTAINABILITY INITIATIVES**



ELIGIBILITY

B.SC.VISUAL COMMUNICATION

HIGHER SECONDARY IN ANY STREAM
MINIMUM 60 % FOR ELIGIBILITY

ROUTE MAP

B.Sc. VISUAL COMMUNICATION

SEMESTER	ACADEMIC	TRAINING	CERTIFICATION
I	FOUNDATION COURSES IN VISUAL COMMUNICATION	DRAWING AND DESIGN	ENVIRONMENTAL SCIENCE
II	BASICS OF ADVERTISING AND MULTIMEDIA	ADVERTISING THROUGH NEW MEDIA	LINGUA SKILL FROM CAMBRIDGE UNIVERSITY AND INDUSTRIAL VISIT
III	PHOTOGRAPHY AND AUDIOGRAPHY TECHNIQUES	PHOTOGRAPHY EXHIBITION AND RADIO PRODUCTION	COURSERA
IV	MASTERING VIDEO PRODUCTION AND EDITING	HANDS-ON TRAINING	ADD ON COURSE INSTITUTE INDUSTRY LINKAGE
V	BUILD A PROFESSIONAL PORTFOLIO	INDUSTRIAL TRAINING	INTERNSHIP
VI	WORK ON REAL-WORLD FILM AND MEDIA PROJECTS	CREATION OF DOCUMENTARY	SWAYAM/NPTEL



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