

DEPARTMENT PROFILE



Visual Communication is one of the most wanted courses in the recent times. Being a part of Mass Communication and Journalism, the course aims to develop the students into effective media communicators. The students are trained in the production of media content including newspapers, magazines, photography, graphic designing, web designing, animation, advertising, audio and video programmes and film making. The course runs for 6 semesters and each semester the students are exposed to various forms of designing and production skills. With the high-end equipments and laboratory set up, the students get trained and are industry ready for the ever growing career opportunities in the media industry. Industry interactions through Field trips, Industrial visits and regular Guest lecturers & Workshops by media professionals allow the students to become skillful and knowledgeable of the advancements in the media industry. Internship training in the media industry of their choice gives them a glimpse of the functioning of media and thereby prepares them to meet up to the expectations.

Vision

To inculcate creative thinking, design knowledge & software skills towards creating audio-visual media content including photographs, advertisements, magazines, radio and television programmes, short films & documentaries, and web pages. The department is in consistent pursuit of developing the young minds into media professionals, which meets up the standards of the industry.

Mission

The Department of Visual Communication aims at

- Enhancing the academic learning through advanced digital technology.
- Providing necessary skills for the creation of relevant media content.
- Adapting to the trends in the media industry by regularly updating the latest equipment and software.
- Preparing students to function effectively in the creative, competitive and expanding media industry.
- Empowering the rural women students through transfer of knowledge with the help of state-of-the-art facilities.

Genesis and Growth

- 2004 - B.Sc. Visual Communication was started as an Innovative Programme under X Plan
- 2009 - B.Sc. Visual Communication was merged with regular aided courses of the University.

Objectives

- Produce media entrepreneurs
- Act as an incubation center for developing media and technical skills for women
- Function as a Center for Excellence in Media education for Women
- Evolve communication modules on social issues
- Provide consultancy for media startups