KCLAS

KUMARAGURU
COLLEGE OF LIBERAL
ARTS AND SCIENCE

Bachelor Science of **Visual Communication**

The
Legacy of KCLAS

Kumaraguru College of Liberal Arts and Science,Coimbatore established in 2018 is affiliated to **Bharathiar University**. KCLAS emerged from a rich legacy, strong vision and great commitment of **Kumaraguru Institutions**. The magnificent campus and the edifice, enormous reputation and robust departments emerged from the dynamic vision of the Founder Chairman, Dr.N.Mahalingam, a visionary educationist. KCLAS is part of the Kumaraguru Institutions which includes **Kumaraguru College of Technology, KCT Business School, Kumaraguru Institute of Agriculture and Kumaraguru School of Business** has exemplified in the inter-disciplinary approach.

Bachelor Science of
Visual Communication

The BSc Visual Communication program at KCLAS equips students with the skills and knowledge to effectively communicate ideas and information through visual media. By combining artistic and technical expertise, graduates gain a unique perspective on visual storytelling, allowing them to become valuable assets in the creative industries. This program offers a distinct blend of theory and practical experience, preparing students for successful careers in fields such as graphic design, animation, web design, and user experience design.

VISUAL
COMMUNICATION

Dynamic
B Sc Visual Communication Curriculum

The curriculum, which is approved by Bharathiar University is designed to provide a comprehensive exploration of economic theories, principles, and applications, equipping you with the analytical tools and critical thinking skills necessary to navigate the complexities of our globalized society.

Semester 1	Language-I, English-I, Introduction to Communication and Writing for Media & Visual Arts – Practical
Semester 2	Language-II, English-II, Communication Theories, Basics of Photography (Practical III), Graphic Design (Practical IV) and Overview of English Language Communication Assessment & Certification*
Internship	
Semester 3	Language-III, English-III, Media, Society, Culture, Advertising, Public Relations and Microsoft Essentials*
Semester 4	Language-IV, English-IV, Principles of User Experience Design, User Interface, Principles of VFX and Animation, User Experience Design and User Interface (Practical VII) and Aptitude and Reasoning*
Internship / Project	
Semester 5	Introduction to Virtual Reality, Augmented Reality, and Mixed Reality, Film Studies, Film Direction, Digital Filmmaking (Practical IX) and Digital Marketing*
Semester 6	Digital Media Production, Core Practical: 3D Animation (Practical XI) and Digital skills *
Capstone Project	

*Offered by Industry partners - Cambridge English, Microsoft, Veranda Learning, Scopik Edutech, IBM Skill Build

Electives

Group I	Elements of Film and Video Production, Screen Play & Film Marketing and Distribution
Group II	Advertising And Public Relations , Media Planning & Market Survey
Group III	Graphic Production , Event Management & Introduction to Design and Visual Culture

KCLAS EDGE

Advanced
learning and experiences

As you progress in your BSc in Visual Communication at KCLAS, you have the opportunity to take advanced courses that delve deeper into specific areas of economics or related fields. The availability of advanced courses can vary depending on your choice of pathways, interest, and the specialization options we offer.

Pathway	Advanced Learning Themes
Global Pathway	International Immersion to USA / Europe / Australia. National Study Programme. Outbound Leadership Training 4 Micro Credential Courses offered by the industry. Global Learner License for International Online Courses (COURSERA)
Pathway 1	International Immersion to Middle east / Southeast Asia | Regional study programme | Outbound leadership training | Film direction | Sound Engineering | Journalism | Media management | podcast production | 3D Modelling | VFX | Game development | UI / UX Design | wildlife, advertising & modelling photography | Global learner license.
Pathway 2	National & Regional Study Programme | Outbound leadership training | Film direction | Media management | Sound Engineering | UI / UX Design | Global learner license | wildlife, advertising & modelling photography |
Pathway 3	Regional Study Programme | Outbound leadership training | Film direction | Media management | Sound Engineering | Global learner license.

Partners: LV Prasad | Mind Screen Film Institute | Coursera | Asia Pacific University | Studio Steins- RIACME | Breeze well -UXI | Qube – Cinema | Light & Life Academy | Whistling wood International| Asia Pacific University, Malaysia.

KCLAS LIBERAL EDGE

Study the Liberal Arts Alongside Your **Visual Communication** Degree

Combining a BSc in Visual Communication with a liberal arts education fosters a truly unique and powerful skillset. By delving into diverse disciplines like history, literature, and philosophy, you gain invaluable context and depth to your visual communication skills. This broadened perspective allows you to create more impactful and meaningful visual narratives, understanding the cultural, social, and historical forces that shape human perception and behavior. This interdisciplinary approach equips you to become a more well-rounded creative professional, capable of crafting compelling visuals that resonate with a variety of audiences.

Explore diverse domains beyond the boundaries of **Visual Communication**

Entrepreneurship & Family Business	Environment	Fashion and Textiles	Wellness
History and Philosophy	Science and Technology	Public Policy and Governance	Music and Art
Global Culture & Languages	Empowering Community	Communication	Heritage

Power your **Future**

Leap to Advanced Degrees

After completing a BSc in Visual Communication, you can pursue advanced degrees to further specialize in their field.

You may pursue master's in visual communication/ graphic design/ Advertising or Marketing Communication/ Multimedia Design/ Digital Media Management/ Film and Television Production/ User Experience (UX) Design/ Media and Journalism in leading Indian and Global Universities.

Careers Trajectories of **Visual Communication**

Government Agencies
Public Affairs Specialist, Graphic Designer & Audiovisual Specialist

Private Corporations:
Web Designer/Developer, Brand Manager, Multimedia Specialist & Graphic Designer

Government
Communication Specialist, Public Relations Officer & Digital Media Coordinator

Non-profit Organizations
Communication Coordinator, Social Media Manager & Documentary Filmmaker

Entrepreneurship
Freelance Graphic Designer, Visual Content Creator & Startup Founder - Design Agency

Our Alumni

Embark on a journey of inspiration and excellence as our alumni, globally dispersed, pursue advanced studies in prestigious universities worldwide. Our graduates, now enrolled in top-tier master's programs, stand as living testaments to the caliber and global recognition of the education we provide.

41%in top 300 QS Universities

Eligibility

State/CBSE/ISC/ Other Indian Boards: Candidates must have completed 10 + 2 years from any recognized board with any stream with 75% marks in 12th.

Cambridge/ International Board: Eligibility is according to AIU Stipulations. Admission will be confirmed only on submission of Equivalency Certificate from AIU.

IB Board - Must have 3 HL and 3 SL with 24 credits.
GCE / Edexcel - Must have a minimum of 3 A levels grade not less than C.

Your Route to the B Sc Visual Communication Experience at KCLAS

Selection Process

Our streamlined admission process ensures a seamless transition into our vibrant KCLAS community. From application to enrollment, we are committed to providing you support in every step.

Application

Visit our website, register, and submit the online application.

Entrance Test

Choose a date for the test and take the online proctored test and a personality assessment from home.

Campus Day

On announced date visit the campus for an orientation, write 2 essays and complete personal interview.

Selection Result

You will receive the result through mail.

SCAN TO APPLY

Where you want to BE.

VISIT
kclas.ac.in

CONTACT DETAILS

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