

B.Sc Visual Communication
(Integrated Media, Design & Creative Technology Pathway)
EDGE+ Model (2026–27)

Learning Zones / Pathway	Global Pathway	Pathway 1	Pathway 2	Pathway 3
International Travel & Study	1 USA / Europe / Auz/ Sing	1 GCC / Southeast Asia	NA	NA
National Travel & Study	NA	NA	1	NA
Regional Travel & Study	1	1	1	1
Industry Micro-Credential Course	3	2	2	1
Outbound Leadership training	1	1	1	1
International online courses (COURSERA)	Learn from 350+ world leading universities with access to 15000+ global courses through COURSERA			
Sponsorship for Registration in National Events	✓	✓	✓	✓
Foreign Language [#]	✓	✓	✓	✓
Career Prep – CAT/ TOEFL/ IELTS [#]	✓	✓	✓	✓

**For immersion programs, only the course fee will be covered by the college through the Pathway. Students will be responsible for all other expenses, including travel, food, accommodation, and personal costs.*

Open options that students may choose based on their career aspirations & learning Goals

Program Overview

The **B.Sc Visual Communication (Integrated Media, Design & Creative Technology)** program at KCLAS blends creative design, filmmaking, digital media, communication, and technology skills into one unified track. Students learn to conceptualize, design, produce, and communicate visual content across platforms — film, digital, print, UI/UX, and social media.

This integrated Edge+ track ensures equal proficiency in:

- Film & Photography
- Graphic Design & Branding
- UI/UX & Creative Tech
- Animation & Motion Graphics
- Digital Content Production
- Media Strategy & Communication

Focus – Integrated Visual Media Pathway

The program prepares students to:

- Think visually and communicate ideas creatively
- Produce films, videos, and multimedia content
- Design visual identities, layouts, and brand systems
- Apply UI/UX thinking for apps and digital products
- Create content for social media and marketing
- Use industry-standard creative tools
- Develop portfolios and showreels for careers and higher studies

Graduates become **multi-skilled visual communication professionals** ready for media, advertising, design, filmmaking, and communication industries.

PO–PSO Mapping with Edge+ Components

PO/PSO	Description	Edge+ Component Mapped
PO1	Communication Skills	Film, Design, Digital Media, UI/UX
PO2	Creative & Critical Thinking	Design Thinking, Branding, Scriptwriting
PO3	Use of Modern Tools	Adobe Suite, Figma, DaVinci Resolve, Blender
PO4	Ethics & Social Responsibility	Media Laws, Journalism, Advertising Ethics
PO5	Research Skills	Audience Research, Digital Analytics
PSO1	Visual Storytelling	Film, Photography, Narrative Design
PSO2	Media Production	Cinematography, Editing, Sound, Motion Graphics
PSO3	Creative Design	Graphic Design, UI/UX, Brand Identity
PSO4	Professional Portfolio	Showreel, Portfolio, Capstone Internship

Learning Experience under Edge+

Micro-Credential Courses	Graphic Design, Video Editing, UI/UX, 2D/3D tools, Digital Marketing
Regional & National Immersions	Media houses, studios, newspapers, agencies, Film schools, advertising agencies, OTT studios
Global Immersion	International exposure through partner institutions and applied learning projects.
Online Learning	Access to international Coursera courses and global academic collaborations for self-paced learning.
Outbound Learning	Leadership and experiential outdoor programs for personal growth and teamwork.
Foreign Language	Language learning for global competence and international career readiness.
Career Prep	Structured training for CAT / GRE / TOEFL / IELTS and professional communication workshops.

Learning Themes – Visual Communication

No.	Learning Theme	Focus / Industry Relevance
1	Film Production & Digital Cinematography	Essential for filmmaking, OTT content, advertising films, and YouTube/digital video creation.
2	Photography & Visual Storytelling	In-demand for branding, journalism, advertising, fashion/product photography, and creative content.
3	Graphic Design & Brand Communication	Core requirement in agencies for logos, layouts, branding systems, packaging, and marketing design.
4	UI/UX Design & Creative Technology	Critical in IT, startups, app/web design, product companies, and emerging creative tech sectors.
5	Motion Graphics, Animation & Post-Production	Required for social media reels, advertisements, motion posters, VFX basics, and broadcast graphics.
6	Digital Content Creation & Social Media Strategy	High-demand skill for influencers, digital marketers, content studios, and brand communication teams.
7	Advertising & Creative Copywriting	Needed for ad campaigns, brand storytelling, marketing strategy, and creative direction.
8	Media Laws, Ethics & Communication Theory	Ensures responsible, legally compliant, and ethical media creation in journalism and corporate communication.
9	Sound Design & Audio Production	Important for films, YouTube content, ads, short films, podcasts, and multimedia production.
10	Portfolio Development & Professional Practice	Prepares students for placements through showreel creation, design portfolio, freelancing skills, and industry readiness.

Semester Edge+ Flow Chart

Semester	Focus Areas	Edge+ Components
Semester 1	Foundations of Visual Communication, Drawing, Visual Literacy, Basics of Design	Edge+ Orientation, Boot Camp, Outbound Training
Semester 2	Photography, Graphic Design, Visual Storytelling	Micro-Credential 1 + Regional Immersion
Semester 3	Film Production, Scriptwriting, Video Editing	Micro-Credential 2
Semester 4	UI/UX Design, Motion Graphics, Animation Basics	National / Global Immersion
Semester 5	Digital Media Strategy, Branding, Advanced Production	Micro-Credential 3
Semester 6	Internship, Capstone Project, Portfolio & Showreel Development	Micro-Credential 4

Career Opportunities

- **Media Production Professional:** Roles include Cinematographer, Video Editor, Filmmaker, and Assistant Director in film, OTT, advertising, and digital studios.
- **Graphic & Digital Designer:** Covers Graphic Designer, Brand Designer, Packaging Designer, and Creative Visualizer across agencies and design studios.
- **UI/UX & Creative Technology Designer:** Includes UI/UX Designer, Interaction Designer, and Digital Product Designer for IT, startups, and product companies.
- **Content & Social Media Specialist:** Encompasses Content Creator, Social Media Manager, Digital Marketer, and Creative Strategist for brands and agencies.
- **Photography & Visual Storytelling Professional:** Includes Photographer (fashion/product/wedding), Photojournalist, and Visual Storyteller for editorial, corporate, and commercial work.

Industry & Academic Partners

Intuit Lab paris, Babson College USA, EM Normandie France, Eötvös Loránd University Hungary, Taylors University Malaysia, NUS Singapore, Middlesex University Dubai, Coursera, IBM, IIMK, SPJIMR, Goa Institute of Management, Design Barn, Adobe , Nikon / Canon Imaging Academy , TCS iON, Unity Learn (AR/VR Basics) , Rajiv Menon's Mindscreen Film Institute, Prasad Film Labs, Srishti Manipal Institute Design, LV Prasad Film & TV Academy, *APU (Asia Pacific University)*, IBM, COURSERA , NUS Singapore, EM Normandie Business School – France, Leap Learning, Breakthrough Bangalore,