



## MAHATMA GANDHI UNIVERSITY, KERALA

### Abstract

Bachelor of Arts (Honours) Visual Communication - Fourth Semester - Modifications to the Course Content and Mode of Assessment - Approved - Orders Issued.

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### ACA 16

No. 409/ACA 16/2026/MGU

Priyadarsini Hills, Dated: 13.01.2026

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*Read:-* 1. U.O. No. 5797/ACA16/2024/MGU, Dated. 27.06.2024.

2. Minutes of the meeting of the Expert Committee on Multimedia (UG).

3. Orders of the Vice Chancellor under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, dated. 10.01.2026

### ORDER

The syllabi of various Honours Under Graduate Programmes coming under the MGU-UGP (Honours) Regulations, 2024, have been approved vide paper read as (1) above and published on the website of the University.

The Expert Committee on Multimedia (UG), at its meeting, discussed the need to modify the Course Content of DSC / VAC type courses and Mode of Assessment of SEC type course in the **Fourth Semester** syllabus of Bachelor of Arts (Honours) Visual Communication programme and has submitted recommendations vide paper read as (2) above. (**Recommendations are attached as Annexure.**)

Considering the urgency of the matter, the Vice Chancellor, in exercise of the powers of the Academic Council vested upon him under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, vide paper read as (3) above, has approved the above recommendations.

Hence, the Course Content and Mode of Assessment of the said courses in the Fourth Semester syllabus of Bachelor of Arts (Honours) Visual Communication programme, stands modified to this extent.

Orders are issued accordingly.

SUDHA MENON J

ASSISTANT REGISTRAR III  
(ACADEMIC)  
For REGISTRAR

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3. Convenor, Expert Committee, Multimedia (UG)
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Section Officer

## ANNEXURE

### SEMESTER IV

**Course Name : Art & Visual Perception**

**Course Code : MG4DSCVCN200**

#### **COURSE CONTENT**

**Content for Classroom Transaction(Units)**

Module	Units (Modified)	Course Description	Hrs. (Modified)	CO No. (Modified)	Page No.
No Change					66,67
1	1.1	No Change	No Change	No Change	
	1.2				
	1.3		3		
	1.4		2		
	1.5 (Included)	Functions and Contexts of Art: Art in cultural, social, and communicative dimensions; meaning-making in various artistic traditions.	3	1	
No Change					
2	2.1	No Change	No Change	No Change	
	2.2				
	2.3				
	2.4				

No Change					66,67
3	3.1	No Change	No Change	No Change	
	3.2				
	3.3				
	3.4				
No Change					
4	4.1	No Change	No Change	No Change	
	4.2				
5	Teacher Specific Content				

**Course Name : Graphic Design for Publication II**

**Course Code : MG4DSCVCN201**

## **COURSE CONTENT**

### **Content for Classroom Transaction(Units)**

Module	Units	Course Description	Hrs. (Modified)	CO No. (Modified)	Page No.
No Change					71,72
1	1.1	No Change	No Change	No Change	
	1.2				
No Change					
2	2.1	No Change	No Change	No Change	
	2.2				

No Change					71,72
3	3.1	No Change	No Change	No Change	
	3.2				
Publication Basics (Modified)					
4	4.1	No Change	No Change	No Change	
	4.2				
5	Teacher Specific Content				

**Course Name : Basic Editing Techniques**

**Course Code : MG4SECVCN200**

### **MODE OF ASSESSMENT**

<p><b>A. Continuous Comprehensive Assessment</b></p> <p><b>Practical</b></p> <ul style="list-style-type: none"> <li>• Assignments, Classroom Exercises etc – 15 marks <b><u>(Modified)</u></b></li> <li>• Mini Project – 10 marks</li> </ul> <p><b>B. End Semester Evaluation</b></p> <p><b>Practical</b></p> <ul style="list-style-type: none"> <li>• Duration -3 Hours</li> <li>• Total Marks - 50 Marks <b><u>(Modified)</u></b></li> </ul>	<p>Page No. 90</p>
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**Course Name : Gender Issues in Media**

**Course Code : MG4VACVCN200**

<b>Programme</b>	BA (HONS) VISUAL COMMUNICATION <b>(Included)</b>	Page No. 92
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## **COURSE CONTENT**

### **Content for Classroom Transaction(Units)**

Module	Units	Course Description	Hrs. (Modified)	CO No. (Modified)	Page No.
No Change					93,94,95
1	1.1	No Change	No Change	No Change	
	1.2				
	1.3				
	1.4				
No Change					
2	2.1	No Change	2	No Change	
	2.2		No Change		
	2.3				
	2.4				
No Change					
3	3.1	No Change	2	No Change	
	3.2		No Change		
	3.3				
	3.4				
No Change					
4	4.1	No Change	No Change	No Change	
	4.2				
	4.3				
	4.4				
5	Teacher Specific Content				