



MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)
DIRECTORATE OF DISTANCE EDUCATION



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Palkalai Nagar
Madurai - 625 021

Date: 28.06.2022

DEPARTMENT OF VISUAL COMMUNICATION

TRAINING PROGRAMME FOR SECOND YEAR B.Sc., (Visual Communication)
Subject: Photography and Television Production (UVISTP1)

Dear Student,

Greetings! The Practical Training Programme for the students of second year B.Sc., Visual Communication (All absentees of the previous batches) in **Photography and Television Production (UVISTP1)** is scheduled to be held through online mode:

Students Batch	Venue	Dates
All Absentees of the previous batches and for the students who are having pending results	Seminar Hall, 'PG' Block (II Floor), DDE, MKU Palkalai Nagar, Madurai – 625 021	Training Dates: 11.08.2022 to 16.08.2022 Examination Date: 17.08.2022

The students should attend the in-person training on the scheduled dates and submit their assignments and projects at the time of training without fail. The final valuation (Viva-voce) of the assignments and projects will be done with the support of the outside examiners. The practical written exam will be conducted at the end of the training.

It is mandatory for the students to attend the practical training programme. Marks for the practical examination will be awarded to the students on the basis of their performance in the programme, assignments and the written examination.

All absentees (including MKU own centers, others centers of MKU from Tamil Nadu and Other states and the absentees) should pay the training programme fee of Rs.2000/- through online in favour of the Director, DDE through SBI - collect method.

Students who have paid the tuition fees will alone be permitted to attend the programme. Submission of fees paid receipts, photocopies of Admission Card and Identity Card, Hall ticket copy for verification is compulsory. All the documents including training programme fee paid challan and the assignments softcopies and hardcopies should be submitted on the first day of the training programme.

Important Instructions to the Students:

Students are expected to adhere to the following guidelines:

1. Attendance is compulsory throughout the programme. The defaulters have to reappear in the next programme. Attendance will be taken in the forenoon and afternoon at the time of the training programme. If anyone is found absent / nuisance he/she will not be permitted to write the Practical Exam and will be marked as absent in the practical examination.
2. The programme will be held from 10.00 AM to 5.00 PM with lunch break between 1.00 PM to 2.00 PM.
3. Three hours practical written examination and viva will be conducted as per the given schedule.

Performance and Evaluation:

The performance of the students will be evaluated on the basis of assignment and written examination. Students are advised to submit their original work. If they are found involved in malpractices they would not be permitted to write their practical examinations and their results will be withheld. The students must submit the following assignments in softcopy and hardcopy format without fail.

Mark allotment for the practical examination is as follows:

	Max. Marks
1. Prepare an ad copy for any product	10
2. Create a logo, Visiting card, Letter Head for your won company	10
3. Create a blog	10
4. Prepare an Photo album (3 each on 10 types of Photography)	20
5. Written Examination (3 Hours)	50
Total Marks	100

With best wishes

Dr. V. Thiruveni,
Academic Co-ordinator
Dept. of Visual Communication

Dr. M. Ramaswami
Director (i/c)
Directorate of Distance Education

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