


Amrita Vishwa Vidyapeetham, Kochi Campus
School of Arts, Humanities and Commerce
Mid Term Examination, October 2023

Date	Time	2023 B.Des I Semester	2023 B.Sc. VM I Semester	2022 B.Des. III Semester	2022 B.Sc. VM III Semester	2021 B.Sc. VM V Semester	2023 MA JMC I Semester	2023 MA VMC I Semester	2023 MFA AAA I Semester	2023 MFA (AVFX) I Semester	2022 MA JMC III Semester	2022 MA VMC III Semester	2023 MFA AAA III Semester	2023 MFA (AVFX) III Semester
26.10.2023 Thursday	10.00 am - 12.00 pm	Language I	Language Paper I	***	21FNA 285 Web Publishing Lab	21SSK 301 Life Skills III	21FNA 573 Videography Practic e	21FNA 573 Videography Practic e	21FNA 573 Videography Practic e	21FNA 573 Videography Practic e	21JMC601 Media Analysis Techniques	***	21FNA 536 Elective II - Product Photography Practic e	21FNA 536 Elective - Product Photography Practic e
26.10.2023 Thursday	2.00 pm - 4.00 pm	21ENG101 Communicative English	21ENG101 Communicative English	21SSK 201 Life Skills I	21SSK 201 Life Skills I	21CUR 301 Current Affairs 2					21FNA 686 Web Designing and Content Management Lab	***	21FNA601 Brand Management	***

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27.10.2023 Friday	10.00 am - 12.00 pm	22ADM 101 Foundations of Indian Heritage	22ADM 101 Foundations of Indian Heritage	***	21FNA202 Introduction to Advertising	Open Elective	21FNA 582 Graphic Design Lab	21FNA 582 Graphic Design Lab	21FNA 582 Graphic Design Lab	21FNA 582 Graphic Design Lab	21SSK501 Life Skills	21SSK501 Life Skills	21SSK 501 Life Skills	21SSK501 Life Skills
27.10.2023 Friday	2.00 pm - 4.00 pm	22DES103 History of Design and Human Evolution	21FNA103 Mass Communication Theories and Models	22DES201 Creative Thinking Process and Methods	***	21FNA362 ELECTIVE D - Film Appreciation and Analysis Lab/21FNA361 ELECTIVE D Art Direction for Advertising Lab	21JMC501 Media, Culture and Society	21FNA507 Fundamentals of Creative Advertising	21FNA501 Basics of Advertising	21FNA 586 Web Technologies Basics Lab.	22AVP 103 Mastery Over Mind	22AVP103 Mastery Over Mind	22AVP 103 Mastery Over Mind	22AVP 103 Mastery Over Mind

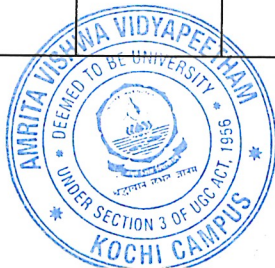
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28.10.2023 Saturday	10.00 am - 12.00 pm	22DES 181 Digital Graphic Design Practice	21FNA 181 Photography Practice	***	21FNA 283 Basics of Animation Lab	21FNA351 Elective C - Advanced Photography Lab/21FNA352 Elective C - Copy Writing for Advertising Practice	21JMC502 Print Journalism and Writing	21FNA502 Studies in Visual Aesthetics	21FNA502 Studies in Visual Aesthetics	21FNA502 Studies in Visual Aesthetics	21JMC603 Corporate Communication and Public Relations	21FNA609 Corporate Communication and Public Relations	21FNA602 Intellectual Property Rights for media	21FNA602 Intellectual Property Rights for Media
28.10.2023 Saturday	2.00 pm - 4.00 pm	***	***	***	21FNA281 Advanced Digital Video Production Lab	***	21FNA508 Communication and Media Theories	21FNA508 Communication and Media Theories	21FNA571 Components of Visual Design practice	21FNA571 Components of Visual Design Practice	Open Elective *	Open Elective *	Open Elective *	Open Elective *

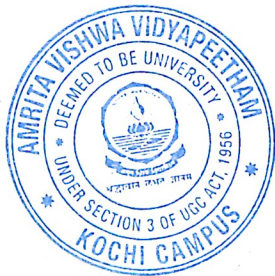



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30.10.2023 Monday	10.00 am - 12.00 pm	22DES104 Fundamentals Image Representation for design	21FNA105 Technological Foundation for Visual Media	***	21FNA 282 Anchoring and Media Presentation Skills	***	22ADM 501 Glimpses of Indian Culture	22ADM 501 Glimpses of Indian Culture	22ADM 501 Glimpses of Indian Culture	22ADM 501 Glimpses of Indian Culture	21JMC602 Introduction to Data Journalism and Visualization	21FNA6 85 Photo Imaging & Designing Lab.	***	***
30.10.2023 Monday	2.00 pm - 4.00 pm	***	21FNA 101 Digital Graphic Designing Practice	***	21FNA203 Web Publishing	***	21JMC 503 Writing for Print Media practice	21FNA506 Aspects of Journalism: Print, Broadcast & Online	21FNA503 Design and Society	21FNA509 Introduction to Film Making	***	21FNA 568 Elective II- Documentary Film Making Practice	***	***

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31.10.2023 Tuesday	10.00 am - 12.00 pm	22DES101 Introduction to Communication Design	21FNA104 Multimedia Graphics and Animation	22DES202 Fundamentals of Typography & Exploratory Printing	21FNA201 Broadcast Journalism	21FNA301 Constitution and Media Ethics	21FNA 572 Photography Practic e	21FNA 572 Photography Practic e	21FNA 572 Photography Practic e	21FNA 572 Photography Practic e	21JMC534 Elective Health and Environmental Communication	***	21FNA 671 Media Advertisement Practic e	***
31.10.2023 Tuesday	2.00 pm - 4.00 pm	22DES102 Elements and Principles of Design	21FNA102 Introduction to Visual Arts	21AVP201 Amrita Values Programme I	21AVP201 Amrita Values Programme I	21FNA302 Introduction to Media Organizations					***	21FNA684 New Media and Web Technologies Basics Lab.	***	***




Director