

DEPARTMENT OF VISUAL COMMUNICATION

PROGRAMME OUTCOME OF VISUAL COMMUNICATION

On successful completion of Visual Communication Programme, the student will be able to:

PO 1: Identify the aesthetic content of artistic works within a cultural context.

PO 2: Recognize the role of various communication technologies.

PO 3: Develop creativity needed in media content production.

PO 4: Role-play team spirit to work with cooperation.

PO 5: Develop Entrepreneurial skills.

PO 6: Imbibe the culture of Innovation and Incubation.

PROGRAMME SPECIFIC OUTCOME OF VISUAL COMMUNICATION

After completing the course the student will be able to:

PSO 1: Acquire skills in drawing, colour, aesthetics, design, layout and creativity through state-of-the-art software training.

PSO 2: Originate Pre-production, Production and Post-production process in film making.

PSO 3: Devise Photography, 3D Modeling , Animation, Web designing and Audio -Visual Production

COURSE OUTCOMES

COURSE TITLE: INTRODUCTION TO VISUAL COMMUNICATION

COURSE CODE: SAX1A

SEMESTER: I

AFTER COMPLETING THE COURSE THE STUDENT WILL BE ABLE TO:

CO 1: define the role of visual communication in designing communication patterns for reaching the mass.

CO 2: relate the relationship with human.

CO 3: recognize the role of communication for better approach to the mass.

CO 4: describe the nature, process, types, models and theories of communication.

CO 5: identify the meaning and functions of visual communication with its relationships.

CO 6: classify the different types of communication.

COURSE TITLE: COMMUNICATION SKILLS

COURSE CODE: SAX2B

SEMESTER: II

CO 1: define the important role played by communication in life.

CO 2: convey and interpret the messages properly.

CO 3: identify the nature, scope and process of various types of communication.

CO 4: relate different theories and models of communication.

CO 5: gain confidence to face interviews and develop leadership qualities.

CO 6: develop decision-making and to work in a team.

COURSE TITLE: ADVERTISING

COURSE CODE: SAX3A

SEMESTER: III

COURSE OUTCOMES:

CO 1: define the importance of advertising.

CO 2: identify the functions of creativity in advertising.

CO 3: reveal the importance of public relation.

CO 4: differentiate advertising and public relation.

CO 5: recognize the marketing techniques in advertising.

CO 6: Project the importance of creativity in advertising.

COURSE TITLE: PRINTING AND PUBLICATION

COURSE CODE: SAX3B

SEMESTER: III

CO 1: define the concept of printing

CO 2: classify the different factors which are involved in printing process.

CO 3: reveal the importance of trends in printing process.

CO 4: explain various process of printing.

CO 5: identify role of design elements in printing process.

CO 6: describe designing process, types of ink, types of paper and post production process of printing.

COURSE TITLE: ELEMENTS OF FILM

COURSE CODE: SAX4A

SEMESTER: V

AFTER COMPLETING THE COURSE THE STUDENT WILL BE ABLE TO:

COURSE OUTCOMES

CO 1: Interpret the film and film theories

CO 2: Categorize the film production.

CO 3: Articulate film techniques.

CO 4: Appraise film genres.

CO 5: Connect the film language.

CO 6: Summarize the history and development of main stream cinema.

COURSE TITLE: BASIC PHOTOGRAPHY

COURSE CODE: SAX4B

SEMESTER: V

CO 1: Interpret the types of cameras used in still photography

CO 2: Articulate the basic techniques in photography

CO 3: Relate various visual elements of composition

CO 4: Develop designs using the application of photo editing tools

CO 5: Modify the skills with regard to its function and structure in photo compositing

CO 6: Appraise the creative techniques that can be used in professional photography

COURSE TITLE: MEDIA CULTURE AND SOCIETY

COURSE CODE: SAX5A

SEMESTER: V

CO 1: describe the media culture and society

CO 2: recognize the influence of media on public.

CO 3: identify the popular culture and politics

CO 4: expertise in mass media cultural theories.

CO 5: meet challenges in professional media field.

CO 6: judge challenges in audience analysis for professional media personnel.

COURSE TITLE: TELEVISION PRODUCTION

COURSE CODE: SAX5B

SEMESTER: V

CO 1: describe the fundamentals of handling a video camera system.

CO 2: identify the Shot types and Framing.

CO 3: recognize Camera lenses, video resolutions, connecting cables etc.

CO 4: modify Lighting, lighting techniques to create mood, Time period and specific effects.

CO 5: appraise scripts.

CO 6: relate various editing methods, file formats and tools for visual editing.

COURSE TITLE: MEDIA ORGANISATION

COURSE CODE: SAX6A

SEMESTER: VI

AFTER COMPLETING THE COURSE THE STUDENT WILL BE ABLE TO:

CO 1: define key concepts of media organization.

CO 2: differentiate between managerial process and media organization roles.

CO 3: identify the resources of media organization.

CO 4: judge the active group goals.

CO 5: recognize the basic ethics and laws of media organization.

CO 6: categorise audience.

COURSE TITLE: COMMUNICATION AESTHETICS (BVC- DSC06)

COURSE CODE: BVC- DSC06

SEMESTER: III

AFTER COMPLETING THE COURSE THE STUDENT WILL BE ABLE TO:

CO 1: design communication pattern for advertising and graphic design,

CO 2: identify computer technologies in communication design

CO 3:develop the Animated Infographic applications in professional areas like education, medicine, television and film making,

CO 4: describe design in social media, social media advertising, mobile and social media design and the role of designer today.

CO 5: relate colour and its application in design, colour symbolism and energy, sight, sound and motion in media.

CO 6: form skill for judgement of aesthetic evaluation of visual impression through empathy process about categories such as harmony, wholeness, beauty, sublimity, gracefulness and amusement.

COURSE TITLE: VISUAL CULTURE OF INDIA AND TAMIL NADU

COURSE CODE: BVC- DSC06

SEMESTER: III

AFTER COMPLETING THE COURSE THE STUDENT WILL BE ABLE TO:

CO 1: Develop the techniques to appreciate visuals.

CO 2: recognise visualization as a technique of asserting power and dominance in society.

CO 3: Demonstrate the strength of visuals in age dominated by techniques of mass production and dissemination of images.

CO 4: prepare a critical vocabulary for visual literacy

CO 5: organise analytic thinking, critical vocabulary and creative observation to projects

CO 6: Articulate, support and develop fresh arguments in oral, visual and written forms.