



Jamal Mohamed College (Autonomous) Trichy

Department of Visual Communication

B.Sc. Visual Communication

Students will be able to

- ✚ Explain the scope of visual communication, its meaning, significance, basics of advertising, graphic design and communication theories with the sense of aesthetics.
- ✚ Create various art forms and develop as interactive designers, website developers, motion graphics designers and mobile app designers by way of effective transference of ideas.
- ✚ Discover and analyze visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas within a specific historical, cultural, and commercial context.
- ✚ Utilize professional equipment and techniques to capture images and video adhering to industry standards, analysis of visuals, adding visual effects, production of audios and videos abiding to the media laws and ethics.
- ✚ Devise employment projection as media personnel, photographer, advertising agencies and any other position relevant to the field and/or pursue higher education.