

Programme Outcome – Visual Communication

1. Understood the basics of Visual Communication
2. Acquire skills in various Media production
3. Understand the media laws and ethics
4. Learnt the media research basics
5. Ability to work in media organizations

Course Learning Outcomes (CLO) (2017-2018)

B.Sc., (Visual Communication)

| SEM | COURSE CODE | COURSE | COURSE TITLE | Course Learning Outcomes (CLO) |
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| SEMESTER - I | | | | |
| I | 17UVC1C1 | Core - I | Introduction to Visual Communication | <ol style="list-style-type: none"> 1) Understood the basics of communication 2) Learned the importance of communication 3) Know the history of communication 4) Able to apply the concepts of visual communication 5) Able to adapt the visual culture |
| | 17UVC1C2 | Core - II | Advertising Basics | <ol style="list-style-type: none"> 1) Understood the roles and functions of advertising. 2) Ability to apply the basic concepts in advertising. 3) Understood the various structures and functions of Advertising agency 4) Familiarized with the Market media research. 5) Able to create the various forms of advertisements. |
| | 17UVC1A1P | Allied - I | Drawing | <ol style="list-style-type: none"> 1) Learned the visual elements and principles 2) Understood the perspectives 3) Able to apply the color theory 4) Understood the human anatomy 5) Able to sketch indoor and outdoor study |
| | 17UVC1A2P | Allied - II | Graphic Design | <ol style="list-style-type: none"> 1) Draw the visual elements 2) Apply the principles of design 3) Able to play with colors 4) Compose the typography 5) Design logo and visiting cards |
| SEMESTER - II | | | | |
| II | 17UVC2C3 | Core - III | Media Culture and Society | <ol style="list-style-type: none"> 1. Known the media basics. 2. Learnt how to media functioning. 3. Understood about effects of media among the people. 4. Understood the relationship between media 5. Learnt the cultures |

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| | 17UVC2C4 | Core - IV | Communication Theories | <ol style="list-style-type: none"> 1. Understand the theories of Communication 2. Learned the Media communication theories 3. Know the communication and model 4. Learn the concepts of Social and media 5. Understood Theories of Mass Communication 6. Learned the Normative theories of Mass media 7. Learn Media effects |
| | 17UVC2A3P | Allied - III | Digital Art Practical | <ol style="list-style-type: none"> 1) Visualize the various forms of design 2) Illustrate the dummy design 3) Advertising Design 4) Newsletter Front Cover 5) Layout and Design |
| | 17UVC2A4P | Allied - IV | Painting Practical | <ol style="list-style-type: none"> 1. Learnt the Brush Strokes 2. Learnt to use basics shapes for drawing 3. Create Collage 4. Known the techniques of mixed media 5. Understood Abstract Painting |
| SEMESTER - III | | | | |
| III | 17UVC3C5 | Core - V | New Media | <ol style="list-style-type: none"> 1. Understand the power of New Media. 2. To know the characteristics of social networks. 3. Utilize the New Media for various application. |
| | 17UVC3C6P | Core - VI | 2D animation Practical | <ol style="list-style-type: none"> 1) Understood the basic principles of animation 2) Able to know the tools in animation 3) Ability to create and characterise an image 4) Able draw character and its poses 5) Know to create 2D animation |
| | 17UVC3A5 | Allied - V | Basic Photography | <ol style="list-style-type: none"> 1. Understand the basic function of the camera and accessories 2. Know the image editing 3. Able to know the history of Photography 4. Ability to create and characterise an Photography 5. Able draw Exposure: Focus, Aperture, Shutter Speed, ISO 6. Understood the Image editing and File formats |
| | 17UVC3A6P | Allied - VI | Photography Practical | <ol style="list-style-type: none"> 1. Understand the basic function of the camera and accessories 2. Know the image editing 3. Able to know the history of Photography 4. Ability to create and characterise an Photography 5. Able draw Exposure: Focus, Aperture, Shutter Speed, ISO 6. Understood the Lighting 7. Shooting Passport, Portrait, Still Life Objects 8. To create Shooting Landscape, Cityscape 9. Capturing the moving Objects (Sports) 10. Composing Twilight Photographs 11. Product Photographs 12. Street Photographs 13. Candid Photographs 14. To prepare Function Photographs |
| | 17UVC3NIP | Non Major Elective - I | Pencil Sketching Practical | <ol style="list-style-type: none"> 1. Understand the basic shapes. 2. Learn about the Still Life images. 3. Ability to draw a human figures. |
| SEMESTER - IV | | | | |
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| IV | 17UVC4C7 | Core - VII | Media Production | <ol style="list-style-type: none"> 1. Learnt the art of script writing 2. Able to produce according to the script 3. Understood the audio visual production 4. Acquired skills in post-production 5. Create low budget media production |
| | 17UVC4C8 | Core - VIII | Media Research Orientation | <ol style="list-style-type: none"> 1) Understood the need and relevance of research 2) Analyzed the various types of research 3) Ability to apply the data collection methods in research 4) Ability to know the sampling techniques 5) Learn to prepare a research report for evaluation |
| | 17UVC4A7P | Allied - VII | Radio Production | <ol style="list-style-type: none"> 1. Learnt writing script for aural medium 2. Create various audio genres 3. Dubbing -Narration, Voice Over, 4. BGM 5. Special sound effects |
| | 17UVC4A8P | Allied - VIII | Television Production | <ol style="list-style-type: none"> 1. Know about Television Production. 2. Ability to create a Television programs. 3. Create a commercials and PSA. |
| | 17UVC4N2P | Non Major Elective - II | Art from Anything | <ol style="list-style-type: none"> 1. Understand the basic shapes and design. 2. Learn about the basic art and craft. 3. Ability to draw a flower, animal and human. |
| SEMESTER - V | | | | |
| V | 17UVC5C9 | Core - IX | Media Laws and Ethics | <ol style="list-style-type: none"> 1. Media Determinants 2. Know the relationship between Media Techniques and audience 3. learners to media law 4. Know the media ethics 5. Understand the Media Culture 6. Learn to Media Techniques 7. Know about Media Ideology 8. Understood Audience Relationship |
| | 17UVC5C10 | Core - X | Film Studies | <ol style="list-style-type: none"> 1. Understand about the films. 2. Learn the genres of films. 3. Ability to make feature film. 4. Understood the Film audience 5. Studied the filmmakers style |
| | 17UVC5C11P | Core - XI | 3D animation Practical | <ol style="list-style-type: none"> 1) Familiarize about the basic principles of animation 2) Understood the basic concepts and tools in 3D animation 3) Can create a 3D object applying the principles 4) Ability to recognize the frame work of animation 5) Learned design and animate in 3D |
| | 17UVC5C12P1 | Core – XII (a) | Internship | <ol style="list-style-type: none"> 1. Enhanced the practical skills in the Media industries 2. Found Print, Electronic and New media 3. Prepared Power point and a record |
| | 17UVC5C12P2 | Core – XII (b) | Domain Study | <ol style="list-style-type: none"> 1. Acquired skills in visual media 2. Able to produce radio program 3. Design and publish magazine 4. Able to Conduct new media 5. Compose songs |
| | 17UVC5M1 | Major Based Elective - I | Writing for Mass Media / Language of film | <ol style="list-style-type: none"> 1) Learned the significance of writing for mass media 2) Can Express the different ways of writing 3) Understood the various writing skills 4) Will be Utilize the scenarios for writing scripts 5) Ability to write a script for various forms |
| | | | | <ol style="list-style-type: none"> 1) Understood basic of visual media 2) Learn the skills to operate the camera 3) Improve the aesthetic skills 4) Create short film and Documentary 5) Appreciate and criticize Feature film |
| | 17UVC5S2P | Skill Based Elective - II | **Radio Jockey / Cartoon Drawing | <ol style="list-style-type: none"> 1. Understood the voice modulation 2. Learnt to write audio script 3. Acquire skills in phonetics 4. Sound recording and editing 5. Create fill in Programme |

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| | | | | <ol style="list-style-type: none"> 1. Draw the Basic cartoon Characters 2. Create the flip book creation 3. Learnt the basic cell animation 4. Create character with humor 5. Able to express emotion through sketch |
| | 17UVC5S3P | Skill Based Elective - III | Art of Acting / Clay Modelling | <ol style="list-style-type: none"> 1. Understood the body languages 2. know the voice modulations 3. Learnt the art of acting 4. Able to perform street play 5. Acquired skills in navarasa |
| | | | | <ol style="list-style-type: none"> 1. Learnt to use various clay 2. Understood the human anatomy 3. Understood the animal anatomy 4. Create clay modeling 5. Story telling with clay models |
| | 17UVC5EC1P | Extra Credit Course - I | Film Appreciation | <ol style="list-style-type: none"> 1. Learnt to Watch world movies 2. Appreciate and criticizes films 3. Understood the film making technics 4. Learnt the film language 5. Understood the world famous film directors style |
| SEMESTER - VI | | | | |
| VI | 17UVC6C13T | Core – XIII (a) | Communication for Social Development | <ol style="list-style-type: none"> 1. Understood Communication and its Development process 2. To know the Defining development as a Goal 3. Ability to understand about the Roles and Philosophy of Development Communication 4. Understood about the Communication for social change 5. Identified the concept, need for social advertising, taxonomy of social ads 6. Know the Campaign Strategies |
| | 17UVC6C13P | Core – XIII (b) | Communication for Social Development | Nil |
| | 17UVC6C14 | Core - XIV | Visual Analysis | <ol style="list-style-type: none"> 1) Understood signs and its meaning making process 2) Ability to know the Marxian analysis of visuals 3) Ability to understand about the Psychoanalytic criticism 4) Understood about the sociological analysis 5) Identified the various medium of communication |
| | 17UVC6C15 | Core - XV | Media Management | <ol style="list-style-type: none"> 1. Understand the basic of Media Management. 2. Ability to learn about Production Management. 3. Ability to learn Marketing Management. 4. Learnt the Advertising management 5. Understood the Media convergence |
| | 17UVC6C16P | Core - XVI | Visual Storytelling Practical | <ol style="list-style-type: none"> 1. Acquired visualization 2. Learnt the technical skills for story telling 3. Utilize the time and space 4. Learnt Composition 5. Optimum utilization of available resources |
| | 17UVC6M2P | Major Based Elective - II | Editing/ Web Designing | <ol style="list-style-type: none"> 1) Understood the basic concepts of editing 2) Ability to understand the grammar of edit 3) Familiarize with various kinds of editing techniques 4) Understood the significance of audio and video 5) Ability to create an edited footage |
| | | | | <ol style="list-style-type: none"> 1) Understood the basic concepts of creating a page layout and design 2) Ability to create info graphics 3) Ability to create web based media 4) Can produce an animated banners and pop –up commercials 5) Ability to create a website/ blog |
| | 17UVC6C13T | Major Based Elective - III | Show Reel Creation/ Creative Advertising | <ol style="list-style-type: none"> 1. Collection of works during the course of studies 2. Documentation of work to create story 3. Learnt the media presentation skills |

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| | | | | <ol style="list-style-type: none"> 1. Create an ad for a Newspaper or a Magazine 2. Design an ad for Outdoor Ad (Hoarding, Transit) 3. Create an ad for radio not exceeding one minute 4. Create a commercial for Television 5. Create an online ad for a product and mobile communications |
| | 17UVC6EC2 | Extra Credit Course-II | Reporting and Writing | <ol style="list-style-type: none"> 1. Understood the News value and reporting 2. Collection of News 3. Acquired skills in reporting 4. Know the evaluating news 5. Able to write news |