DEPARTMENT OF VISUAL COMMUNICATION

Programme outcome, Programme Specific outcome

And

Course outcome

HOD   **IQAC**   **PRINCIPAL**

DEPARTMENT OF VISUAL COMMUNICATION

Programme Outcome:

P.O (1) To enable the student learning outcomes Students in their program of study will be able to demonstrate a proficiency in knowledge of essential concepts of Visual Communication.

P.O (2) To familiarize the students with spoken forms need the especially in media industry studies.

P.O (3) To understand the world, their country, their society, as well as themselves and have awareness of ethical problems, social rights, values and responsibility to the self and to others.

P.O (4) To understand different disciplines from natural and social sciences to mathematics and art, and develop interdisciplinary approaches in thinking and practice.

P.O (5) To think critically, follow innovations and developments in science and technology demonstrate personal and organizational entrepreneurship and engage in life-long learning in various subjects.

P.O (6) Take individual and team responsibility, function effectively and respectively as an individual and a member or a leader of a team; and have the skills to work effectively in multi-disciplinary teams

DEPARTMENT OF VISUAL COMMUNICATION

Programme Specific Outcome:

P.S.O (Program Specific Outcome) : The range of learning outcomes achieved by the students in the program will very according to their awards .As students progress towards their final levels of study, they will be expected to demonstrate an increasingly sophisticated level of understanding, analysis and evidence of the synthesis of theory and practice and are expected to be able to-

PSO1: To demonstrate creative skill, effective writing and listening skills for visual communication in personal, public, and media areas.

PSO2: To demonstrate the ability to observe events, gather information, write creative reports and story, as well as understanding audiences.
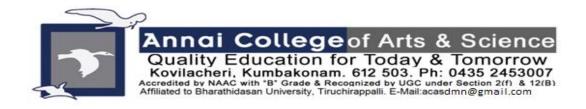
PSO3: To demonstrate the ability to understand to analyze the latest trends in the media by examine critically and recognize how media shapes the society.

PSO4: To demonstrate the ability to recognize the power of persuasion and ethical responsibilities of visual communicators at all levels through different platform of communication

PSO5: To demonstrate an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.

PSO6: To demonstrate the ability to apply communication theories and practical concepts to analyze contemporary issues.

PSO7: To demonstrate an understanding of the history, development, and practice of the print media, electronic media, and the new media technology.

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UG DEPARTMENT OF VISUAL COMMUNICATION

Course Outcomes:

Name of the Course With Subject Code	Course Outcomes
INTRODUCTION TO VISUAL COMMUNICATION/ **16SCCVC1**	**CO1:** Understand the visual communication and the various Factors that affect the communication system. **CO2:** Gain knowledge about perception. **CO3:** Understand semiotics sign and sign system. **CO4:** Understand creativity & Visual communication and lateral thinking. **CO5:** Gain knowledge in application of Visual communication in commercial context.
COMMUNICATIONMEDIA SCENARIO/ **16SACVC1**	**CO1:** Create the foundations of good writing skills with a steady grasp of grammatical aspects as well as the process of writing. **CO2**: Gain knowledge and skills relating to writing techniques for various types of assignments related to print media. **CO3**: Understand and build the skills required to writing by hearing so as to be able to produce written scripts for various types of radio programmes. **CO4**: Develop the skills for visual medium by learning to write scripts in various formats for programmes in television

	and films. **CO5**: Enhance the skills required to write various types of content required in the realm of new Media.
VISUAL LITERACY/ **16SCCVC1P**	**CO1:** Students Would Be Able To Understand The Art and Master The Techniques of Drawing And Painting. **CO2:** Students Would Be Able to acquire knowledge to Express ideas in the form of Drawing and Paintings. **CO3:** Students would be able to produce problem solving design for the media industry **CO4:** Students can develop the knowledge of pre protection Art skills in the field media. **CO5**: Students would be able to enhance their knowledge through practicing art
COMMUNICATION SKILLS/ **16SACVC1P**	**CO1:** To make the students to be an effective non-verbal Communicators. **CO2:** To develop the presentation skills of our students. **CO3**: To increase the effective use of time and often topics such as articulateness, assertiveness, Psychometrics, Innovation and cleaning. **CO4:** To make the students relevant in stress management. **CO5:** To increase the team playing skills and interview skills.
BASIC OF ADVERTISING/ **16SCCVC2**	**CO1**: Increase students understanding of the advertising Process. **CO2**: To help students identify, understand, and apply integrated brand promotion **CO3**: To translate theory into practice by analyzing a number of pragmatic examples and case studies of real- world advertising experiences. **CO4**: To help students identify, understand, and apply Integrated marketing communication. **CO5**: To learn the art of copy writing.
	CO1: To make the students aware about Indian art. **CO2**: To increase the student's awareness about Southern

ART AND AESTHETICS/ **16SACVC2**	Temples and architecture of different period. **CO3:** To develop the knowledge of students about different Sculptures, Miniatures and paintings of different empires . **CO4**: To make them aware about Western Art &Architecture. **CO5**: To increase Knowledge about Aesthetics.
GRAPHIC DESIGN / **16SCCVC3**	**CO1**: Students will able to understand the Graphic design **CO2**: Students will able to inculcate the knowledge in elements of Graphic design **CO3**: Students will able to acquaint them with important aspects of the process of Graphic design **CO4**: Students will able to develop the knowledge of Graphic design **CO5**: Students will able to enhance understanding of the technical terms and industrial design process
BASIC PHOTOGRAPHY/ **16SACVC3**	**CO1**: Gain knowledge regarding lighting, aperture, shutter speed etc., while taking pictures of objects and the same for taking portraits. **CO2**: Comprehend the different lighting techniques so that they can take photographs with various effects and capture human expressions especially children. **CO3**: Apply the lighting techniques to advertise products and fashion shows. **CO4**: Demonstrate the significance of environment and the role of photographs in creating environmental awareness and sustainable development. **CO5**: Create photo stories using elements of human interest.

COMPUTER GRAPHICS/ **16SCCVC2P**	**CO1**: To help them understand and learn graphic design principles. **CO2**: To conceptualize ideas in a graphic form and produce Designs creatively. **CO3**: To learn to create designs using software. **CO4**: To conceptualize ideas for typography and design Aesthetically. **CO5**: To learn to create printing designs using softwares.
PHOTOGRAPHY/ **16SACVC2P**	**CO1**: Understand the importance of light in the photography **CO2**: Understand the various elements of cameras **CO3**: Understand the photography grammar and Knowledge about output preparation materials **CO4:** Learn how to take photos with proper Photographic sense. **CO5:** Studying the nature and it's important for background Animation or VFX process.
ELEMENTS OF FILM/ **16SCCVC4**	**CO1:** Students understand the fundamentals of film as a form of communication & to develop a technical approach to film. **CO2**: To learn the camera techniques and aesthetic aspects of Camera. **CO3:** The students will be able to understand the techniques involved in production of film. **CO4**: To develop an understanding of the different genres of Film. **CO5**: The students will be able to understand the film movements world wide
MEDIA CULTURE AND SOCIETY/ **16SACVC4**	**CO1:** Students gain knowledge about the role of media in shaping and development of culture. **CO2:** Students understood the relationship between the media and various social problems prevailing in the society. **CO3**: Students gain knowledge about the social role of the media **CO4**: Students will get the knowledge about media Performance and content from a gender perspective.

VISUAL ANALYSIS TECHNIQUES / **16SCCVC5**	**CO1**: Respond verbally and in writing to questions regarding history, design and significance. **CO2**: Interpret motivation and societal forces behind the process of meaning making. **CO3**: Visually recognize the psychology of human characteristics in terms of social subjectivity. **CO4**: Apply critical thinking in visual media in connection with feminism and its approach in the medium. **CO5:** Understanding the post modern and post colonial visual text approaches. **CO6**: Knowing the visual texts approach made in terms with Marxists ideologies.
MEDIA RESEARCH ORIENTATION/ **16SCCVC6**	**CO1**: Understand the role of theory in media and communication research. **CO2**: Be able to conceive a researchable idea and to formulate a meaningful research topic. **CO3:** Know the differences between qualitative and quantitative research **CO4:** Be able to implement simple study designs for qualitative and quantitative research

VIDEOGRAPHY / **16SCCVC7**	**CO1**: Analyze the historical and theoretical foundations of filmmaking. **CO2**: Create film work that manifests the filmmaker's unique voice. **CO3**: Analyze story structure and the screenwriting process for use in the critique and creation of film. **CO4**: Analyze one's own interests and skills in the context of filmmaking industry challenges and opportunities in order to help formulate career goals. **CO5**: Evaluate the ethical implications inherent in filmmaking practices. **CO6**: Analyze the relationship between film and other art forms and intellectual disciplines.
TELEVISION PRODUCTION/ **16SCCVC3P**	**CO1:** Students will learn about the interview production process and techniques. **CO2:** Students will understand the production of nonfiction films. **CO3**: Students will learn and understand the script writing and developing stories of TV production. **CO4:** Students will get the knowledge of TV program production and its requirements **CO5:** Students will get the practical knowledge about the TV media industry and its opportunities.
SCRIPT WRITING/ **16SMBEVC1**	**CO1** :Learns the purpose about film and television screenplay structure. **CO2:** Analysing the dramatic strategies in film and television. **CO3**: Learning and applying correct script form. **CO4**: Creatively engaging in the various stages of original script writing. **CO5:** Understanding the elements of screenplay with well-developed plot, characters and setting.

DEVELOPMENT COMMUNICATION **16SCCVC8**	**CO1**: Show proficiency in at least two disciplinary areas from the following filmmaking including: producing/production, management, screenwriting, directing, camera and lighting, editing, audio, art direction, set design, special effects and television studio production. **CO2:** Develop your creativity and analytical skills by identifying quality story concepts and creating script breakdowns/analyses. **CO3**: Work collaboratively with a team to translate a prepared script into a coherent dramatic film, documentary or television production by following industry practice. **CO4**: Develop an understanding of the industry as a whole by executing all components of development, pre-production, production and post-production planning. **CO5:** Apply what you learn and prepare for employment by creating a portfolio or demo reel. **CO6**: Develop critical thinking and self-awareness by evaluating a variety of theories and approaches to film analysis.
PROJECT / **16SCCVCPW**	**CO1:** At the end of the semester the students will create new media works **CO2:** Employ new techniques and tools to emphasize good output. **CO3**: Students will gain confidence in working on a contemporary creative area independently under guidance. **CO4**: To Trained as media specialist to become an entrepreneur. **CO5:** Enhance the creative and technical skill by the innovation production.

PUBLIC RELATIONS **16SMBEVC2**	**CO1**: To Remember the fundamentals of advertising and public relations. **CO2:** To Understand the advertising departments in print and electronic medium. **CO3:** To Apply the various advertising strategies. **CO4:** To Analyze corporate advertising and its impact on the audience. **CO5:** To Develop public relation skills in an organization based on the internal and external publics.
MEDIA MANAGEMENT/ **16SMBEVC3**	**CO1**: To demonstrate the media management structure & its function. **CO2:** To make the students skilled in media production and management. **CO3**: Students will be able to expertise in media Convergence. **CO4:** To enable the students to practice marketing.
WEB DESIGNING/ **16SCCVC4P**	**CO1**: To Remember the various concepts in web designing **CO2:** To Understand the basics of virtual reality and artificial intelligence. **CO3**: To Apply the skills in authoring tools and web designing softwares. **CO4**: To Analyze the objectivities and content strategies for developing a web page. **CO5:** To Develop their web designing skills and knowledge in web designing tools. .