

Bsc Visual Communication

Course Outcome

INTRODUCTION TO COMMUNICATION	CO1	To build the capacity to examine and research on the aspects of communication for developmental aspects
	CO2	To develop insight knowledge to analyze the problems and communication gaps in the execution of technology
	CO3	To able to create opportunities for the development of ICT's for rural development to solve the problems of digital illiterates, media literacy and technological determinism
	CO4	To execute and plan required field works for the enhancement of communication development through collecting data for future references
	CO5	To develop the skills of using technology to communicate effectively in various settings and contexts for cultural and developmental aspects.
CREATIVE ARTS	CO1	To enables learning and understanding of the basic concepts in drawing and creative arts.
	CO2	To facilitate with the identification of drawing as a visual art.
	CO3	To generate an opportunity to be aware of the communication aspects involved in visual arts.
	CO4	To assist the relationship between drawing and designing.
	CO5	To enable in the creation of colourful communication art forms and excel in designing as well.
ADVERTISING	CO1	To able the understanding about the role of advertising internationally and nationally.
	CO2	To understand the types of advertising.
	CO3	To gain knowledge on ad agencies and their structure.
	CO4	To know the creative strategies involved in advertising.
	CO5	To learn the ethical issues and standards in advertising industry.
Core Practical - ADVERTISING (P)	CO1	To able creativity and produce forms of advertisement.
	CO2	To create different types of advertisement.
	CO3	To understand the difference between corporate advertisement and public service advertisement.

	CO4	To create and enhance brand promotion.
	CO5	To understand the importance of appeal so as to develop advertising with different types of appeal.
Core - PHOTO JOURNALISM	CO1	To remember the history of photography and its aspects.
	CO2	To understand the techniques involved in photo composition.
	CO3	To enhance understanding of digital photography.
	CO4	To able the learning of photo editing with Photoshop.
	CO5	To gain knowledge and to train upon setting up a photo studio
PHOTOGRAPHY PRACTICAL	CO1	To learn composition and portrait features.
	CO2	To understand the techniques in lighting.
	CO3	To gain knowledge on the elements of camera.
	CO4	To understand the various types of photography.
	CO5	To understand the significance of exposures.
COMMUNICATION THEORY	CO1	To understand the evolution of human communication and its theoretical types
	CO2	To know the difference between communication theories and models.
	CO3	To understand the audience perception and its related theories.
	CO4	To learn theories related to media and its effects.
	CO5	To understand and learn theories based on the society and their understanding about the media.
Core Practical -AUDIO PRODUCTION (P)	CO1	To understand and create live as well as instrumental sound mixing.
	CO2	To produce news bulletins as well as to produce news sounds.
	CO3	To make different radio formats for radio programs.
	CO4	To create different radio commercials.
	CO5	To enable the students to create audio story books.
Core - GRAPHIC	CO1	To provide an overview of printing industry.

PRODUCTION	CO2	To understand the importance of colour in printing.
	CO3	To learn the digital printing process and editing methods.
	CO4	To acquire knowledge on different methods of printing.
	CO5	To understand the role and importance of paper and its quality in printing technology.
Core practical -PRINT PRODUCTION	CO1	To create a visiting card for a business person.
	CO2	To design a flex and to understand flex printing.
	CO3	To design cover pages and special pages for a magazine and a newspaper.
	CO4	To understand the difference between commercial and public service advertisements.
	CO5	To understand the digital colour process.
FILM STUDIES	CO1	To identify the historical and theoretical relations to films and media.
	CO2	To understand film as a culture and classify its genres.
	CO3	To learn the concepts and transforming of scripts into visuals through characterizations.
	CO4	To learn to appreciate, criticize and review a film.
	CO5	To gain knowledge about the piracy policies, film clubs and film awards.
CORE PRACTICAL - FILM SCREENING	CO1	To understand various genre in film making
	CO2	To analyse the various aspect of film making.
	CO3	To evaluate and justify the various perspectives of film & script
	CO4	To apply and enhance the knowledge of film theory
	CO5	To create and ameliorate the film language to mass media.
COMMUNICATION MEDIA	CO1	To enable analyzing the various aspects of print media and it's possibility towards the development of mass communication.
	CO2	To understand the purpose of radio medium towards the society in development of mass communication.
	CO3	To create the pathway between mass media audience and to understand television medium roll in mass communication.
	CO4	To understand and analyze film as a medium of entertainment.

	CO5	To develop new media skills on technology development aspects and in development communication process.
COMMUNICATION MEDIA PRACTICAL	CO1	To understand the various concept involved in print media.
	CO2	To understand the radio medium and to create an opportunity in the radio industry.
	CO3	To analyze the structural function of television medium.
	CO4	To create an opportunity to critically analyze and review a film.
	CO5	To develop the skills of technical operational skills, visual eye and to expand boundaries of traditional photographic practice in the e world of moving, digital 3D and interactive media.
MULTIMEDIA I	CO1	To learn the basics of computer for communication process.
	CO2	To understand computer and gain knowledge in communication process
	CO3	To learn MS Office as documentation is one aspect in scripting.
	CO4	To able the students to learn power point and excel in presentations.
	CO5	To develop create and use in print format.
MULTIMEDIA I PRACTICAL	CO1	To able to present a power point presentation.
	CO2	To create a simple content using MS Word.
	CO3	To develop and prepare to document a full complete script using MS Word.
	CO4	To design a professional data survey questioner using excel work sheet.
	CO5	To learn creating data entry using Excel.
MEDIA PRODUCTION	CO1	To apply digital production practices and techniques to working in groups and teams in the field of film, T.V, and digital media.
	CO2	To enhance their understanding of digital production by showing visual elements and visual techniques
	CO3	To develop a competent level of familiarity and safe operational proficiency with acquiring moving images that meet a predetermine narrative and tell a visual story
	CO4	To prepare to take an a wide range of different makes within an ever changing media landscape and media industry dealing with the development of digital content for both traditional and convergent media platforms.

	CO5	To develop the skill as a professional in all the media.
MEDIA PRODUCTION (P)	CO1	To develop writing skill on sports and technology
	CO2	To write script for any kind of film
	CO3	To understand the different types of camera and its angles in shooting a video
	CO4	To produce creative commercials for television industry.
	CO5	To produce creative commercials for radio industry.
MULTIMEDIA II	CO1	To be trained Photoshop and its tools.
	CO2	To gain knowledge of CorelDraw and its tools.
	CO3	To study Illustrator and its tools.
	CO4	To learn In Design and its tools.
	CO5	To become skilled at animation and its scope in the industry.
MULTIMEDIA II PRACTICAL	CO1	To create and present a power point presentation.
	CO2	To produce and design a simple invitation using MS Word.
	CO3	To propose a magazine using Quark Xpress.
	CO4	To design a newspaper using Page Maker.
	CO5	To learn to create data using Excel.
COMMERCIAL PRODUCTION	CO1	To enlarge the ideas on the development and creativity in television advertisements.
	CO2	To plan and work on the special elements.
	CO3	To develop knowledge in the production aspects.
	CO4	To coordinate among different dimensions of attitudes in regard to the editing the commercials.
	CO5	To expand technical point of view in commercial production.
COMMERCIAL PRODUCTION (P)	CO1	To enhance the creative writing Knowledge in New Media.
	CO2	To increase Media skills in the core area of creative writing
	CO3	To produce content for writing a news article or feature writing
	CO4	To create good content writing skills

	CO5	To develop a skill based expertise in the field of New Media Writing
SCRIPT WRITING	CO1	To understand the fundamentals of screenwriting.
	CO2	To learn how to break a story, develop an idea, create character arcs, and craft your idea into a three act structure.
	CO3	To learn and practice the elements of a “Good Story Well Told”.
	CO4	To write from a visual and aural perspective.
	CO5	To develop good writing habits while discovering your creative voice.
SCRIPT WRITING PRACTICAL	CO1	To learn to write a script.
	CO2	To be trained on writing script for a television program
	CO3	To gain knowledge on compeering skills for a talk show
	CO4	To discover the editing techniques
	CO5	To qualify and have the best practice in video editing
RADIO PRODUCTION	CO1	Understands the history of broadcast medium and the related industry
	CO2	Develops the writing skill for the listening medium
	CO3	Acquires knowledge on how to conduct the interview and its techniques involved in it.
	CO4	Will be able to create and conduct different program formats in radio industry.
	CO5	Apply research knowledge in the broadcast industry.
RADIO PRODUCTION PRACTICAL	CO1	To provide basic knowledge of radio production theory, techniques and aesthetics via practical
	CO2	To master the art of audio recording, editing, mixing, and aural storytelling techniques.
	CO3	To perform hands on experience in the writing and production of several radio program formats.
	CO4	To communicate and deliver a message to listeners through different radio genres

	CO5	To plan and design the use of sound effects, music, narration, and dialog in a radio script.
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