

# J.J. College of Arts & Science (Autonomous), Pudukkottai

## Department of Visual Communication

### Course Outcomes

#### B.Sc. Visual Communication – USVC

<b>Course Name - Introduction to visual communication</b>		<b>Course Code - U1R1VCCC1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Understand the basic elements of visual communication	
<b>CO 2</b>	Know the revolution of communication	
<b>CO 3</b>	Enhance the ability to conceptualize, develop, and communicate ideas	
<b>CO 4</b>	Know about various forms of communication through visuals	
<b>CO 5</b>	Understand the functions and dysfunctions of mass communication	
<b>Course Name - Creative advertising</b>		<b>Course Code - U1R1VCAC1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Understand history, theory, terms, ethics, and roles and responsibilities in the industry	
<b>CO 2</b>	Demonstrate proficiency in writing, speaking, and being creative in a variety of media.	
<b>CO 3</b>	Manage projects from concept to completion using the tools of the industry.	
<b>CO 4</b>	Perform a market segmentation analysis, identify the organization's target audience and define the consumer behavior of each segment.	
<b>CO 5</b>	Identify and respond to clients advertising and marketing communication objectives by applying principles of marketing and communications.	
<b>Course Name –Contemporary media scenario</b>		<b>Course Code –U2R1VCCC2</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Evaluate communication technologies as the articulation of power and as an agent of social change.	
<b>CO 2</b>	Conceptualize, implement and evaluate substantial, meaningful, and purposeful projects using digital media techniques.	
<b>CO 3</b>	Evaluate ethical and legal considerations in working with digital media	
<b>CO 4</b>	Understand the techno cultural discourse surrounding new-media technologies and practice	
<b>CO 5</b>	Develop, implement, and distribute self - directed projects that synthesize creative, technical, and critical approaches	

<b>Course Name - Art appreciation</b>		<b>Course Code –U2R1VCCC3</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Understand a work of art from an objective point of view, its physical attributes, and formal construction.	
<b>CO 2</b>	Apply the formal elements and principles of design to works from the text	
<b>CO 3</b>	Understand historical, religious, or environmental information that surrounds a particular work of art and which helps to understand the work's meaning.	
<b>CO 4</b>	Understand critical point of view about a work of art concerning its aesthetic or cultural value.	
<b>CO 5</b>	Evaluate selected artworks using the terminology and iconography of art.	
<b>Course Name - Media, Culture and Society</b>		<b>Course Code –U3R1VCCC4</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Comprehend and critically analyze the development of media and culture in sociological perspective.	
<b>CO 2</b>	Situate contemporary phenomena within the broader problematic of modernity	
<b>CO 3</b>	Identify social and political dimensions within contemporary media artifacts.	
<b>CO 4</b>	Make imaginative and critical use of ideas and concepts to develop arguments	
<b>CO 5</b>	Students formulate well informed opinion and critical awareness of current news and media practices	
<b>Course Name – Printing and Publication</b>		<b>Course Code –U3R1VCCC6</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Understand the history of printing, dynamic printing and publishing industry.	
<b>CO 2</b>	To write and correct skillful expository prose	
<b>CO 3</b>	Acquire knowledge on techniques of layout and designing of newspapers and magazines and digital pre – press activities	
<b>CO 4</b>	Technically sound with various printing processes and design decisions.	
<b>CO 5</b>	Understand the process of distribution of information to the public in the form of books, literature, newspaper, periodicals, magazines and other areas.	

<b>Course Name - Film studies</b>		<b>Course Code –U4R1VCCC7</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Recognize formal elements; they acquire and apply tools (terminology, methods) to carry out rigorous formal analysis of film	
<b>CO 2</b>	To explain how film has changed over time as an aesthetic form, as an industry, and as a social institution	
<b>CO 3</b>	To develop general conclusions by synthesizing specific cases and by utilizing film-studies methods.	
<b>CO 4</b>	Critically interpret films and clearly express those interpretations orally and in writing	
<b>CO 5</b>	Analyze a range of cinematic visual styles, narrative conventions, and generic trends	
<b>Course Name - Media laws and ethics</b>		<b>Course Code –U4R1VCAC5</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Gain knowledge on indian constitution	
<b>CO 2</b>	State basic rules and principles of journalism law	
<b>CO 3</b>	Relevant history of censorship and repression; and to relate that history to current controversies related to press freedoms and other freedoms and rights.	
<b>CO 4</b>	Collect and analyze news, information and documents in a way that complies with law, but also maintains the boundaries of press freedom and responsibility.	
<b>CO 5</b>	Apply relevant ethical frameworks to case studies from the media	
<b>Course Name – Public Relations</b>		<b>Course Code –U4R1VCSBE1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Acquire knowledge on public relation	
<b>CO 2</b>	Know the principles of public relations	
<b>CO 3</b>	Have knowledge on overview of the purpose of public relations and the process practitioners use to communicate with an organization’s strategic audiences	
<b>CO 4</b>	Critically analyzing current trends in public relations, including research and evaluation, event management, and social networking.	

<b>Course Name - Media Research Orientation</b>		<b>Course Code –U5R1VCCC8</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	<b>Have knowledge on research literacy</b>	
<b>CO 2</b>	<b>Understand of the significant risk and ethical issues raised by the conduct of media research.</b>	
<b>CO 3</b>	<b>Familiarity with research into media audiences and users.</b>	
<b>CO 4</b>	<b>Demonstrate a working knowledge of the theories and frameworks through which media are analyzed and understood.</b>	
<b>CO 5</b>	<b>Demonstrate a sound knowledge of basic research methods</b>	
<b>Course Name - Visual Analysis Tools</b>		<b>Course Code –U5R1VCCC9</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	<b>Understand the key concepts about visualization techniques and visual analytics.</b>	
<b>CO 2</b>	<b>Identify and evaluate the key issues in the application of data visualization techniques.</b>	
<b>CO 3</b>	<b>Use appropriate visualization tools effectively for visual analysis</b>	
<b>CO 4</b>	<b>Develop original and well-informed responses to theoretical and critical analysis.</b>	
<b>CO 5</b>	<b>Knowledge on historical understanding of the medium they are using and the ideas they are pursuing in their creative work..</b>	
<b>Course Name – Mass Communication Theory</b>		<b>Course Code –U5R1VCCC10</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	<b>Apply specific paradigms for critical thinking to mass communication</b>	
<b>CO 2</b>	<b>Evaluate and apply diversity, objectivity, and balance to any form of mass communication</b>	
<b>CO 3</b>	<b>Justify the decision for resolving moral or ethical mass communication dilemmas</b>	
<b>CO 4</b>	<b>Learn about various mass communication theories</b>	
<b>CO 5</b>	<b>Get knowledge on critical theories</b>	

<b>Course Name - Elements of Film and Video Production</b>		<b>Course Code - U5R1VCMBE1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Feel confident in the basics of creating and overseeing a field production	
<b>CO 2</b>	Have knowledge about the basics of operating video field equipment	
<b>CO 3</b>	Use digital editing and multiple video elements together (images, sound, interviews, music, archival footage) to convey a message, tell a story, and achieve communication goals.	
<b>CO 4</b>	Edit digital media at an intermediate level using industry standard non-linear editing software.	
<b>CO 5</b>	Evaluate digital video projects, identify items for improvement, and implement changes.	
<b>Course Name - Media And Tourism</b>		<b>Course Code - U5R1VCSBE2</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Gain knowledge on tourism culture	
<b>CO 2</b>	Build on fostering new media for tourism culture, the proposition of the concept	
<b>CO 3</b>	Acquire Knowledge on story ideas through tourism	
<b>CO 4</b>	Understand the mass media's role in tourists decision making process	
<b>Course Name – Introduction to Internet Concept</b>		<b>Course Code - U5R1VCIDC1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Learn about basic internet concepts	
<b>CO 2</b>	Understand fundamentals of computer programming languages	
<b>CO 3</b>	Get knowledge on information technology and basics of multimedia.	
<b>CO 4</b>	Acquire information about E marketing	
<b>CO 5</b>	Have knowledge on future trends of information technology	

<b>Course Name - Development Communication</b>		<b>Course Code - U6R1VCCC13</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	<b>Understand the evolution of development communication.</b>	
<b>CO 2</b>	<b>Understand the perspectives on development.</b>	
<b>CO 3</b>	<b>Learn about the new/alternative development theories</b>	
<b>CO 4</b>	<b>Learn about the media under the old development theories</b>	
<b>CO 5</b>	<b>Understand the changes in media, culture and society through development communication.</b>	
<b>Course Name - Media Management</b>		<b>Course Code - U6R1VCCC14</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	<b>Get knowledge on working environment of media and the basic management principles, ethics over there</b>	
<b>CO 2</b>	<b>Demonstrate a sound knowledge of respective and integrated attributes of media</b>	
<b>CO 3</b>	<b>Participate and lead teams</b>	
<b>CO 4</b>	<b>Respect the crucial importance of professional media ethics in the face of many and often significant pressures to engage in questionable practices</b>	
<b>CO 5</b>	<b>Learn about media management issues including leadership, management, marketing and budget.</b>	

<b>Course Name - Reporting And News Editing</b>		<b>Course Code - U6R1VCSBE3</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Understand an overview of the media systems, functioning and trends at the global from a different perspective. .	
<b>CO 2</b>	Learn about evolution of media in various societies.	
<b>CO 3</b>	Understand the basic elements of digital storytelling	
<b>CO 4</b>	Understand and be able to write different types of leads	
<b>CO 5</b>	Prepare a video production studio space for production, focusing on lighting, microphones, and script-assisting technology.	
<b>Course Name - Mass Communication and New Media</b>		<b>Course Code - U6R1VCIDC2</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	With fast changing world the challenges before the students are becoming different.	
<b>CO 2</b>	To provide an overview of the media systems, functioning and trends at the global from a different perspective so student understands the evolution of media in various societies.	
<b>CO 3</b>	Demonstrate skill and knowledge as consumers of media content;	
<b>CO 4</b>	Understand the influence of alternative and ethnic media on Indian culture.	
<b>CO 5</b>	Define and understand media literacy	
<b>Course Name - Mini Project</b>		<b>Course Code - U6R1VCMBE3</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	Produce work that can be made use of in the industry, which subsequently will help student enter the media Industry with an evaluated portfolio	
<b>CO 2</b>	Demonstrate effective project execution and control techniques that result in successful projects.	
<b>CO 3</b>	Learn about project closure activities and obtain formal project acceptance.	
<b>CO 4</b>	Understand a strong working knowledge of ethics and professional responsibility.	
<b>Practical I - Drawing - I</b>		<b>Course Code - U1R1VAC2P</b>
<b>Upon Completion of the course students would be able to</b>		

<b>CO 1</b>	<b>Understand the basic principles of design and color, concepts, media and formats, and the ability to apply them to a specific aesthetic intent</b>
<b>CO 2</b>	<b>Synthesize the use of drawing, two-dimensional design, and color, beginning with basic studies and continuing throughout the degree program toward the development of advanced capabilities.</b>
<b>CO 3</b>	<b>Accurately represent perceptions in 2D format</b>
<b>CO 4</b>	<b>Progress toward developing a consistent, personal direction and style</b>
<b>CO 5</b>	<b>Have an advanced capabilities in pencil sketching</b>
<b>Practical II- Drawing - II</b>	
<b>Course Code - U2R1VCAC3P</b>	
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	<b>Understand the usage of colors in drawing various art forms</b>
<b>CO 2</b>	<b>Have a variety of art concepts, including observation skills, expressive approach, and a creative approach</b>
<b>CO 3</b>	<b>Establish personal focus and direction as artists</b>
<b>CO 4</b>	<b>Learn about basics of drawing and fine arts like line, dimensions, perspectives, storyboards, identifying and handling textures.</b>
<b>CO 5</b>	<b>Create a body of drawing that has consistency and sophistication</b>
<b>Practical III- Photography</b>	
<b>Course Code - U3R1VCCC5P</b>	
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	<b>Get knowledge on basics of photography</b>
<b>CO 2</b>	<b>Explore the various types of Photography</b>
<b>CO 3</b>	<b>Develop the method of basic image editing techniques</b>
<b>CO 4</b>	<b>Learn various methods of post-production and retouching techniques</b>
<b>CO 5</b>	<b>Get knowledge on Develop the concept of digital output and producing the final product</b>
<b>Practical IV- Desk Top Publishing</b>	
<b>Course Code - U3R1VCAC4P</b>	
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	<b>Completes the necessary preparations for print and broadcast before starting the process of creating a graphic design</b>
<b>CO 2</b>	<b>Defines color model according to the type of print or broadcast, the dimensions of the study, visual resolution and so on.</b>



<b>CO 3</b>	Performs the required corrections on all materials used in design to digital printing
<b>CO 4</b>	Creates effective designs based on design principles
<b>CO 5</b>	Understand how to creates typographic solutions and Uses elements that are beneficial in designing.
<b>Practical V- Script Writing</b>	
<b>Course Code - U4R1VCAC6P</b>	
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	Understand the knowledge of the techniques used in narrative writing for the stage and screen
<b>CO 2</b>	Apply these techniques in both short and long form
<b>CO 3</b>	Collaborative skills with peers by creating theatrical and cinematic works in and outside the classroom
<b>CO 4</b>	Critique and analyze a variety of peer-generated writing, and the ability to receive and synthesize critiques of their own writing from peers and faculty.
<b>CO 5</b>	Ability to research, gathers, and synthesizes information from a variety of sources and to present it in a structured, coherent manner, both in writing and orally.
<b>Practical VI- Television Production</b>	
<b>Course Code - U5R1VCCC11P</b>	
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	Understand the camera usage
<b>CO 2</b>	Know the meaning of camera angles and movements
<b>CO 3</b>	Develop an understanding of the industry as a whole by executing all components of development, pre-production, production and post-production planning .
<b>CO 4</b>	Work collaboratively with a team to translate a prepared script into a coherent dramatic film, documentary or television production, following industry practice
<b>CO 5</b>	Develop creativity and analytical skills by identifying quality story concepts and creating script breakdowns/analyses from at least two disciplinary perspectives.
<b>Practical VII- Animation And Web Publishing</b>	
<b>Course Code - U6R1VCCC12P</b>	
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	Create animated sequences from the development of the original concept through design to final film or video production.
<b>CO 2</b>	Create 2D and 3D characters and environments that reflect the integration of graphic clarity, design principles, performance principles and theoretical constructs

<b>CO 3</b>	<b>Develop and implement solutions to problems encountered in all phases of the design process.</b>
<b>CO 4</b>	<b>Apply a variety of technologies to create, capture, and manipulate design elements in producing a final product.</b>
<b>CO 5</b>	<b>Develop personal and professional strategies and plans to improve job performance and professional relationships with clients, coworkers, and supervisors.</b>
<b>Practical VII- Editing (video and audio)</b>	<b>Course Code - U6R1VCMBE2P</b>
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	<b>Learn how to combine basic design principles in video editing</b>
<b>CO 2</b>	<b>Generate a video by applying his/her knowledge.</b>
<b>CO 3</b>	<b>Identify the video editing software to use for the file format.</b>
<b>CO 4</b>	<b>Know about Cut and paste short sequences to meet needs</b>
<b>CO 5</b>	<b>Combine information of different forms or from different sources, in line with any copyright constraints</b>