

# MAR GREGORIOS COLLEGE OF ARTS & SCIENCE

## B.SC. VISUAL COMMUNICATION

### PROGRAMME SPECIFIC OUTCOMES

PSO1: Have better understanding in the fields of Media, Film and TV Industries. Handle of all kind of Modern equipment's in Film and TV Media. Create all kind of Media related content which will be technically and aesthetically sound.

PSO2: Gain Knowledge on Visual Media and Print Media. Explain Modern tool usage and latest technology in Audio and Visual Production. Utilize Knowledge in Media Related Software and Computer Applications.

PSO3: Gain in-depth knowledge on pre-production, production and post-production process in Film Making. Gain proficiency in studio techniques such as photography, audio grapy and video grapy.

PSO4: To demonstrate the ability to recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.

PSO5: To demonstrate an understanding of the history, development, and practice of the print media, electronic media, and the new media. Assimilate technical skills on photography, cinematography, audio editing and video Editing, 2D &3D Animation and Dubbing.

### COURSE OUTCOMES

| COURSE NAME                          | COURSE OUT COMES   |
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| <b>Semester- I</b>                   |  |
| Introduction to Visual Communication | CO1:Need and understanding of communication, Communication as skill expression and process   |
|                                      | CO2:It gives the complete understanding of semantics, its perspectives and pragmatic difficulties in children and analyses the view of Semiotics too |
|                                      | CO3: Understanding the principles of design, texture, centrality and also evaluating the role of designer for better output                          |
|                                      | CO4: Understanding the abstract in the form of Visual illusion, understanding the stages of design, implementing the decision-making process         |
|                                      | CO5: Evaluation of basic elements in graphic design, techniques, concept. Brainstorming to execute the better presentation of the concept            |
| <b>Semester- 2</b>                   |  |
|                                      | CO1: Interpersonal communication and its functions to understand the intimacy in relationship, eg. Onion theory for step by step                     |

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| <b>Communication Skills</b> | process   |
|                             | CO2: Group Communication – Understand the behavior and culture in organizational Communication  |
|                             | CO3: Various theories of media to understand the press and social rePSOnsibility of masses, Effects of Media in Society   |
|                             | CO4: Nonverbal Communication and its significance, Types of nonverbal behavior and its effectiveness, Kinesics, Proxemics etc   |
|                             | CO5: Lateral Thinking to develop problem solving skills, Creativity, how to design messages for different audience  |
| <b>Semester- 3</b>          |   |
| Advertising                 | CO1: Understand the nature and scope of Advertising.  |
|                             | CO2: Plan and implement creative strategy, media strategy, and budgeting  |
|                             | CO3: Know the latest trends in advertising  |
|                             | CO4: Gain knowledge in audiovisual commercials  |
|                             | CO5: Perceiving Visualization process.  |
| Communications Aesthetics   | CO1: Communication role in advertising, Graphic design and visual presence. Creativity and significance of the designer, Redundancy and noise, Reality vs Creativity, Communication Aesthetics in 2D & 3D Animation Techniques  |
|                             | CO2: II Computer Technologies and Communication design, design for information, design for persuasion, design for education and design for administration. Commercial advertising and its application in communication design, advertising and its aesthetics   |
|                             | CO3: Animated Infographics and its application in advertising, education, medical design communication, 2D and 3D animation techniques in graphic design, Interactive graphic design, Design and user interface, Visual design for mobile applications , design for e content, e content design management. |
|                             | CO4: Design for Social media application, Interpretation of social media, Advertising in social media, Social media Advertising in mobile applications, the graphic design formats for mobile advertisements, the role of Graphic designer in Communication Aesthetic design today.                         |
|                             | CO5: Color Perception, Psychological factors of color and its meaning, color usage in graphic design and its applications, Color Symbolism energy and its effectiveness as energy   |
| <b>Semester- 4</b>          |   |
| Film Studies                | CO1: The course will familiarize the students with historical development and important movements of cinema in western world, especially in United States of America, French. Germany, Italy and Soviet Russia.   |
|                             | CO2: The course will familiarize the student with the elements of film form and style and also different types of films – from live action to animated and fictional to documentary.  |

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|                                     | CO3: The course will familiarize the students with different film theories from classical to formalist perspectives and realist to ideological initiatives.  |
|                                     | CO4: The course will provide basic knowledge to students about the tools to analyze films.   |
|                                     | CO5: The course will provide outlook on various genres of films and film appreciation.   |
| Basic Photography                   | CO1: The students will be able to develop the skill & knowledge of Digital Photography.  |
|                                     | CO2: The student will be able to visualize the concept of digital platform and various methods of image capture.   |
|                                     | CO3: The students will be able to Develop the method of basic image editing techniques.  |
|                                     | CO4: The students will be able to Develop the concept of digital output and producing the final product  |
|                                     | CO5: The students will be able to understand the know-how and how can they function either as an entrepreneur or can take up jobs in Photography & video studios, edit set-up, graphic arts industry and other audio-visual sectors.                         |
| <b>Semester- 5</b>                  |  |
| Communication, Culture & Society    | CO1: Understanding Mass Media and its characteristics; History, evolution and impact of Social Media, Role of Social media in Public opinion. Effects and power of Mass Media on individual Society & Culture.   |
|                                     | CO2: Media Audience Analysis and segmentation. Active vs Passive Audience, Demographic analysis, Evaluation of Audience, Uses & Gratification model (Audience Theory)  |
|                                     | CO3: Media as text, Approaches to Media – Marxism, semiotics, sociology. Psychoanalysis by Sigmund Freud, Data analysis. Media and Realism, Role of media in Audience reach  |
|                                     | CO4: Media as consciousness Industry. Role of media in social change. Social construction of reality by media. Rhetoric of the image, narrative, etc.  |
|                                     | CO5: Media and Popular culture - commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship, etc.            |
| <b>Semester - 6</b>                 |  |
| Visual Culture of India & Tamilnadu | CO1: Learn basic terminology and conceptual understanding of how visual culture is defined<br>Build a heightened appreciation of differing forms of art.   |
|                                     | CO2: Purpose of learning comics is a medium used to express ideas with images often combined with text or other visual information it typically takes the form of a sequence of panels of images it will also develop dialogue, narration, sound effects etc |

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|                       | <p>CO3: Students will understand the monumental memories and the myth and symbols.<br/>This unit will help the students to understand the other myths and Prehistory of cultural values.</p> |
|                       | <p>CO4: Understanding cultural as a social institution, values systems and differentiating eastern and western perspectives.</p>   |
|                       | <p>CO5: Distinguish between art historical periods, prehistory through medieval<br/>Sharpen analytical and cultural thinking skills in examining visual art.</p>                             |
| Television Production | <p>CO1: Know about the difference between the TV medium and Film medium.</p>   |
|                       | <p>CO2: Acquire the significant knowledge about the various types of video formats and television production methods.</p>  |
|                       | <p>CO3: Understand the grammar of studio production and the key roles of production team.</p>  |
|                       | <p>CO4: Understand the Production &amp; Postproduction process in detail.</p>  |
|                       | <p>CO5: Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production</p>   |