![AJK College of Arts and Science logo]

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Affiliated to Bharathiar University, Coimbatore. Approved by Govt. of Tamilnadu.
Recognized by UGC, New Delhi under section 2(f) and 12(B).

Program Name: B.Sc., Visual Communication and Electronic Media
Program Code: 22S

Graduate attributes:

GA1	Domain Knowledge	**Knowledge**
GA2	Domain Analysis	
GA3	Design and Development of Solutions	
GA4	Communication Skills	**Skills**
GA5	Innovative and Entrepreneurial Skills	
GA6	Leadership and Management Skills	
GA7	Individual and Team Work	**Attitude**
GA8	Ethical and Social Responsibility	
GA9	Life-long Learning	

PROGRAM EDUCATIONAL OUTCOME (PEO's)

	The B. Sc. Visual Communication program describes accomplishments that graduates are expected to attain within five to seven years after graduation.
PEO1	The graduates will possess the skills to develop economically and technically using the knowledge to ensure their own department in industry.
PEO2	To prepare students into media industry ready professionals and entrepreneurs by developing professional skills, life skills, media literacy and digital competency.
PEO3	The graduates will be able to work in 3D modeling animation and visual effects field.
PEO4	The graduates will be technically competent to excel in media industry and to pursue higher studies.
PEO5	The graduates will be become specialized in the areas of their interest pertaining to different Media

PROGRAM SPECIFIC OUTCOME (PSO's)

After the successful completion of B.Sc., Visual Communication program, the students are expected to	
PSO1	Discover the relationships and adapt production procedures in contemporary Print, Electronic and New Media industries.
PSO2	They will be acquainted with the latest trends in new media and thereby innovate new ideas and solutions to existing problems.
PSO3	Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.
PSO4	They will be familiar with the conventions of diverse genres including filmmaking techniques, Audiography, Videography and Graphic Designing.
PSO5	To enhance knowledge in various domains such as film, designing, photographs, illustrations and animation thereby using their skills to provide solutions for the problems that exist in the media industry.

PROGRAM OUTCOME(PO's)

On successful completion of the B. Sc. Visual Communication program	
PO1	To develop the ability to use critical, analytical and in-depth thinking in the field of Visual Communication.
PO2	Be exploratory and experimental in the development of their creative and designing skills.
PO3	To communicate effectively by oral, written, graphical and technical means and have competency in visual languages.
PO4	Able to identify Public Relation tools and explain major Communication theories and to apply them in their day-to-day life.
PO5	Recognize the need of mainstream media and develop their entrepreneur skills and to become professionally competent and socially responsible in performing media tasks.

COURSE OUTCOME(CO's)

SEMESTER - I

Subject Name: INTRODUCTION TO COMMUNCATION

#	Course Outcome	
CO1	To remember and understand the various forms of communication	K1, K2
CO2	To Understand the functios and nature of the various types of communication	K2
CO3	To Apply the communication concepts in our day-to-day life situations	K3
CO4	To Analyze the global media content and their impact on the developing countries.	K4
CO5	To understand and to apply the communication skills and knowledge with respect to the different types of communication learnt.	K2, K3

Subject Name: COMMUNICATION MEDIA

#	Course Outcome	
CO1	To Evaluate the Print Media Content with an understanding of its functioning.	K5
CO2	To Analyze the content of Radio with respect to its programming content and style.	K4
CO3	To Analyze and Evaluate the content of Television based on its ownership and programming patterns.	K4, K5
CO4	To Understand cinema's evolution and to Apply the knowledge gained through this medium with respect to Pre-Production, Production and Postproduction phase.	K2, K3
CO5	To understand the trends in new media and to create content for it based on its issue and future challenges	K2, K6

Subject Name: INTRODUCTION TO SOCIAL PSYCHOLOGY

#	Course Outcome	
CO1	To Understand the evolution of Social Psychology	K2
CO2	To Understand and Apply the socialization process through motivation and perception in the society.	K2, K3
CO3	To Understand as well as to Apply the nature and dimensions of Attitude and Opinion Formation.	K2, K3
CO4	To Analyze group dynamics and Evaluate their performance.	K4, K5
CO5	To Understand the Audience characteristics and Create content for them using Mass Media.	K2, K6

Subject Name: DRAWING

#	Course Outcome	
CO1	To Understand the basics of drawing.	K2
CO2	To Apply the different skills based on the patterns and structure.	K3
CO3	To Understand the various living and non-living things through the mode of drawing.	K2
CO4	To Understand the various shapes and forms in visual art	K2
CO5	To Create content for Graphic Designing	K6

SEMESTER - II

Subject Name: FUNDAMENDALS OF ADVERTISING

#	Course Outcome	
CO1	To Remember and Understand the foundations of advertising.	K1, K2
CO2	To Understand the types of advertising and Apply the knowledge for creating advertisements.	K2, K3
CO3	To Understand the information gained with regard to the structure of ad agency thereby enabling them to Apply those principles through its establishment.	K2, K3
CO4	To Analyze the advertisements and Evaluate its effectiveness.	K4, K5
CO5	To Evaluate the ethical responsibility of advertisers in order to create the content accordingly.	K5

Subject Name: PRACTICAL – I: ADVERTISING

#	Course Outcome	
CO1	To Understand the structure of print Advertisements.	K2
CO2	To Analyze the impact of design in printing technology	K4
CO3	To Evaluate the Print Advertisements	K5
CO4	To Create advertisements for Print medium.	K6
CO5	To Apply the knowledge gained in evaluating the effectiveness of Print ads.	K5

Subject Name: ALLIED PAPER II NEWS REPORTING

#	Course Outcome	
CO1	To Remember and Understand the basic requisites of writing	K2
CO2	To Understand the techniques of readability and to Create content accordingly.	K4
CO3	To Appraise and to Apply the appropriate writing techniques effectively.	K5
CO4	To Analyze and Create content based on different category of readers	K6
CO5	To Construct the global media content which affect the cultural change	K5

SEMESTER - III

Subject Name: COMMUNICATION THEORIES

#	Course Outcome	
CO1	To Remember the various forms of communication	K1
CO2	To understand the functions of and nature of the various types of communication.	K2
CO3	To apply the communication types in general public	K3
CO4	To analyze the global media content on the basis of their cultural change	K4
CO5	To develop their communication skills and knowledge on the subject learnt	K6

Subject Name: WRITING FOR MEDIA

#	Course Outcome	
CO1	To understand the nature and characteristics of print media	K2
CO2	To analyze the characteristics of electronic media	K4
CO3	To analyze the global media content	K4
CO4	To evaluate the basic characteristics of radio and television in content generation	K5
CO5	To create media content in the field of education and entertainment	K6

Subject Name: AUDIOGRAPHY

#	Course Outcome	
CO1	To Remember the working principles of audio equipments and basic understanding of audio theory.	K1
CO2	To Understand the basic professional skills in the field of Television, Radio and music.	K2
CO3	To Apply the practicing of recording, edit, mix and mastering audio for various productions in a professional digital audio setup	K3
CO4	To Analyze the equipments and platforms used in the audio industry.	K4
CO5	To create idea about modern digital recording workflow	K6

Subject Name: AUDIO PRODUCTION

#	Course Outcome	
CO1	To Understand the audio recording and mixing following the production formats.	K2
CO2	To Apply by making independent, imaginative and creative approaches to problem solving in the field of audio production pertaining to media.	K3
CO3	To Analyze the techniques in a manner that displays practical and creative understanding irrespective of the media.	K4
CO4	To Create design using audio production fundamentals associated with signal flow, microphones, recording, mixing, production and mastering	K6
CO5	To Develop their skills in various recording enhanced instruments.	K6

Subject Name: COMPUTERS IN COMMUNICATION MEDIA – I

#	Course Outcome	
CO1	To Remember the history and basics of computer hard ware and software.	K1
CO2	To Understand the characteristics of various multimedia soft wares.	K2
CO3	To Apply the knowledge based on the principles of designing techniques.	K3
CO4	To Analyze and implement the concept of Desk Top Publishing	K4
CO5	To Develop the skills in vector and bitmap graphics with regard to digital media content.	K6

SEMESTER – IV

Subject Name: INTRODUCTION TO PHOTOGRAPHY

#	Course Outcome	
CO1	To Understand the types of cameras used in still photography	K2
CO2	To Apply the basic techniques in photography	K3
CO3	To Analyze the various visual elements of composition.	K4
CO4	To Create designs using the application of Photo editing tools.	K6
CO5	To Develop the skills with regard to its function and structure in photo compositing.	K6

Subject Name: PHOTOGRAPHY

#	Course Outcome	
CO1	To Understand the various specializations in the field of photography	K2
CO2	To Analyze the skills in handling DSLR	K4
CO3	To Apply the skills needed for indoor and outdoor photography.	K3
CO4	To Develop the knowledge by incorporating the concept of image processing.	K6
CO5	To Evaluate the creative techniques that can be used in photography.	K5

Subject Name: INSTRUCTIONAL DESIGN

#	Course Outcome	
CO1	To Remember the various Learning methods.	K1
CO2	To Understand the different styles and methods of learning	K2
CO3	To Analyze the impact of digital technology in learning.	K4
CO4	To Understand the knowledge gained through Learning Models.	K2
CO5	To Remember the various soft wares used for learning	K1

Subject Name: COMPUTERS IN COMMUNICATION MEDIA – II

#	Course Outcome	
CO1	To remember the various forms of file formats and image modes	K1
CO2	To understand the functions and nature of masking and SFX	K2
CO3	To apply the skills needed for cell animation and tweening through exporting and publishing	K3
CO4	To analyze the animation industry in india as well as abroad	K4
CO5	To develop the skills gained through 2D and 3D animation	K6

SEMESTER - V

Subject Name: FILM STUDIES

#	Course Outcome	
CO1	To Understand film history with special reference to Indian films.	K2
CO2	To Analyze the various elements of film	K4
CO3	To Understand and to get exposed with regard to various camera techniques.	K2
CO4	To Understand the information gained through conceptualization in making documentary films.	K2
CO5	To remember the various regulatoins f+ramed for the film industry	K1

Subject Name: MEDIA ETHICS

#	Course Outcome	
CO1	To remember the roles and responsibilities of the press	K1
CO2	To understand the freedom of press and its limitations	K2
CO3	To analyze the editorial policy and agenda setting framed by various media	K4
CO4	To evaluate the various sources of news and news values	K5
CO5	To eveluate the roles and powers of press council of India and advertising standards	K5

Subject Name: MAGAZINE PRODUCTION, LAYOUT & DESIGN

#	Course Outcome	
CO1	To Understand the principles and practices of Graphic Production.	K2
CO2	To Develop their Knowledge on the basis of journalistic writing.	K6
CO3	To Create an exposure on the working patterns of printing industry.	K6
CO4	To Apply the knowledge gained through designing principles on the basis of colour and balance	K3
CO5	To develop the knowledge gained throug various methods of designing and printing	K6

Subject Name: Practical III PRINT PRODUCTION

#	Course Outcome	
CO1	To Understand the basics of graphics design for print industry.	K2
CO2	To Apply colour combinations in various design techniques	K3
CO3	To Create design using colour psychology.	K6
CO4	To Create different layouts for magazines and newspapers	K6
CO5	To Create logos for various organizations	K6

Subject Name: WEB DESIGNING

#	Course Outcome	
CO1	To remember the various concepts in web designing	K1
CO2	To understand the basics of virtual reality and artificial intelligence	K2
CO3	To apply the skills in authoring tools and web designing soft wares	K3
CO4	To analyze the objectives and content strategies for developing a web page	K4
CO5	To develop their web designing skills and knowledge in webdesigning tools	K6

SEMESTER - VI

Subject Name: COMMERCIAL BROADCASTING

#	Course Outcome	
CO1	To Remember the various ad formats and stages of production.	K1
CO2	To Understand the various film formats and special effects used in broadcasting	K2
CO3	To Analyze the financial implication of producing a content for commercial broadcasting.	K4
CO4	To Evaluate the techniques of casting along with pre scoring and post scoring process	K5
CO5	To Analyze the future of commercial broadcasting.	K4

Subject Name: INTEGRATED MARKETING COMMUNICATION

#	Course Outcome	
CO1	To Remember the concept of marketing mix and its benefits	K1
CO2	To Understand the consumer needs	K2
CO3	To Apply SWOT analysis in audience research	K3
CO4	To Analyze the impact on consumer relation and brand management.	K4
CO5	To Develop their integrated marketing skills.	K6

Subject Name: VIDEO PRODUCTION

#	Course Outcome	
CO1	To Understand how to write scripts for television programmes.	K2
CO2	To Analyze the skills in handling professional video cameras.	K4
CO3	To Remember the knowledge with regard to exporting video footages.	K1
CO4	To Develop the knowledge of incorporating the animation techniques into video formation	K6
CO5	To evaluate the creative techniques that can be used in video production	K5

Subject Name: COMPUTERS IN COMMUNICATION MEDIA AND WEB DESIGNING

#	Course Outcome	
CO1	To Remember the various designing principles.	K1
CO2	To Understand the features of Quark Express and Corel Draw	K2
CO3	To Apply the various features of Photoshop using special effects	K3
CO4	To Analyze the various designing principles in the current scenario	K4
CO5	To Develop the skills in designing for the field of packaging and animation industry	K6

ELECTIVE SUBJECTS

Subject Name: Elective – I A - ELEMENTS OF FILM AND VIDEO PRODUCTION

#	Course Outcome	
CO1	To Remember the various formats of video.	K1
CO2	To Understand the functions and features of video cameras.	K2
CO3	To Apply the ideas and themes based on the various types of video production.	K3
CO4	To Analyze the lighting techniques for various video production requirements.	K4
CO5	To Develop the skills in budgeting for a production house.	K6

Subject Name: Elective – I B - SCREEN PLAY

#	Course Outcome	
CO1	To Remember the history of storytelling.	K1
CO2	To Understand the essence of screen story.	K2
CO3	To Apply the various types of screenplays to scripts.	K3
CO4	To Analyze the plots and sub plots.	K4
CO5	To Develop the skills of writing screenplays.	K6

Subject Name: Elective – I C - FILM MARKETING AND DISTRIBUTION

#	Course Outcome	
CO1	To Remember the various forms of marketing communication for producing a film.	K1
CO2	To Understand the history and development of mainstream film marketing.	K2
CO3	To Apply the new marketing approaches in film distribution.	K3
CO4	To Analyze the global marketing methods used by the film industry.	K4
CO5	To Develop the new economical strategies in film marketing.	K6

Subject Name: Elective-II A –ADVERTISING AND PUBLIC RELATIONS

#	Course Outcome	
CO1	To Remember the fundamentals of advertising and public relations.	K1
CO2	To Understand the advertising departments in print and electronic medium.	K2
CO3	To Apply the various advertising strategies.	K3
CO4	To Analyze corporate advertising and its impact on the audience	K4
CO5	To Develop public relation skills in an organization based on the internal and external publics	K6

Subject Name: Elective – II B - MEDIA PLANNING

#	Course Outcome	
CO1	To Remember the need and importance of media planning department in advertising agencies.	K1
CO2	To Understand the characteristics of various media platforms.	K2
CO3	To Apply the knowledge on developing media strategies	K3
CO4	To Analyze the concept of implementation and control media planning.	K4
CO5	To Develop the strategic content for digital media.	K6

Subject Name: Elective – II C - MARKET SURVEY

#	Course Outcome	
CO1	To Remember the basic concepts in market survey	K1
CO2	To Understand the functions and nature of market research agencies	K2
CO3	To Apply the skills based on problem definition and sample design.	K3
CO4	To Analyze the output gained through research design and findings	K4
CO5	To Develop skills in using computers for data processing.	K6

Subject Name: Elective – III A - GRAPHIC PRODUCTION

#	Course Outcome	
CO1	To Remember the various processes used in the field of printing technology.	K1
CO2	To Understand the functions and nature of Graphic Communication	K2
CO3	To Apply the various colour theory and methods in the printing process.	K3
CO4	To Analyze the global Designs in Printing Technology.	K6
CO5	To Develop their Graphic Skills in the field of print production.	K5

Subject Name: Elective – III B - EVENT MANAGEMENT

#	Course Outcome	
CO1	To Remember the various objectives of conducting events.	K1
CO2	To Understand the process and concepts of scheduling and budgeting for an event	K2
CO3	To Apply creative approaches in media coverage for an event.	K3
CO4	To Analyze the cost-effective brunt while conducting exhibitions.	K4
CO5	To Develop the skills for running different types of events.	K6

Subject Name: Elective – III C - INTRODUCTION TO DESIGN AND VISUAL CULTURE

#	Course Outcome	
CO1	To Remember the basic principles of designing.	K1
CO2	To Understand the basics of visual composition and grammar.	K2
CO3	To Apply different colour combinations across various designs with respect to visual culture.	K3
CO4	To Create designs on the context of artistic visual images.	K4
CO5	To eveluate visuals based on semiotic analysis	K6