

DEPARTMENT OF VISUAL COMMUNICATION

B.Sc., VISUAL COMMUNICATION - BV1008

VISION OF THE DEPARTMENT

To create and sustain the conditions in the visual media that enable all Visual communication students to experience dynamic equilibrium and an unmatched enlightening journey in the field of media technically, aesthetically, rationally, socially, and individually transformative.

MISSION OF THE DEPARTMENT

- ❖ To provide a broad spectrum of media studies and enable students to make meaningful career choices.
- ❖ To inculcate visual aesthetics, film grammar and sharpen their creativity in visual language.
- ❖ To facilitate advanced technology and modern tools in the field of vast visual media.
- ❖ To bring down the gaps between the academics and media industry.

Programme Educational Objectives (PEO)

- PEO 1** : Analyze the technical and creative aspects of Visual Communication including, Film Making, Television Production, Script Writing, Direction, Photography & Cinematography, Editing and Audi recording techniques.
- PEO 2** : Technically competent in Journalism, Film and TV Media to develop aesthetic content in the Industry to acquire the employment opportunities to sustain in the field of Media.
- PEO 3** : Communicate with the people and making them understand their responsibility in the Media field and society as well.
- PEO 4** : Evaluate new ideas and efficiency of the graduates to start and run a company which follows to be an entrepreneur and create job opportunities to the fellow friends who are to shine in the Media.

Programme Specific Outcomes (PSO)

PSO 1 : Composing of Competitive Media Person to handle all the situations, targets of day to day activities.

PSO 2 : Elaborate a career for a creative professional in Film Making, Television Programming, designing and related fields.

PSO 3 : Exploring to do a Master's program in visual communication field or specialize in other areas such as films, journalism, animation, etc.

PSO 4 : Utilizing to pursue a dream career in a multimedia of communication and designing fields.

PSO 5 : Prepare to build the students to be placed in the Media/Film industry depending on their particular area of interest.

PROGRAMME OUTCOMES (PO)

Our graduates will be able to

PO 1 Disciplinary knowledge: Gain Knowledge on not only Particular section of Visual Media and Journalism which also includes the Skills and experience in the subject.

PO2 Communication Skill: Prepare the system into the best Communication and the Idea of writing effectively the content to any format of the Media Production like Story writing, Content writing (very useful today) are expected from the students

PO 3 Critical Thinking: Think critically about issues, work and ideas in Media Studies.

PO 4 Problem Solving: Create and analyzing of Modern tools usage and latest technology for problem solving.

PO 5 Analytical reasoning: NA

PO 6 Research-related skills: Acquire vast data from various sources and syncing them at a particular place and particular pace.

PO 7 Cooperation/Team Work: Collaborate with media organizations to develop various media related projects.

PO 8 Scientific reasoning: NA

PO 9 Reflective thinking: Locate and use information relevant to the goals, audiences, purposes, and contexts, select creative and appropriate modalities and technologies to accomplish communicative goals, adapt messages to the diverse needs of individuals, groups and contexts critically reflect on one's own messages.

PO 10 Information/digital literacy: Inform the new products introduced in the market of Media Industry.

PO 11 Self-directed learning : NA.

PO 12 Multicultural competence : Engage themselves from into the multi-cultural era and society.

PO 13 Moral and ethical awareness/reasoning: Use the Ethical and professional understanding and can able to work as a team.

PO14 Leadership readiness/qualities: Concentrate on the nuances in media industry and achieve their target.

PO 15 Lifelong learning : Designed to acquire knowledge and skills, like exploring context including media concepts, media products that can entertain, inform, and challenge are the activities now and then are applied throughout the life

COURSE OUTCOMES

Course Code and Course Name	Course Outcomes At the end of this course the students will be able to
22UT101 - பொதுத்தமிழ்- I	<p>CO 1: மரபுக்கவிதைகளின்வாயிலாகஎளியசொற்பதங்களைப்பயன்படுத்திவாழ்வியல்நிகழ்வுகளைஅறியச்செய்தல்.</p> <p>CO 2: இக்காலகவிதைகளின்வாயிலாகஎளியசொற்பதங்களைப்பயன்படுத்திவாழ்வியல்நிகழ்வுகளைஅறியச்செய்தல்.</p> <p>CO 3: சிறுகதைகளின்வாயிலாகசமூகம்சார்ந்தசிந்தனைகள்வலியுறுத்துதல்.</p> <p>CO 4: மொழிப்பிழைகளைக்கண்டறிந்துநீக்கும்வழிமுறைகளைச்சான்றுடன்பயிற்றுவித்தல்.</p> <p>CO 5: படைப்பிலக்கியசிந்தனையையும், கற்பனை ஆற்றலையும் வளர்த்தல்.</p>
22UH101 - Hindi I	<p>CO 6: Illustrate the proper usage of Hindi in writing and speaking.</p> <p>CO 7: Recognize the language through some short stories.</p> <p>CO 8: Apply the basics of grammar for effective communication.</p> <p>CO 9: Improve the skill of reading and understanding passages.</p> <p>Enhance and enrich the vocabulary of the students.</p>
22UF101 - French Language, Culture and Civilisation– I	<p>CO1: Use basic words and express themselves in French.</p> <p>CO2: Acquire a good knowledge of the French Culture & Civilization.</p> <p>CO3: Acquainted with a basic knowledge of French Grammar.</p> <p>CO4: Apply the language skills for personal communication</p> <p>CO5: Describe persons and their characters, and also excel in telephonic conversation.</p>
22UCE102 - Communicative English I	<p>CO1: Develop the basics knowledge of grammar for effective communication.</p> <p>CO2: Enhance the purposeful reading and inculcate the ability of using e- resources</p>

Course Code and Course Name	Course Outcomes At the end of this course the students will be able to
	<p>CO3: Enable the writing ability through reading by learning of verbs & infinitives.</p> <p>CO4: Imbibe the skills of narrative writing through the learning of Tenses.</p> <p>CO5: Absorb skills in writing and understanding maps, graphs and pie charts and presenting through Voices.</p>
22VC103- Human Communication	<p>CO1: Understand the need for communication</p> <p>CO2: Distinguish the types of communication</p> <p>CO3: Analyze the different aspects of language and culture.</p> <p>CO4: Interpret the aspects of communication models and theories.</p> <p>CO5: Infer computer mediated communication.</p>
22VC104 - Broadcast Journalism	<p>CO1: Distinguish the basic elements of television news</p> <p>CO2: Acquire the knowledge of functions of TV News Channel.</p> <p>CO3: Analyze the different aspects of news reporting.</p> <p>CO4: Interpret the aspects of news writing.</p> <p>CO5: Develop a news presentation.</p>
22VC105 P- Photography Practical	<p>CO1: Acquire the history of Photography and identify the different film still cameras.</p> <p>CO2: Illustrate the functions of Digital SLR Camera.</p> <p>CO3: Infer with the Composition techniques</p> <p>CO4: Perform practically with Lighting and Exposure.</p> <p>CO5: Apply the techniques learned in photography practically.</p>
22VC106 P- Visual Literacy Practical	<p>CO1: Understand the fundamentals of Drawing.</p> <p>CO2: Demonstrate the perspective and layout.</p> <p>CO3: Apply the color theory concepts.</p> <p>CO4: Illustrate Story boarding.</p> <p>CO5: Apply Composition balance.</p>
22VE109 - Value Education	<p>CO 1: Inculcate significance of value education</p> <p>CO 2: Infer value education for nation building</p> <p>CO 3: Understand human rights with Indian constitution</p> <p>CO 4: Learn moral values, ethics and good manners</p> <p>CO 5: Realize values of yoga in day to day applications</p>
22 PE110- Physical Education	<p>CO1: Participate and learn about the athlete through appropriate activities.</p> <p>CO2: Develop and reinforce cooperative behaviour.</p>

Course Code and Course Name	Course Outcomes At the end of this course the students will be able to
	<p>CO3: Teach the students to establish lifelong fitness goals.</p> <p>CO4: Enhance their skill about the games activities.</p> <p>CO5: Learn about the traditional games activities along with the concepts and benefits.</p>
<p>22UT201 - பொதுத்தமிழ் – II</p>	<p>CO 1: பக்திநெறி மற்றும் தொன்மம் சார்ந்த அறக்கருத்துகளைத்தன்வாழ்வில்பின்பற்றுதல்.</p> <p>CO 2: பழமை சார்ந்த அறவியலையும் வாழ்வியலையும்புரிந்துகொள்ளுதல்.</p> <p>CO 3: உரைநடையின் வழியே எளிய சொற்பதம், ஆழமான கருத்துச்செறிவு, இடத்திற்கு தகுந்த பொருத்தமான மேற்கோள், தற்கால கலைச்சொல் எனப் பலவற்றைபொருந்தச் செய்தல்.</p> <p>CO 4: மொழியைஇலக்கணப்பிழையின்றிபேசவும்எழுதவும்புரிந்துபயன்படுத்துதல்</p> <p>CO 5: படைப்பிலக்கியசிந்தனையையும், கற்பனை ஆற்றலையும் கொண்டுஇலக்கியம்படைத்தல்</p>
<p>22UH201 - Hindi II</p>	<p>CO 1: Familiarize with the various elements/aspects of prose.</p> <p>CO 2: Enhance and develop the confidence level, ethics and some moral values.</p> <p>CO 3: Apply the basics of grammar for effective communication.</p> <p>CO 4: Inculcate respect and pride towards our nation.</p> <p>CO 5: Improve the skill of letter writing.</p>
<p>22UF201 - French Language culture and Civilization-II</p>	<p>CO1:Express themselves in their basic words in French.</p> <p>CO2:Acquire a good knowledge of the French culture & Civilization.</p> <p>CO3:Identify the basic knowledge of French Grammar.</p> <p>CO4:Apply the language skills on the range of asking the personal information's and answer politely.</p> <p>CO5:Describe a person and character, telephone conversation.</p>
<p>22UCE202 - Communicative English II</p>	<p>CO1: Develop the basics knowledge of grammar for effective communication.</p> <p>CO2: Actively involves in the purposeful reading of books, poems and inculcate the ability of public speech.</p>

Course Code and Course Name	Course Outcomes At the end of this course the students will be able to
	<p>CO3: Draft e-mails, TED talks and preparing professional PPTs.</p> <p>CO4: Imbibe the skills of listening and attend meetings by sharing information and learning of types of sentences.</p> <p>CO5: Absorb skills in writing letters and learn the pattern of clauses to represent social issues.</p>
22VC203- Elements of Sound	<p>CO1:Use the physics of sound</p> <p>CO2:Summarize Microphone and types of microphone</p> <p>CO3:Learn about all the cables and connectors</p> <p>CO4:Acquire knowledge about Audio Interface and DAW</p> <p>CO5:Interpret recording and monitoring</p>
22VC204- Script Writing and Direction	<p>CO 1: Critique all the aspects of Script Writing and Direction</p> <p>CO 2: Summarize concepts, need & scope of Script</p> <p>CO 3: Explain Direction and its management in media houses</p> <p>CO 4: Interpret the aspects of Direction</p> <p>CO 5: Recognize concepts, need & scope of media Script Writing and digital Direction</p>
22VC205 P - Film & TV Analysis Practical	<p>CO1: Illustrate the World of Classics movies.</p> <p>CO2: Recognize the different versions of Indian Cinema.</p> <p>CO3: Analyze the working pattern and story presentation of different directors of the world Cinema.</p> <p>CO4: Categorize the aspects of films and their decades.</p> <p>CO5: Interpret the fiction and Nonfiction of Television Programs with Various classifications.</p>
22VC206 P - Basics of Digital Marketing Practical	<p>CO1 :Understand the strategies of Digital Marketing.</p> <p>CO2 :Describe the concepts, need & scope of SEO.</p> <p>CO3:Apply the SEM concepts using keyword analysis.</p> <p>CO4 :Illustrate the marketing aspects in social media marketing</p> <p>CO5 :Examine the digital marketing tools</p>
22VC207 - Current Affairs	<p>CO1: Acquire specialized Knowledge in Advertising</p> <p>CO2: Develop creative skills in Advertising.</p> <p>CO3: Interpret Media strategy and advertising industry.</p> <p>CO4: Illustrate overall creative and technical skills in</p>

Course Code and Course Name	Course Outcomes At the end of this course the students will be able to
	production of advertisements. CO5: Understand ethical values in social aspects
22ES210- Environmental Studies	CO1: Participate and learn about the athlete through appropriate activities. CO2: Develop and reinforce cooperative behaviour. CO3: Teach the students to establish lifelong fitness goals. CO4: Enhance their skill about the games activities. CO5: Learn about the traditional games activities along with the concepts and benefits.
21UH301 - Hindi III	CO1: Apprise the role of one act plays in literature. CO2: Emphasize the values in the minds of students through ethical poetry. CO3: Acquaint grammar for effective communication. CO4: Apply the language in our daily life activities. CO5: Develop the ability in creativity in writing.
21UF301- French Language, Culture and Civilisation - III	CO 1: Recognize routine activities and get a grasp of the practical life in France. CO 2: Familiarize with the French culture and society. CO 3: Communicate proficiently and articulate well in French CO 4: Ask the tourist information's, indicate the ways and describe an object. CO 5: Accomplish a reservation and present their wishes.
21UCE302 - Communicative English III	CO 1: Appraise themselves by knowing the SWOC, learn the barriers in writing and probing questions through tags.. CO 2: Develop purposeful writing formal letters and essays with correct contents and also learn to use the Articles in the right places. CO 3: Imbibe the basics of body language, enhancing the vocabulary through the one word substitutions and also learning the grammar degrees of comparisons.. CO 4: Enhance vocabulary by learning Synonyms, Antonyms, performing ceremonial speech for various events and also drafting e-mail and its etiquettes. CO 5: Facilitate the differentiation between homophones & homonyms, enabling reading activity by comprehending the

Course Code and Course Name	Course Outcomes At the end of this course the students will be able to
	passage and enhance the skills of using idioms and phrases in their regular communication.
21VC303- Script Writing and Direction	CO 1: Critique all the aspects of Script Writing and Direction CO 2: Summarize concepts, need & scope of Script CO 3: Explain Direction and its management in media houses CO 4: Interpret the aspects of Direction CO 5: Recognize concepts, need & scope of media Script Writing and digital Direction.
21VC304 P- Editing Techniques - I Practical	CO1: Identify the interface of non-linear editing software. CO2: Applying editing tools and transitions CO3 : Execute the editing process in FCP Software. CO4 : Practice Color Correction. CO5 : Practice editing of clips.
21VC305 P - Audio Recording Practical	CO 1: Understand the basics of audio. CO 2: Interpret the different types of microphones. CO 3: Analyze different DAWs. CO 4: Execute audio recording in Protools Software. CO 5: Practice recording audio tracks for song and short film.
21VC306 P- Graphics Practical	CO 1: Acquire knowledge of Background Graphics designs for all Television Programs. CO 2: Apply the basic concept of Photoshop. CO 3: Execute the layers of the Photoshop Software. CO 4: Analyze to Operate Digital Composition in the software. CO 5: Work with video in the software of Photoshop
21VC307 P- Film Making Practical I	CO 1: Implement the idea to screen. CO 2: Apply the basic concepts to a story. CO 3: Adapt different patterns of Stories. CO 4: Acquire the knowledge of grammar for a Cinema. CO 5: Document Short films.
21VC308 P- News Production Practical	CO 1: Implement various types of Communication. CO 2: Apply the basic concepts of Media Communication. CO 3: Explore the field of Film Communication. CO 4: Acquire the knowledge of grammar in Communication.

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	CO 5: Execute various types of Media.
21VC309P- Basic Photography Practical	CO 1: Acquire the history of Photography and identify the different film still cameras. CO 2: Illustrate the functions of Digital SLR Camera. CO 3: Infer with the Composition techniques CO 4: Perform practically with Lighting and Exposure. CO 5: Apply the techniques learned in photography practically.
21UH401- Hindi - IV	CO 1: Interpret the history of Hindi Literature. CO 2: Inculcate the ethics to be followed in life. CO 3: Apply the language in our daily life activities. CO 4: Design some sentences on general topics in Hindi. CO 5: Recall simple translation.
21UCE402- Communicative English IV	CO 1: Involve actively in participative learning of English and to enable them to acquire note making skills and affixes. CO 2: Use the various styles of writing to meet the basic requirements of business, understanding the connotation of Report Writing and enabling reading skills through reading comprehensions CO 3: Inculcate the skill of power point presentation and enhance the skill of report writing through the learning of direct & indirect speech. CO 4: Enrich resume writing ability and enrich the communication skills through verbal analogies. CO 5: Enhance the precise writing and also recapping the tenses for facing the interview in a professional manner.
21VC403- Media Laws and Ethics	CO1: Describe all the aspects of Media Freedom CO2: Analyze the Judicial system related to media. CO3: Differentiate civil and criminal law. CO4: Interpret IPR and Cyber laws. CO5: Understand the ethics of media.
21VC404 P- Cinematography II - I Practical	CO 1: Study parts and function of lighting instruments CO 2: Apply lighting procedure CO 3: Execute the types of lighting CO 4: Analyze and operate the mood of lighting. CO 5: Practice special effect lighting
21VC405 P-	CO 1: Study interface of non-linear editing software.

Course Code and Course Name	Course Outcomes At the end of this course the students will be able to
Editing Techniques II Practical	CO 2: Apply editing tools and transitions. CO 3: Execute the editing process in FCP Software. CO 4: Analyze and Operate audio recording equipments. CO 5: Practice Mix and learning output formats.
21VC406 P- Color Grading Practical	CO1: Acquire knowledge of Davinci Resolve. CO2: Apply the basic concept of timeline. CO3: Execute the layers and managing windows. CO4: Analyze and Operate basic techniques in the software. CO5: Work with video with color grading.
21VC407 P- Visual Effects Practical	CO1: Study the interface and Manipulation of Key frames, layer and effects. CO2: Apply the basic concepts of Compositing Basics. CO3: Execute different patterns of Camera Setting, Animating Camera and movement CO4: Acquire the knowledge of Rotoscoping and Tracking. CO5: Execute Projects in After Effects.
21VC408 P- Film Making II	CO1: Implement Script Writing CO2: Execute the basic concepts of Mise en Scene. CO3: Explore the field of Breakdown Exercise. CO4: Acquire the knowledge of Preproduction. CO5: Execute Short Film Project.
21VC409- News Analysis	CO1: Implement print media CO2: Apply the basic concepts of news beats. CO3: Explore the field of news sources. CO4: Acquire the knowledge of Broadcast news. CO5: Apply new media to current scenario.
21VC410- Advertising	CO1: Acquire specialized Knowledge in Advertising CO2: Develop creative skills in Advertising. CO3: Interpret Media strategy and advertising industry. CO4: Illustrate overall creative and technical skills in production of advertisements CO5: Understand ethical values in social aspects.
21UBT410- அடிப்படைத்தமிழ் -II	CO1: பொருட்கள், அறுசுவைகள் பற்றிய அடிப்படை சொற்களை உச்சரிப்புடன் பேசுதல். CO2 : பல்துறை சார்ந்தவார்த்தைகளை அறிந்து பயன்படுத்துதல்

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	<p>CO3: எழுத்து வேறுபாடுகள், சொற்களைச் சேர்த்து, பிரித்து எழுதும்முறைகளைத் தெரிந்து பின்பற்றுதல்</p> <p>CO4 :உரையாடல் செய்து தமிழைச்சரளமாகப் பேசுதல்.</p> <p>CO5 :சொற்களைத் தொடர் அமைப்பில் வாசித்து எழுதுதல்.</p>
<p>21UAT411- சிறப்புத்தமிழ் - II</p>	<p>CO 1: இலக்கியங்களின் வாயிலாக பக்திநெறி மற்றும் தொன்மம் சார்ந்த அறக்கருத்துகளைப் பின்பற்றுதல்.</p> <p>CO 2: உயர்ந்த குறிக்கோள்களையும் சிறந்த நீதிக்கதைகளையும் உணர்ந்துசெயல்படுதல்.</p> <p>CO 3: தனிமனிதஒழுக்கத்தைநீதிநூல்கள்வழி அறிந்துநடத்தல்</p> <p>CO 4: தமிழில்கலந்துள்ளபிறமொழிச்சொற்களைவேறுபடுத்தி தமிழ்ச்சொற்களைப்பயன்படுத்துதல்</p> <p>CO 5: பொதுத்தலைப்பில்சொந்தமாககட்டுரை எழுதுதல்</p>
<p>20VC501- Television Production</p>	<p>CO1: Describe all the aspects of Television Production</p> <p>CO2: Know the Organization structure of a TV Channel.</p> <p>CO3: Explain the different types of Television Production.</p> <p>CO4: Interpret the technical aspects of television production.</p> <p>CO5: Understand the Studio Operations in Television Production.</p>
<p>20VC502- Media Research</p>	<p>CO1: Understand the basics of media research</p> <p>CO2: Classify the research methods</p> <p>CO3: Identify research data</p> <p>CO4: Choose appropriate samples.</p> <p>CO5: Apply report writing process</p>
<p>20VC503 P- Multi Camera ProductionPractical</p>	<p>CO1: Understand the Studio Chain in Multi-camera Production</p> <p>CO2: Apply lighting for Studio Production.</p> <p>CO3: Interpret Switching techniques in Multi-camera Production.</p> <p>CO4: Operate audio recording equipments.</p> <p>CO5: Execute a Multi-camera Production project.</p>

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20VC504 P- Music Production Practical	CO1: Understand basic music theory CO2: Work with Digital Audio Workstation. CO3: Analyze the VSTi and Audio plugins. CO4: Execute the process of mixing for a song. CO5: Produce a song.
20VC505 P- Advertising Practical	CO1: Acquire specialized Knowledge in Advertising CO2: Develop creative skills in Advertising. CO3: Interpret Media strategy and advertising industry. CO4: Illustrate overall creative and technical skills in production of advertisements. CO5: Understand ethical values in social aspects
20VC506- Current Affairs	CO1: Acquire specialized Knowledge in Advertising CO2: Develop creative skills in Advertising. CO3: Interpret Media strategy and advertising industry. CO4: Illustrate overall creative and technical skills in production of advertisements. CO5: Understand ethical values in social aspects
20PRT509 P- Placement Recruitment Training Practical	CO1: Encourage the students in participative learning of English and to enable them acquire communication skills. CO2: Enable the students prepare themselves as professionals, by understanding Life Skills. CO3: Comprehend what a Personal Interview is and to familiarize them with the P.I. process through simulation. CO4: Understand what GD is and to familiarize them with the different types of GDs through practice. CO5: Equip the students to enhance General Knowledge to equip them in all the aspects.
20VC601 P- Internship	CO1: The course will enable the students, CO2: To gain practical exposure from media industry. CO3: To understand the Industry needs and techniques. CO4: To gain experience from live media projects. CO5: To understand the ethical values of media industry.
20VC602 P- Client Service	CO 1: The course will enable the students to get real time exposure in client project and fulfil the client's requirement. CO 2: To gain practical exposure from client service. CO 3: To gain experience from live client service projects. CO4: To understand the ethical values of client service.

Course Code and Course Name	Course Outcomes At the end of this course the students will be able to
	CO5: To acquire in-depth knowledge on the techniques and manage the problems Client Service.