

# **SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE**

An Autonomous Institution

T.V.R. NAGAR, ARUPPUKOTTAI ROAD, MADURAI-22



## **Program Outcomes, Program Specific Outcomes & Course Outcomes**

**B.Sc Visual Communication**

**(Film and Television Production)**

**BATCH : 2017 -2020**

**Department of Visual Communication**

**Programme Code : BV1008**

# **B.Sc Visual Communication**

**Programme Code : BV1008**

**ACADEMIC YEAR 2017-2018**

**(BATCH 2017-2020)**

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## **Programme Outcomes (PO)**

### 1. Programme Outcomes

The Programme Outcomes of the B.Sc Visual Communication degree are

- i. The fledged degree program B.Sc. Visual Communication (Film and Television Production Specialization) involves in-depth study of the technical and creative aspects of Visual Communication which includes Film Making, Television Production , Script Writing, Direction, Camera, lighting, Editing, and sound recording techniques
- ii. Each student receives the state-of-the-art facilities, hands on training and guidance from experienced faculty.

## **Programme Specific Outcomes (PSO)**

### 2. Programme Specific Outcomes

The Programme Specific Outcomes of the B.Sc Visual Communication degree are

- i. This degree program offers in- depth knowledge in Film and Television industry and impose practical training..
- ii. The program sets the platform for the student's lucrative career opportunities in Media Industry as Producer, Film Maker, Photographer, Cinematographer, Editor, Sound Engineer, Graphic Artist and DI Artist etc....

# **Course Outcomes (CO)**

## **SEMESTER - I**

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC103</b>	<b>Course Name</b>	<b>: Broadcast Journalism</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III[Core Theory]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Describe the work culture of the News Section or Desk.
- Teach Write up of the News Elements and its Importance.
- Describe the role of Journalist

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC104</b>	<b>Course Name</b>	<b>: Photography</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III[Core Theory]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Describe the objectives of Photography
- Understand the History of Photography
- Design and compose in the Photo Space

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC105</b>	<b>Course Name</b>	<b>: Film &amp; TV Analysis</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III (Allied Practical)</b>	<b>Credits</b>	<b>: 5</b>

### **Course Outcomes:**

This course will enable the students to

- Understand the genres of the films.
- Appreciate the film and its aesthetical approach

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC107</b>	<b>Course Name</b>	<b>: Mass Media</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV [Skill Theory]</b>	<b>Credits</b>	<b>: 2</b>

### **Course Outcomes:**

This course will enable the students to

- Indicate the growth of Mass Media.
- Describe the importance in Mass communication

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC106</b>	<b>Course Name</b>	<b>: Photography</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III[Core Practical]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Describe the fundamentals of the Photography
- Know the history of Photography
- Understand the Lighting techniques and practice them
- Produce product photography in indoor and outdoor

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VE107</b>	<b>Course Name</b>	<b>: Value Education</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV[Theory]</b>	<b>Credits</b>	<b>: 2</b>

### **Course Outcomes:**

This course will enable the students to

- Learn the values and ethics for better living.
- Inculcate continuous development of their knowledge, skills and attitudes related to certain values.

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17PE108</b>	<b>Course Name</b>	<b>: Physical Education</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: V[Extension Activity]</b>	<b>Credits</b>	<b>: 1</b>

### **Course Outcomes:**

This course will enable the students to

- Explain the importance of physical fitness through the exercises.
- Describes healthy lifestyles and physical activities in our daily life.

# **Course Outcomes (CO)**

## **SEMESTER - II**



## **B.Sc Visual Communication**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC203</b>	<b>Course Name</b>	<b>: Fundamentals of Cinematography</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Theory]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Understand the basics of Cinematography techniques.
- Learn parts and functions of digital video cameras.
- Understand the composition techniques

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC206</b>	<b>Course Name</b>	<b>: Fundamentals of Cinematography</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Practical]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Understand the basics of Cinematography techniques
- Learn parts and functions of digital cameras
- Understand the composition techniques

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC204</b>	<b>Course Name</b>	<b>: Fundamentals of Editing</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III (Core Theory)</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Know the history of editing.
- Understand the fundamentals of Film and Video Editing

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC207</b>	<b>Course Name</b>	<b>: Fundamentals of Editing</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Practical]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Learn Editing Techniques
- Understand the techniques involved in Non linear editing

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC205</b>	<b>Course Name</b>	<b>: Elements of Sound</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Theory]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Understand the basics of sound
- Understand the techniques of sound recording

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17VC208</b>	<b>Course Name</b>	<b>: Non Fiction Project</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Project]</b>	<b>Credits</b>	<b>: 5</b>

### **Course Outcomes:**

This course will enable the students to

- Understand script writing for non-fiction film genre
- Execute a non-fiction video film on their own till final stage.

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17ES207</b>	<b>Course Name</b>	<b>: Environmental Studies</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Theory]</b>	<b>Credits</b>	<b>: 2</b>

### **Course Outcomes:**

This course will enable the students to

- Understand the terms of ecological, economic, social, aesthetic and educational factors
- Have opportunities to acquire the knowledge, values, attitudes, commitment and skills needed to protect and improve the environment.

# **Course Outcomes (CO)**

**SEMESTER - III**

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT301</b>	<b>Course Name</b>	<b>: Script Writing and Direction</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Theory]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Understand script writing techniques.
- Understand the direction techniques.

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT302</b>	<b>Course Name</b>	<b>: Cinematography I</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Practical]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Practice in camera to produce good Composition
- Practice by using available light
- To shoot a continuity film

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT303</b>	<b>Course Name</b>	<b>: Editing Techniques I</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III (Core Practical)</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Learn the continuity techniques in Editing.
- Understand the techniques involved in Non linear editing
- Learn the Final cut studio software

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT304</b>	<b>Course Name</b>	<b>: Audio Recording</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Practical]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Learn audio recording
- Understand the techniques involved in audio recording

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT305</b>	<b>Course Name</b>	<b>: Graphics</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Practical]</b>	<b>Credits</b>	<b>: 5</b>

### **Course Outcomes:**

This course will enable the students to

- Create Background Graphics designs for all Television Programs
- Understand the basic concept of Photoshop and digital composition

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT307</b>	<b>Course Name</b>	<b>: Film Making- I</b>
<b>Internal Marks</b>	<b>:</b>	<b>External Marks</b>	<b>: 100</b>
<b>Part</b>	<b>: III [Project]</b>	<b>Credits</b>	<b>: 2</b>

### **Course Outcomes:**

This course will enable the students to

- Implementing idea to Screen.
- Learn the Film Grammar
- Execute continuity film



## **B.Sc Visual Communication**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT306</b>	<b>Course Name</b>	<b>: Mass Communication</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV [Theory]</b>	<b>Credits</b>	<b>: 2</b>

### **Course Outcomes:**

This course will enable the students to

- The basic concept of communication.
- Understand the various types of media.

# **Course Outcomes (CO)**

## **SEMESTER - IV**

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT401</b>	<b>Course Name</b>	<b>: Digital Cinema</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Theory]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Understand the concept of digital cinema.
- Learn the technological influence on making of cinema.

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT402</b>	<b>Course Name</b>	<b>: Cinematography II</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Practical]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Practice lighting techniques
- Shoot a short film

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT403</b>	<b>Course Name</b>	<b>: Editing Techniques II</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III (Practical)</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Learn Editing Techniques for a Dialogue Short Film.
- Understand the techniques involved in Non linear editing
- Excel in AVID Software

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT404</b>	<b>Course Name</b>	<b>: Colour Grading</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Practical]</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Understand the Colour grading technique of a movie
- Learn the interface of Davinci resolve software

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT405</b>	<b>Course Name</b>	<b>: Compositing</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Practical]</b>	<b>Credits</b>	<b>: 5</b>

### **Course Outcomes:**

This course will enable the students to

- Know the compositing video techniques followed by all Television Programs and Films
- Create Animation and Visual Effects through After Effects Software

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT406</b>	<b>Course Name</b>	<b>: Film Making- II</b>
<b>Internal Marks</b>	<b>:</b>	<b>External Marks</b>	<b>: 100</b>
<b>Part</b>	<b>: III [Project]</b>	<b>Credits</b>	<b>: 5</b>

### **Course Outcomes:**

This course will enable the students to

- Learn the production techniques involved in film making.
- Produce Short- films on their own

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT407</b>	<b>Course Name</b>	<b>: News Analysis</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV Theory NME</b>	<b>Credits</b>	<b>: 2</b>

### **Course Outcomes:**

This course will enable the students to

- Learn analyze the different types of news.
- Learn how news stories are projected in different mediums

# **Course Outcomes (CO)**

**SEMESTER - V**

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT501</b>	<b>Course Name</b>	<b>: Television Production</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV Core Theory</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Understand basic television programs.
- Know the Organization structure of a TV Channel
- Understand the technical aspect of TV production.

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT502</b>	<b>Course Name</b>	<b>: Multi Camera Production</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV Core Practical</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Practice in multiple camera production in Studio
- Produce various Television programs



## **B.Sc Visual Communication**

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT503</b>	<b>Course Name</b>	<b>: Music Production</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III (Practical)</b>	<b>Credits</b>	<b>: 4</b>

### **Course Outcomes:**

This course will enable the students to

- Excel in Digital Audio Workstation
- Make an video song album on their own with the help of musicians

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT504</b>	<b>Course Name</b>	<b>: Current Affairs</b>
<b>Internal Marks</b>	<b>: 25 Marks</b>	<b>External Marks</b>	<b>: 75 Marks</b>
<b>Part</b>	<b>: IV Skill Theory</b>	<b>Credits</b>	<b>: 2</b>

### **Course Outcomes:**

This course will enable the students to

- Enhance general knowledge before to meet the industry
- Update latest trends and techniques involved in media

# **Course Outcomes (CO)**

**SEMESTER - VI**

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: VI</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT601</b>	<b>Course Name</b>	<b>: Internship</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III Project</b>	<b>Credits</b>	<b>: 5</b>

### **Course Outcomes:**

This course will enable the students to

- Get real time exposure in Media Industry.
- Hands-on experience in industry.

## **B.Sc Visual Communication**

<b>Semester</b>	<b>: VI</b>	<b>Batch</b>	<b>: 2017-2020</b>
<b>Course code</b>	<b>: 17BT602</b>	<b>Course Name</b>	<b>: Client Service</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III Project</b>	<b>Credits</b>	<b>: 5</b>

### **Course Outcomes:**

This course will enable the students to

- Get real time exposure in client project
- Fulfil the client's requirement.