

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

An Autonomous Institution

(Affiliated to Madurai Kamaraj University & Re-Accredited with B+ Grade by NAAC)

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



Program Outcomes, Program Specific Outcomes & Course Outcomes

M.Sc., Visual Communication

BATCH: 2019 -2021

Department of Visual Communication

Programme Code: MV2007

M.Sc., Visual Communication

Programme Code : MV2007

ACADEMIC YEAR 2019-2020

(BATCH 2019 -2021)

Programme Outcomes (PO)

The Programme Outcomes of the **M.Sc., Visual Communication** degree is

- i. Gain Knowledge on Visual Media and Journalism
- ii. Explain Modern tool usage and latest technology in Audio and Visual Production
- iii. Utilize Knowledge in Media Related Software and Computer Applications
- iv. Construct the aesthetics based Visual content
- v. Use the Ethical and Professional understanding and can able to work as a team
- vi. Possess that he or she will a very good citizens of the country

Programme Specific Outcomes (PSO)

The Programme Specific Outcomes of the **M.Sc., Visual Communication** degree are to make the graduates to become

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

Course Outcomes (CO)

SEMESTER - I

I M.Sc., Visual Communication

Semester	: I	Batch	: 2019-2021
Subject code	: 19MS101	Subject	: Visual Communication
Internal Marks	: 25	External Marks	: 75
Part	: III [CORE]	Credits	: 4

Course Outcomes:

This subject will enable the students to

CO1: Learn the fundamentals concepts of communication and its role in society (K2)

CO2: Understand the concepts of Visual culture in the society (K3)

CO3: Interpret Media culture and society (K3)

CO4: Interpret Visual analysis and its methodology (K3)

CO5: Classify communication and its meaning in the society (K3)

I M.Sc., Visual Communication

Semester	: I	Batch	: 2019-2021
Subject code	: 19MS102	Subject	: Print Journalism
Internal Marks	: 25	External Marks	: 75
Part	: III [Core Theory]	Credits	: 4

Course Outcomes:

This subject will enable the students to

CO1: Define the History of Print Media (K2)

CO2: Explain reporting in Print Media (K2)

CO3: Label the different production techniques in Print (K2)

CO4: Identify the different tasks in Print Media(K2)

CO5: Classify the various aspects of advertising in Media print (K3)

I M.Sc., Visual Communication

Semester	: I	Batch	: 2019-2021
Subject code	: 19MS103	Subject	: Professional Photography
Internal Marks	: 25	External Marks	: 75
Part	: III [Core Practical]	Credits	: 4

Course Outcomes:

This subject will enable the students to

- CO1: To Label the different film stills cameras (K3)
- CO2: Experiment with functions of Digital SLR (K3)
- CO3: Infer with Composition Techniques (K3)
- CO4: Experiment with Lighting and Exposure (K3)
- CO5: Apply the techniques learned in Photography Practically (K2)

I M.Sc., Visual Communication

Semester	: I	Batch	: 2019-2021
Subject code	:19MS104	Subject	: Story Boarding
Internal	: 25(Practical)	External	: 75(Theory)
Part	: IV	Credits	: 2

Course outcomes:

The student will be able to

- CO1: Inculcate significance of Free drawing(K3)
- CO2: Learning of Layout and perspective (K2)
- CO3: Learning the anatomy of human and animals (K2)
- CO4: Acquiring knowledge of storyboard techniques (K1)
- CO5: Realize Color theory for fiction films (K1)

I M.Sc., Visual Communication

Semester	: I	Batch	: 2019-2021
Subject code	: 19MS105	Subject	: Publication Design
Internal Marks	: 25	External Marks	: 75
Part	: III [Core Practical]	Credits	: 4

Course Outcomes:

This subject will enable the students to

- CO1: To Learn the designing Principles (K3)
- CO2: Experiment with functions of Photoshop K3)
- CO3: Infer with Composition Techniques (K3)
- CO4: Experiment 3 Dimensions in photoshop (K3)
- CO5: Apply the techniques in layout and In Design (K2)

I M.Sc., Visual Communication

Semester	: I	Batch	: 2019-2021
Subject code	: 19MS106	Subject	: Film Appreciation
Internal Marks	: 25	External Marks	: 75
Part	: III [Core Practical]	Credits	: 4

Course Outcomes:

This subject will enable the students to

- CO1: To learn the basics of world cinema (K3)
- CO2: Label the early Indian Cinema (K3)
- CO3: To Outline an idea about famous directors and their aesthetical value (K3)
- CO4: To summarize Parallel and Contemporary films (K3)
- CO5: To Interpret Various Fiction and Non Fiction Programs.(K2)

Course Outcomes (CO)

SEMESTER - II

I M.Sc., Visual Communication

Semester	: II	Batch	: 2019-2021
Subject code	:19MS201	Subject	: Media Management
Internal Marks	: 25	External Marks	: 75
Part	: III [CORE Theory]	Credits	: 4

Course Outcomes:

This subject will enable the students to

CO1: Describe all the aspects of Management (K3)

CO2: Explain human resource management in Media Houses (K1)

CO4: Describe the Principles and theories of Marketing (K2)

CO5: Recognize concepts, need and scope of media marketing and digital marketing (K3)

I M.Sc., Visual Communication

Semester	: II	Batch	: 2019-2021
Subject code	:19MS202	Subject	: Broadcast Journalism
Internal Marks	: 25	External Marks	: 75
Part	: III [Practical]	Credits	: 4

Course Outcomes:

This subject will enable the students to

CO1: Explain the functioning of a TV News Channel (K1)

CO2: Summarize news reporting (K2)

CO3: Illustrate news writing with idea formation and research (K2)

CO4: Classify the element and structures of electronic news production system (K2)

CO5: Explain about TV news presentation and anchoring (K2)

I M.Sc., Visual Communication

Semester : II **Batch** : 2019-2021
Subject code :19MS203 **Subject** : 2D Animation

Internal Marks : 40 **External Marks** : 60
Part : III [CORE **Credits** : 4
Theory]

Course Outcomes:

This subject will enable the students to

CO1: Recognize user interface of 2D animation software (K3)

CO2: Apply basic animation Techniques (K3)

CO3: Use effects in a 2D Animation (K3)

CO4: Create 2D animated clips using Adobe flash (K3)

CO5: Produce a 2DAnimated story (K2)

I M.Sc., Visual Communication

Semester : II **Batch** : 2019-2021
Subject code :19MS204 **Subject** :Web Design
Internal Marks : 40 **External Marks** : 60
Part : III [Core Theory] **Credits** : 3

Course Outcomes:

This subject will enable the students to

CO1: Identify the Structure of Web Designing (K3)

CO2: Apply HTML in Web page (K2)

CO3: Apply cascading style sheets (K2)

CO4: Design webpage using Adobe flash(K3)

CO5: Create Web Page (K3)

II M.Sc., Visual Communication

Semester	: II	Batch	: 2019-2021
Subject code	:19MS205	Subject	: Basics Cinematography
Internal Marks	: 40	External Marks	: 60
Part	: III [Practical]	Credits	: 3

Course Outcomes:

This subject will enable the students to

CO1: Identify the parts and functions, use of focusing ring and modify the depth of field of a cameras (K3)

CO2: Use the various types of camera movements (K2)

CO3: Apply Lighting Techniques (K2)

CO 4: Compose a news production with lighting (K3)

CO5: Select the appropriate Microphone for news production (K3)

I M.Sc., Visual Communication

Semester	: II	Batch	: 2019-2021
Subject code	:19MS205	Subject	: Basics Editing/sound
Internal Marks	: 40	External Marks	: 60
Part	: III [Practical]	Credits	: 3

Course Outcomes:

This subject will enable the students to

CO1: Use of Interface of Non Linear Editing Software (K3)

CO2: Use Editing Tools and Apply Transitions (K2)

CO3: Execute Editing Process (K2)

CO 4: Operate audio recording equipments (K3)

CO 5: Mix and Edit audio tracks (K3)

Semester	: II	Batch	: 2019-2021
Subject code	:19MS207	Subject	: Elective
Internal Marks	: 40	External Marks	: 60
Part	: III [Practical]	Credits	: 3

Course Outcomes:

This subject will enable the students to

CO1: Identify and research the source to create a concept (K3)

CO2: Write a script for news production (K2)

CO3: Prepare strategies for news production (K2)

CO 4: Choose appropriate audio and video equipment for the news production (K3)

CO 5: Produce a News (K4)

Course Outcomes (CO)

SEMESTER - III

II M.Sc Visual communication

Semester	: III	Batch	: 2019-2021
Subject code	: 19MS302	Subject	:Media Research
Internal Marks	:25	External Marks	: 75
Part	: Core (Theory)	Credits	: 4

Course Outcomes:

This course will enable the students to

- CO1: Understand research (K1)
- CO2: Know the research methods (K2)
- CO3: Prepare research data (K3)
- CO4: Choose appropriate samples. (K4)
- CO5: Understand report writing process (K5)

II M.Sc Visual communication

Semester	: III	Batch	: 2019-2021
Subject code	: 19MS303	Subject	: Advanced Cinematography
Internal Marks	: 25	External Marks	: 75
Part	: Core Practical	Credits	: 4

Course Outcomes:

This course will enable the students to

- CO1: Identify the parts and functions of light. (K1)
- CO2: Understand lighting procedure. (K2)
- CO3: Know the types of lighting (K3)
- CO4: Choose appropriate mood of lighting. (K4)
- CO5: Produce an special effect lighting (K5)

II M.Sc Visual communication

Semester	: III	Batch	: 2019-2021
Subject code	: 19MS304	Subject	: Advanced Editing & Sound
Internal Marks	: 25	External Marks	: 75
Part	: Core Practical	Credits	: 4

Course Outcomes:

This course will enable the students to

CO1: Understanding how to handle the footages (K1)

CO2: Handling dialogues (K2)

CO3: Know the types of cuts (K3)

CO4: Create basic transitions (K4)

CO5: Produce an edited output (K5)

II M.Sc Visual communication

Semester	: III	Batch	: 2019-2021
Subject code	: 19MS305	Subject	: Film making
Internal Marks	: Nil	External Marks	: 100
Part	: Elective	Credits	: 4

Course Outcomes:

This course will enable the students to

CO1: Understanding the film making techniques (K1)

CO2: Know the procedure of film making (K2)

CO3: Know the film directors (K3)

CO4: Create short film (K4)

CO5: Produce a budget for the film (K5)

II M.Sc Visual communication

Semester	: III	Batch	: 2019-2021
Subject code	: 19MS306	Subject	: Documentary Production
Internal Marks	: Nil	External Marks	: 100
Part	: Elective	Credits	: 5

Course Outcomes:

This course will enable the students to

CO1: Understanding the Documentary film making techniques

CO2: Know the procedure of Documentary film making

CO3: Know the Documentary film directors

CO4: Create Documentary film

CO5: Produce a budget for the Documentary film