

BACHELOR OF VISUAL COMMUNICATION (Shift – I)

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOME
CORE PAPER I	INTRODUCTION TO COMMUNICATION	CO1: Interpret the basic concepts of effective communication CO2: Summarize the fundamental communication process CO3: Interpret the basic concepts of visual communication CO4: Evaluate the media effect studies CO5: Analyse various types of media
CORE PRACTICAL I	DRAWING – I	CO1: Illustrate the Vanishing point and Perspective Drawing CO2: Identifying and applying the Lighting and Shading through various Medium CO3: Examine Critically a Still Life and Express it through various Medium CO4: Create a Character Movement CO5: Interpret the different Techniques of Pen Drawing
ALLIED PRACTICAL I	GRAPHIC DESIGN - I	CO1: Practice Brush Handling to Draw different types of Lines CO2: Construct Design using Curves CO3: Combine Colors and Classify the Color Shades CO4: Collaborate the Fonts and Express it CO5: Create Patterns and Develop it
CORE PAPER II	UNDERSTANDING THE COMMUNICATION MEDIA	CO1: Originate news stories CO2: Practice the principles of news gathering CO3: Recall the history of broadcasting in India CO4: Distinguish the news production CO5: Interpret the forms of various Media laws
CORE PAPER III	ELEMENTS OF FILM	CO1: Perceive various stages of film production process CO2: Assess the narrative functions

		<p>of film language</p> <p>CO3: Interpret the forms of narrative</p> <p>CO4: Assess the relationship between Promotion, Distribution and Exhibition of films</p> <p>CO5: Compare and Contrast various film genres</p>
CORE PRACTICAL II	MINIATURE AND STORYBOARD	<p>CO1 : Illustrate the Floor Plan and Elevation of the Architecture</p> <p>CO2 : Apply the essential tools of Miniature</p> <p>CO3: Construct the complete miniature model</p> <p>CO4: Develop sketching skills, adapt styles, get inspiration and Interpret a script</p> <p>CO5: Create a Storyboard through various Medium</p>
ALLIED PRACTICAL II	DRAWING AND GRAPHIC DESIGN II	<p>CO1 : Examine Critically a Portrait model and Express it through Pencil medium</p> <p>CO2: Express the Colours through Oil/Acrylic on Canvas</p> <p>CO3 : Sketch a Logo design, Visiting Card, Letter Head</p> <p>CO4: Create corporate identity for Commercial, Service Industry, Educational Institution, FMCG (Fast Moving Consumer Goods)</p> <p>CO5: Design a creative Poster for Public Service Announcement</p>
CORE PAPER IV	HISTORY OF VISUAL ARTS	<p>CO1: Evaluate basic elements and principals of visual arts</p> <p>CO2: Interpret the different traditional of Indian art history</p> <p>CO3: Defend visual projects through individual and group critiques</p> <p>CO4: Analyse, interpret, and evaluate the form and content of works of art</p> <p>CO5: Compare and contrast contemporary works with their art historical antecedents</p>
CORE PAPER V	INTEGRATED MARKETING COMMUNICATION	<p>CO1: Perceive various Media for Advertising</p> <p>CO2: Apply creativity in advertising</p> <p>CO3: Interpret the Branding and Target Audience</p> <p>CO4: Adapt digital marketing techniques</p>

		CO5: Design a Campaign, plan and execute it
CORE PRACTICAL III	DIGITAL PHOTOGRAPHY AND VIDEOGRAPHY	CO1: Brief the types of cameras CO2: Experiment with camera functions CO3: Formulate various exposure controls CO4: Choose lighting techniques for different situations CO5: Identify different file formats
ALLIED PRACTICAL III	AESTHETICS OF DESIGN	CO1: Define elements of design CO2: Interpret various classification of typography CO3: Examine design process and its types CO4: Create corporate identities CO5: Build a website design
CORE PAPER VI	TELEVISION AND RADIO PRODUCTION	CO1: Make use of Visual Grammar CO2: Experiment with camera functions and lighting CO3: Choose the specific editing style for each genre CO4 : Assess the need of a radio channel and its various genres CO5: Create a radio program
CORE PAPER VII	MEDIA, CULTURE AND SOCIETY	CO1: Define Media content and Indian Society CO2: List down Audience and their theories CO3: Interpret the Power of Media and culture CO4: Summarize Popular culture CO5: Outline Gender in Media
CORE ELECTIVE PRACTICAL I	ADVANCED PHOTOGRAPHY	CO1: Interpret the usage of Lens CO2: Utilize different source CO3: Develop their own styles CO4: Creating variety of subjects CO5: Produce a Professional Portfolio
CORE ELECTIVE PRACTICAL I	AD PRODUCTION	CO1: Review how advertisements are structured CO2: Explore the relationship between audience, medium and message CO3: Originate and develop an idea for an advertisement CO4: Write a Creative Brief CO5: Develop practical production skills and learn how to plan, produce and monitor production

ALLIED PRACTICAL IV	2D ANIMATION	CO1: Define the User Interface CO2: Interpret various text presets and Masking techniques CO3: Examine Composition and camera animation CO4: Explore Rotoscope and 3D camera techniques CO5: Create a green screen removal video
CORE PAPER VIII	MEDIA RESEARCH	CO1: List Elements of Research CO2: Compare and Contrast research procedures CO3: Choose sampling method based on target audience CO4: List down the research techniques of various media CO5: Develop a research topic and design
CORE PAPER IX	MEDIA LAWS AND ETHICS	CO1: Recall the basic legal concepts of Indian Constitution CO2: Criticize the constitutional provisions for Media Freedom CO3: Interpret various laws and acts related to Media CO4: Apply the professional code of conduct into practice CO5: Examine various cases related to Media
CORE PRACTICAL IV	SCRIPT WRITING	CO1: Summarize the stages of script writing CO2: Translate script to three act structure CO3: Develop effective characters CO4: Infer the rules of scriptwriting CO5: Invent ideas and convert to scripts
CORE PRACTICAL V	AUDIO VIDEO EDITING	CO1: Recall and recognize the works of noted editors CO2: Build stories with footages CO3: Make use of the techniques of continuity editing CO4: Classify the various video and audio output formats CO5: Apply rules of audio and video editing to create a program
ALLIED PRACTICAL V	3D ANIMATION	CO1: Define the User Interface CO2: Perceive various medium for shape creations CO3: Interpret the Material Types and Mapping

		CO4: Research the Lighting Techniques and Rendering CO5: Summarize the Research in Camera and Animation
CORE PAPER XI	MEDIA HISTRIONICS	CO1: Define the User Vernacular Language communication skill CO2: Interpret the social factors CO3: To Recognize the Acting Talent CO4: Research the Shooting Floor and Camera perspective position CO5: Summarize the terms of Language, Communication and Attitude
SKILL BASED ELECTIVE	PORTFOLIO MANAGEMENT	CO1: Define Portfolio and its types CO2: Interpret the structural body of a Portfolio CO3: Apply the elements of Portfolio CO4: Create an E- Portfolio on various Social Media Platforms CO5: Build a Professional Portfolio