



BISHOP HEBER COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI – 620017
TAMILNADU, INDIA

COURSE OUTCOMES

**DEPARTMENT
OF
VISUAL
COMMUNICATION**



BISHOP HEBER COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI – 620017
TAMILNADU, INDIA

STRUCTURE OF THE SYLLABUS

Program name	Course	Course code	Course name
B Voc Visual Communication	Core	U20VC101	Introduction to Visual Communication
B Voc Visual Communication	Core Practical	U20VC1P1	Creative Drawing and Graphics Design Lab
B Voc Visual Communication	Core Practical	U20VC1P2	PC Software Packages Lab
B Voc Visual Communication	Core Project	U21VCPJ1	Project I
B Voc Visual Communication	Core	U20VC202	Photography and Videography
B Voc Visual Communication	Core Practical	U20VC2P3	Photography And Image Editing
B Voc Visual Communication	Core Practical	U20VC2P4	Videography and Video Editing
B Voc Visual Communication		U20VC2F1	Fieldwork I
B Voc Visual Communication	Core	U20VC303	Multimedia Animation and Authoring Principles
B Voc Visual Communication	Core	U20VC304	New Media and Society
B Voc Visual Communication	Core	U20VC305	Advertising
B Voc Visual Communication	Core Practical	U20VC3P5	2D Animation
B Voc Visual Communication	Core Practical	U20VC3P6	Audio Production
B Voc Visual Communication	Core Project	U21VCPJ2	Project II
B Voc Visual Communication	Core	U20VC407	3D Modelling and Animation
B Voc Visual Communication	Core	U20VC408	Communication Theories
B Voc Visual Communication	Core	U20VC409	Media Management
B Voc Visual Communication	Core	U20VC410	Media Laws and Ethics
B Voc Visual Communication	Core Practical	U20VC4P7	3D Animation
B Voc Visual Communication	Core Practical	U20VC4P8	Web Designing
B Voc Visual Communication	Core Project	U21VCPJ3	Project III
B Voc Visual Communication	Core	U20VC511	Script Writing
B Voc Visual Communication	Core	U20VC512	Television Production
B Voc Visual Communication	Core	U20VC513	Principles of Marketing
B Voc Visual Communication	Elective	U20VC5:1	Media Presentation Skills
B Voc Visual Communication	Elective	U20VC5:A	Theatre Arts
B Voc Visual Communication	Elective	U20VC5:B	Writing for Media
B Voc Visual Communication	Core Practical	U20VC5P9	Digital Marketing



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STRUCTURE OF THE SYLLABUS

Program name	Course	Course code	Course name
B Voc Visual Communication	Core Practical	U20VCP10	Music Video Making
B Voc Visual Communication		U21VC5F2	Field Work II
B Voc Visual Communication	Core	U20VC614	Art and Aesthetics
B Voc Visual Communication	Core	U20VC615	Film Production
B Voc Visual Communication	Core	U20VC616	Entrepreneurial Development
B Voc Visual Communication	Elective	U20VC6:2	Social Psychology
B Voc Visual Communication	Elective	U20VC6:A	Media Culture and Society
B Voc Visual Communication	Elective	U20VC6:B	Visual Literacy
B Voc Visual Communication	Core Practical	U20VCP11	Film Appreciation Practical
B Voc Visual Communication	Core Practical	U20VCP12	Advertising Film Making
B Voc Visual Communication		U20VC6B1	Internship – I



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INTRODUCTION TO VISUAL COMMUNICATION

SEMESTER - I

CREDITS: 4

COURSE CODE: U20VC101

HOURS/WEEK: 5

At the end of this course, the students will be able to

CO.NO.	Course Outcomes	Level	Unit
1	Distinguish the process of communication and uses of Visual communication techniques.	K4	I
2	Identify advantages and disadvantages of visual communication and analyse barriers to various types of communication.	K2	II
3	Explain the meanings of whole image as well its sub parts based on the Gestalt principle.	K5	III
4	Demonstrate semiotic function of an image.	K4	IV
5	Distinguish the social, textual and interpretive codes of an image.	K2	IV
6	Synthesize various approaches of creative thinking to inform, educate and entertain audience using different media such as Print, Electronic and New media.	K6	V

CREATIVE DRAWING AND GRAPHIC DESIGN

SEMESTER – I

CREDITS : 5

COURSE CODE: U20VC1P1

HOURS/WEEK: 6

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Exercise
1	Choose techniques of drawing and create artistic composition.	K6	Drawing 1,2
2	Create composition using different medium and materials	K6	3,4,5
3	Create attractive drawing and painting by adopting principles of design.	K6	6,7,8
4	Choose appropriate software tools to create innovative designs.	K6	Graphic Design 1
5	Designs Visiting Card, Letter Head.	K6	2,3
6	Demonstrate drawing and design skills on the demands of industry standards	K6	4



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PC SOFTWARE PACKAGES LAB

SEMESTER – I
CREDITS: 5

COURSE CODE: U20VC1P2
HOURS/WEEK : 6

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Exercise
1	Create word documents using images and smart art.	K6	MS-Word 1,2,3
2	Design book page with multiple column.	K6	4,5
3	Design PowerPoint Presentation using animations and transitions.	K6	MS- PowerPoint 6,7,8
4	Design interactive PowerPoint Presentation using smart art.	K6	9,10
5	Create spreadsheet and apply formula (Auto sum, Condition, etc..).	K6	MS-Excel 11,12
6	Create Marksheet, Salary Bill, Electricity Bill etc in MS-Excel.	K6	13,14,15

PROJECT - I

SEMESTER – I
CREDITS: 6

COURSE CODE: U21VCPJ1
HOURS/WEEK :-

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Exercise
1	Create Greeting Cards, Invitation, Wedding card with envelope.	K6	1 to 3
2	Design Banner and Brochure.	K6	4,5
3	Design Package and Newspaper Pages	K6	6 , 7
4	Design poster for different types of Industry	K6	8, 9
5	Create Monthly Calendar	K6	10
6	Apply Colour Theory and Colour Scheme to create designs aesthetically.	K5	1 to 10



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PHOTOGRAPHY AND VIDEOGRAPHY

SEMESTER – II
CREDITS : 3

COURSE CODE : U20VC202
HOURS/WEEK: 4

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Unit
1	Recall the process of photography and label the elements of framing a photograph and genres of the photography.	K1	I
2	Identify the camera equipments and compare the different types of lens and explain the DSLR working principle.	K2	II
3	Experiment with the lighting techniques and identify the different filters and its usages and solve the common problems in lighting techniques.	K3	III
4	Summarize Videography and recent developments in videography	K2	IV
5	Categorize the camera movements and examine the camera angles	K4	IV
6	Compile varied strategies for event management and solutions for the challenges in covering an event.	K6	V

PHOTOGRAPHY AND IMAGE EDITING

SEMESTER – II
CREDITS: 5

COURSE CODE: U20VC2P3
HOURS/WEEK : 6

At the end of this course, the students will be able to

CO.NO.	Course Outcomes	Level	Exercise
1	Recall basic principles of photography and create artistic composition.	K1	Photography 1,2,3,4,5
2	Construct photographs on various genres of photography.	K6	7,8,9,10,11,12
3	Select lighting technicality for creating attractive photographs.	K4	13,14,15
4	Choose appropriate software tools to create innovative layouts for album designs.	K4	Image Editing 1,2
5	Modify the image size and resolution, and retouching of images	K6	3,4,5
6	Elaborate on the filters, working with layers and text as per the industry demands.	K6	6,7,8



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VIDEOGRAPHY AND VIDEO EDITING

SEMESTER - II
CREDITS : 5

COURSE CODE: U20VC2P4
HOURS / WEEK: 6

At the end of this course, the students will be able to

S.No.	Course Outcomes	Level	Exercise
1	Plan shooting methods for Theatre Performances.	K6	1 & 2
2	Plan shooting methods for Informal Parties.	K6	1 & 2
3	Plan shooting methods for Classroom Lectures, Group Discussions and Quiz Programmes.	K6	1 & 2
4	Choose video editing techniques for indoor production.	K6	1 & 2
5	Choose video editing techniques for outdoor production.	K6	1 & 2
6	Choose the methods of Titling and Transitions.	K6	1 & 2

MULTIMEDIA ANIMATION AND AUTHORIZING PRINCIPLES

SEMESTER – III
CREDITS : 3

COURSE CODE: U20VC303
HOURS/WEEK : 4

At the end of this course, the students will be able to

CO.NO.	Course Outcomes	Level	Unit
1	Discuss 2D and 3D animation techniques for multimedia authoring project.	K6	I
2	Apply the methods digitization of audio and add audio to 3D animations.	K3	II
3	Apply multimedia authoring tools and Metaphors.	K3	III
4	List hardware, software and utilities for multimedia authoring.	K4	IV
5	Create multimedia authoring project using Macromedia Authorware.	K6	V
6	Create multimedia authoring project using Macromedia Director.	K6	V



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NEW MEDIA AND SOCIETY

SEMESTER – III
CREDITS: 3

COURSE CODE: U20VC304
HOURS/WEEK : 4

At the end of this course, the students will be able to

CO.NO	Course Outcomes	Level	Unit
1	Recall the process of internet communication and uses of Virtual communication and pros and cons of the Technology.	K1	I
2	Outline the new media communication and social transmission and Identify the media convergence and analyse the digital divide.	K2	II
3	Examine the social media applications and categorize the new media ethics and analyse the cyber law.	K4	III
4	Demonstrate the information society theories and ICTs for development	K4	IV
5	Distinguish the new media impact on old media and right to information	K5	IV
6	Compile new patterns of computer mediated information and technologies freedom in media saturated society.	K6	V

ADVERTISING

SEMESTER – III
CREDITS : 4

COURSE CODE: U20VC305
HOURS/WEEK : 4

At the end of this course, the students will be able to

CO.NO.	Course Outcomes	Level	Unit
1	Define the process of Advertising, recall the history and role of advertising and list the types of advertising	K1	I
2	Identify the fundamentals of marketing and outline the social marketing techniques.	K2	II
3	Identify the role of creativity and construct the different elements of advertisement.	K3	III
4	Develop media planning, strategy and evaluate the objectives of ad planning	K5	IV
5	Discover the media mix and media scheduling strategies	K4	IV
6	Elaborate on regulatory frame of advertising council and various laws related to the enactment of advertisement in India.	K6	V



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2D ANIMATION

SEMESTER – III
CREDITS: 6

COURSE CODE: U20VC3P5
HOURS/WEEK : 8

At the end of this course, the students will be able to

CO.NO	Course Outcomes	Level	Exercise
1	Create cartoon characters with reference to cartoon drawing	K6	1 , 2, 4
2	Create 2D shapes and animate it.	K6	3
3	Choose methods for transforming shapes in 2D animation software.	K6	5
4	Design 2D characters for animated story	K6	8
5	Discuss techniques for adding audio for 2D animation	K6	8
6	Design 2D animation titles	K6	7

PERSONAL EFFECTIVENESS

SEMESTER – III
CREDITS: 2

COURSE CODE: U20VC306
HOURS/ WEEK : 2

At the end of this course, the students will be able to

CO. No.	Course Outcomes	Level	Unit
1	Relate the role of Paradigms and Principles in personal effectiveness	K2	I
2	Make use of proactivity and planning to achieve Private Victory	K3	I
3	Utilize the habit of prioritizing to attain Private Victory	K3	II
4	Develop Win-Win and Empathetic attitudes to achieve Public Victory	K6	III
5	Improve the habit of Synergizing to realize Public Victory	K6	IV
6	Build effectiveness by Sharpening and Renewing all the seven habits	K6	V



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AUDIO PRODCUTION

SEMESTER – III
CREDITS : 6

COURSE CODE : U20VC3P6
HOURS/ WEEK: 8

At the end of this course, the students will be able to

CO.NO.	Course Outcomes	Level	Exercise
1	Recall basic principles of audition and summarize on the multi-track editor and mixer.	K2	1,2,3,
2	Identify audio interface and create audio effects	K6	4
3	Compose audio restoration by removing artifacts and noises	K6	5
4	Utilize mastering by equalisation, Ambience and Stereo Imaging	K3	6
5	Creating sound effects and music with sound libraries.	K6	7,8
6	Elaborate on multi track, editing clips and mixing exporting the audio file.	K6	9,10

PROJECT-II

SEMESTER – III
CREDITS : 6

COURSE CODE: U21VCPJ2
HOURS/WEEK : -

At the end of this course, the students will be able to

CO.NO.	Course Outcomes	Level	Exercise
1	Demonstrate the skills of storyboarding	K4	1, 2
2	Demonstrate designing background for animation	K4	1, 2
3	Create 2D Advertisement	K6	1, 2
4	Create 2D PSA	K6	1, 2
5	Apply skills of dubbing for 2D animation	K5	1, 2
6	Apply skills of video editing for 2D animation	K5	1, 2



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3D MODELING AND ANIMATION

SEMESTER – IV
CREDITS : 3

COURSE CODE: U20VC2P4
HOURS/WEEK : 4

At the end of this course, the students will be able to

CO.NO.	Course Outcomes	Level	Unit
1	Select different types of modeling for 3D animation.	K5	I
2	Compare human anatomy with birds and animals.	K5	II
3	Identify camera techniques for animation.	K3	III
4	List different types of lighting and material for the model.	K4	IV
5	Discuss the methods of animation in 3DS Max and Maya	K6	V
6	Discuss the visual effects techniques in Combustion.	K6	V

MASS COMMUNICATION THEORIES

SEMESTER – IV
CREDITS : 3

COURSE CODE: U20VC408
HOURS/WEEK: 3

At the end of this course, the students will be able to

CO.NO.	Course Outcomes	Level	Unit
1	Recall the early models of communication and theories of communication	K1	I
2	Classify the sociological theories and compare the theories of persuasion.	K2	II
3	Identify the normative theories of mass media.	K3	III
4	Examine development communication and make use of the models of Daniel learner and Rogers, Schramm	K4	IV
5	Evaluate the role of media for development and design communication for development	K6	IV
6	Criticize the media effects and mass media audiences	K5	V



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MEDIA MANAGEMENT

SEMESTER – IV
CREDITS : 2

COURSE CODE : U20VC409
HOURS/WEEK : 3

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Unit
1	Recall the principles of management and relate the ownership patterns and tell the policy formation.	K1	I
2	Summarize the history of newspaper and interpret the news management and demonstrate on the news service agencies.	K2	II
3	Analyse the film medium and examine the collaborations and consequences of new technology in film.	K4	III
4	Explain the television medium and concept of public service broadcasting.	K5	IV
5	Analyse the convergence of media.	K2	IV
6	Discuss the Government policies and foreign entity and elaborate on FDI and policy changes.	K6	V

MEDIA LAWS AND ETHICS

SEMESTER – IV
CREDITS: 3

COURSE CODE : U20VC410
HOURS/WEEK: 4

At the end of this course, the students will be able to

CO.NO	Course Outcomes	Level	Unit
1	Relate the history of media laws and list the fundamental rights and spell the directive principles of state policy, freedom of media in India	K1	I
2	Classify defamation and summarize the laws related to books, working journalist and official secret act and contempt of court	K2	II
3	Analyse monopolies and the prasarbharathi act , cable television act , cinematograph act and cases related to these acts.	K4	III
4	Elaborate on the intellectual property right , indecent representation act and children act and the cases related to acts.	K5	IV
5	Explain the importance of harmful publications to young.	K2	IV
6	Formulate the ethics related to various media organisations.	K6	V



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3D ANIMATION

SEMESTER –IV
CREDITS: 6

COURSE CODE: U20VC4P7
HOURS/WEEK: 8

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Exercise
1	Create interior set model in professional 3D animation software	K6	1
2	Create exterior set model in professional 3D animation software	K6	2
3	Create special effects in professional 3D animation software	K6	3
4	Create title animation in professional 3D animation software	K6	4
5	Create interior set model for television show in professional 3D animation software	K6	5
6	Create blue/green matte in interior set in professional 3D animation software	K6	5

WEB DESIGNING

SEMESTER –IV
CREDITS : 6

COURSE CODE: U20VC4P8
HOURS /WEEK: 8

At the end of this course, the students will be able to

CO.NO	Course Outcomes	Level	Exercise
1	Design web pages using tags and, heading styles, text formatting	K6	1 &2
2	Design web pages using tables and hyperlinks	K6	3&4
3	Design web pages using image and image maps	K6	5&6
4	Design web pages using Lists and Frames	K6	7&8
5	Design web pages using CSS	K6	9
6	Design website with link for e-commerce using registration form HTML	K6	10 & 11



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PROJECT-III

SEMESTER – IV
CREDITS : 6

COURSE CODE: U21VCPJ3
HOURS/WEEK: -

At the end of this course, the students will be able to

CO.NO.	Course Outcomes	Level	Exercise
1	Demonstrate the skills of storyboarding for 3D animation	K4	1, 2
2	Demonstrate designing background for animation	K4	1, 2
3	Create 3D Advertisement	K6	1, 2
4	Create 3D PSA	K6	1, 2
5	Apply skills of dubbing for 3D animation	K5	1, 2
6	Apply skills of video editing for 3D animation	K5	1, 2

SCRIPT WRITING

SEMESTER – V
CREDITS : 3

COURSE CODE: U20VC511
HOURS/WEEK: 4

At the end of this course, the students will be able to

CO No.	Course Outcomes	Level	Unit
1	Recall script writing as a creative enterprise and relate the ideation process with brainstorming creativity thinking and spell the stages of crafting the script writing	K1	I
2	Identify the narrative structure of script and Syd Field paradigm and explain the terms such as story storyline and plot and list the principles of suspense and climax and classify the three point and two point structures.	K2	II
3	Plan characterisation and make use of stereotyping and experiment with credible characterisation.	K3	III
4	Discover the forms of narrative techniques and examine the scene breakdown and drafting process and analyse the full fledged script	K4	IV
5	Elaborate on the film genres and TV and film script, copyright, software's of scripting	K6	V
6	Create storyboard and pitching of story	K6	V



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TELEVISION PRODUCTION

SEMESTER – V
CREDITS: 4

COURSE CODE: U20VC512
HOURS/ WEEK: 4

At the end of this course, the students will be able to

CO No.	Course Outcomes	Level	Unit
1	Recall the process of visualisation and relate the different approaches to visualisation and tell types of telecasting, define the television crew.	K1	I
2	Identify the principle of script writing and interpret the planning stages of story and explain the locations	K2	II
3	Experiment with the camera techniques, camera lens and filters and make use of colour temperature, different types of lighting and model the lighting for different situations.	K3	III
4	Summarize Videography and compare the different types of mics and apply the audio production techniques	K2	IV
5	Asses the editing procedure and language of editing	K4	IV
6	Compile varied strategies for editing and apply the special effects in editing for the various medias.	K6	V

PRINCIPLES OF MARKETING

SEMESTER – V
CREDITS : 2

COURSE CODE: U20VC513
HOURS /WEEK: 2

At the end of this course, the students will be able to

CO .No.	Course Outcomes	Level	Unit
1	Recall the marketing function and relate the marketing management system objectives and spell the functions of organisations.	K1	I
2	Identify the marketing environment and make use of marketing segmentation and select targeting and positioning.	K2	II
3	Analyse the consumer markets and buying behaviour	K4	III
4	Categorize the concept of marketing mix and list the 4 P's of marketing.	K5	IV
5	Elaborate on the concept of product life cycle and discuss the pricing decisions	K6	IV
6	Analyse the service marketing and compile the problems in service and quality of service.	K6	V



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MEDIA PRESENTATION SKILLS

SEMESTER – V
CREDITS: 3

COURSE CODE: U20VC5:1
HOURS /WEEK: 4

At the end of this course, the students will be able to

CO No.	Course Outcomes	Level	Unit
1	Recall the essentials of human communication and relate the importance of verbal and non verbal communication.	K1	I
2	Develop the knowledge on how to understand the self.	K3	II
3	Apply SWOT analysis and build goal setting in their life	K3	II
4	Compare and contrast the dos and don'ts in interviews.	K4	III
5	Categorize the various presentation skills used for each medium.	K4	IV
6	Create their own portfolio, resume and show reel for their future progress.	K6	V

THEATRE ARTS

SEMESTER – V
CREDITS : 3

COURSE CODE: U20VC5:A
HOURS/WEEK : 4

At the end of this course, the students will be able to

CO .No.	Course Outcomes	Level	Unit
1	Classify the forms of theatre and oriental classical performance.	K2	I
2	Recall the professional theatre movements and post colonial movements	K1	I
3	Develop knowledge on makeup and its types	K3	II
4	Classify the different types of stage setting and relate the technical terms pertaining to stage	K2	III
5	Analyse the role of the actor and director	K4	IV
6	Examine the origin, growth and forms of Tamil theatre.	K5	V



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Media Presentation Skills

SEMESTER – V
CREDITS : 3

COURSE CODE: U20VC5:B
HOURS /WEEK: 4

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Unit
1	Recall the different kinds of script writing	K1	I
2	Make use of Syd Field's Paradigm in writing	K3	I
3	Classify the feature writing and review writing	K2	II
4	Develop a knowledge on news writing skills	K3	III
5	Identify the importance of advertising and its types	K3	IV
6	Improve the knowledge on grammar basics in journalistic writing skills	K6	V

DIGITAL MARKETING LAB

SEMESTER – V
CREDITS : 6

COURSE CODE: U20VC5P9
HOURS/WEEK: 8

At the end of this course, the students will be able to

CO No.	Course Outcomes	Level
1	Analyze the Digital Marketing Concepts	K4
2	Evaluate the Mobile Applications	K5
3	Demonstrate blueprint of Web Pages	K2
4	Compile different product reviews	K6
5	Apply the infographic techniques	K3



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MUSIC VIDEO MAKING LAB

SEMESTER – V
CREDITS : 6

COURSE CODE: U20VCP10
HOURS/WEEK: 8

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level
1	Analyze the selection of songs	K4
2	Evaluate the visual collections	K5
3	Demonstrate the story	K2
4	Compile the project with audio and video	K6
5	Apply the editing techniques	K3

ART AND AESTHETICS

SEMESTER – VI
CREDITS : 3

COURSE CODE: U20VC614
HOURS/WEEK: 4

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Unit
1	List the principles of art and beauty in Indian art.	K1	I
2	Illustrate the visual perception and New Art History	K2	II
3	Identify the formal and stylistic aspect of Indian sculpture and architecture	K3	III
4	Develop a knowledge on Indian schools of art	K3	III
5	Analyse western approach to art and aesthetics and the concept of semiotics	K4	IV
6	Recall the European art and its impact in the world	K1	V



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FILM PRODUCTION

SEMESTER – VI
CREDITS: 3

COURSE CODE: U20VC615
HOURS/WEEK: 4

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Unit
1	Recall the different film forms and film history	K1	I
2	Develop the three stages of production process	K3	II
3	Summarize the importance of distribution and exhibition in film making	K2	II
4	Importance of Mise-en-scene in film making	K5	III
5	Examine the principles of film	K4	IV
6	Identify the styles followed in film making	K3	V

ENTREPRENEURIAL DEVELOPMENT

SEMESTER – VI
CREDITS : 2

COURSE CODE: U20VC616
HOURS/WEEK: 3

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Unit
1	Define the Importance of entrepreneurship in underdeveloped Economics	K1	I
2	Outline to select their own project and its location	K2	II
3	Develop knowledge on market survey	K2	II
4	Evaluate the scale of business	K5	III
5	Perceive the role of management consultant	K5	IV
6	Identify the problems faced by rural women entrepreneurs	K3	V



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SOCIAL PSYCHOLOGY

SEMESTER – VI
CREDITS : 3

COURSE CODE: U20VC6:2
HOURS/WEEK: 3

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Unit
1	Recall the origin and development of social psychology	K1	I
2	Interpret the methods used in social psychology	K2	I
3	Relate the concepts of theology, philosophy and science.	K2	II
4	Develop knowledge on interpersonal attraction and affiliation	K3	III
5	Analyse the theories of social psychology and human social behaviour	K4	IV
6	Evaluate the media effect and media experience among target audience	K5	V

MEDIA CULTURE AND SOCIETY

SEMESTER – VI
CREDITS: 3

COURSE CODE: U20VC6:A
HOURS/ WEEK: 3

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Unit
1	Summarize the theoretical framework for media education	K2	I
2	Identify the media determinants	K3	II
3	Examine media as the consciousness industry	K4	III
4	Develop knowledge on media and identity	K3	III
5	Analyse the role of media audience	K4	IV
6	Importance of alternate media in India	K5	V



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VISUAL LITERACY

SEMESTER – VI
CREDITS : 3

COURSE CODE: U20VC6:B
HOURS/WEEK: 3

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level	Unit
1	Recall the concepts of visual literacy.	K1	I
2	Demonstrate the different visual theories	K2	II
3	Identify the visual cues	K3	III
4	Importance of visuals in business	K5	IV
5	Develop knowledge on visual thinking and visual persuasion	K3	IV
6	Analyze the visuals in terms of social, cultural and ethical perspectives	K4	V

FILM APPRECIATION PRACTICAL

SEMESTER – VI
CREDITS : 6

COURSE CODE: U20VCP11
HOURS /WEEK: 8

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level
1	Identify the film genre	K3
2	Develop film review ideas	K3
3	Combine movie criticism	K5
4	Create movie review	K6
5	Analyse the elements presented in the movies	K6
6	Analyse the lead characters and their roles in the movies	K6



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ADVERTISING FILM MAKING PRACTICAL

SEMESTER – VI
CREDITS : 6

COURSECODE: U20VCP12
HOURS/WEEK: 8

At the end of this course, the students will be able to

CO.No.	Course Outcomes	Level
1	Identify the target audience on basis of the product	K3
2	Develop the project for production such as crew selection, budget and location	K3
3	Decide production process	K5
4	Design production stages	K6
5	Combine the creative works in post production process	K6
6	Decide appropriate medium to broadcast/screening/streaming	K6