



B. Voc. Visual Communication

Vision

The department strives to create innovative visual media professionals to provide an objective world view by presenting the realities of the societies locally and globally through effective aesthetic skills and focus in the transformation of society.

Mission

- To provide opportunity to magnify resourcefulness through substantial training in all type of flair configuration with technological innovation and digital media.
- To facilitate use of alternative media to bring positive changes in society.
- To render a broad spectrum of media sectors and assist students in choosing their career opportunities.

Programme Outcomes

1. Comprehend knowledge process and different types of communication to communicate effectively through visuals, print and audio.
2. Apply the methods and techniques to observe events, gather information, report on events, and edit photos and videos.
3. Demonstrate applications of tools and technology for creation, reproduction, and distribution of visual messages.
4. Exhibit aesthetic sensibility to present the content in a creative manner.
5. Employ skills for content development through multimedia production, graphic designing and authoring techniques for academic and entertainment sector.
6. Interpret media production and media presentation techniques to make creative media programmes.
7. Apply innovative ideas and establish the leadership skills in media sectors as well as other sectors.
8. Moderate the power of persuasion with credibility at all levels of communication.
9. Exhibit the professional ethics and social values through various types of media with the understanding of laws applicable to media, society and environment.

Programme Specific Outcomes

1. Demonstrate fundamental knowledge of communication patterns and styles correlating Print, Electronic and New Media.
2. Integrate technical skills on Drawing, Graphic design, Photography and Videography, Dubbing, Audio Editing, Digital Marketing, Web design, 2D and 3D Animation to produce creative media content.
3. Exhibit skills on pre-production, production, post-production, distribution and review process in Film Making, Web Series and Documentary Production.
4. Establish as an entrepreneur in media field like Advertising agency, Photography studio, event management etc.