

M.Sc.Visual Communication – I,II,III & IV Semesters

Code	Course Name	Course Outcomes
M.Sc.Visual Communication – I Semester		
PVCT11	Fundamentals of Visual Communication	<p>CO1 To enable the learner to gain knowledge on the origin and evolution of developmentcommunication</p> <p>CO2 To orient students to various dimensions of development and communication for social change.</p> <p>CO3 To give students an understanding of key issues in sustainable development as a basis for engaging in effective development communication</p> <p>CO4 The curriculum provides strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and programme management.</p>
PVCT12	Principles of Visual Design	<p>CO1. Understand the basics of visual communication.</p> <p>CO 2. Inculcate the knowledge of elements of visual communication.</p> <p>CO3. Acquaint them with important aspects of the process of Visual communication.</p> <p>CO4. Develop the knowledge of skills of visual communication.</p> <p>CO 5. Enhance understanding of the technical terms and jargons of Visual communication.</p>
PVCT13	Creative Advertising	<p>CO1 Impart basic concepts of advertising and its development.</p> <p>CO2 Aware importance of advertising in media.</p> <p>CO3 Encourage graduates for self-employability.</p> <p>CO4 Inculcate knowledge of economy of media.</p>

		CO5 Knowledge of the functioning of advertising agencies.
PVCT14	Photojournalism (Record)	<p>CO1 Understand Photography journalism while practicing in the studios how to handle and use various Photography gadgets.</p> <p>CO2 Students will understand new trends in Photography journalism.</p> <p>CO3 To introduce students techniques and skills for presentation, Equipping for Photography production.</p> <p>CO4 Students will know the procedure and techniques of different genres of Photography.</p> <p>CO5 Students will acquire skills and learn to use different softwares for editing Photography</p>
PVCE11	Internship	<p>CO1Critical thinking/problem solving</p> <p>CO2Meeting deadlines in Advertising projects</p> <p>CO3Written communication- writing scripts for advertisements</p> <p>CO4 Getting hands on training on Technological advancements in Ad production, Organization/planning</p> <p>CO5 Expertise in Marketing management, Customer service, Accounting, Public Relation and Ad production and designing</p>

Code	Course Name	Course Outcomes
M.Sc.Visual Communication – II Semester		
PVCT21	Film Studies	<p>CO1 Students learn the history social significance of film and filmmaking.</p> <p>CO2. To understand the theory, methods, and practice of gathering information and writing script.</p> <p>CO3. To understand different film genres and scripting</p>

		<p>CO4. To develop the knowledge of character writing.</p> <p>CO5. To inculcate the knowledge of audience</p>
PVCT22	Television Production	<p>CO1 Understand Television journalism while practicing in the studios how to handle and use various television gadgets.</p> <p>CO2. Students will understand new trends in television journalism.</p> <p>CO3. To introduce students techniques and skills for presentation, anchoring for television programme production.</p> <p>CO4. Students will know the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.</p> <p>CO5. Students will acquire skills and learn to use different softwares for editing television Programmes.</p>
PVCT23	Script writing (Record)	<p>CO1. To understand basics of Script writing.</p> <p>CO2. To understand the theory, methods, and practice of gathering information and writing script.</p> <p>CO3. To understand different writing techniques.</p> <p>CO4. To develop the knowledge of character writing.</p> <p>CO5. To inculcate the knowledge of audience and backgrounder.</p>
PVCT24	Copy writing	<p>CO1. Impart basic concepts of advertising and its development.</p> <p>CO2. Aware importance of advertising in media.</p> <p>CO3. Encourage graduates for self-employability.</p> <p>CO4. Inculcate knowledge of economy of media.</p> <p>CO5. Knowledge of the functioning of advertising agencies.</p>
PVCE22	Internship in	CO1. Critical thinking/problem solving

	Production House	<p>CO2.Meeting deadlines in Advertising projects</p> <p>CO3.Written communication- writing scripts for advertisements</p> <p>CO4. Getting hands on training on Technological advancements in Ad production, Organization/planning</p> <p>CO5. Expertise in Marketing management, Customer service, Accounting, Public Relation and Ad production and designing</p>
--	-------------------------	--

Code	Course Name	Course Outcomes
M.Sc.Visual Communication – III Semester		
PVCT31	E-Content Development	<p>CO1. Developing a Course with Audio, video, animation and graphics</p> <p>CO2. Produce and publish econtent in various platform</p> <p>CO3. Understand the problems and solving them simultaneously during production</p> <p>CO4. Multitasking ability to handle multiple software involved in Econtent development.</p>
PVCT32	Image and Imagination	<p>CO1. Understudies can do a visual exploration, investigation, arranging and painting.</p> <p>CO2. Students are equipped for understanding the way toward making craftsmanship</p> <p>CO3. Students are fit for composing their perceptions and surveys of their and others fine arts</p> <p>CO4. To decipher the importance of the new advancements and Digital mediums in Craftsmanship.</p>
PVCT33	Media Research	<p>CO1. To impart the definitions and basic concepts of research, communication research, media research,</p>

	Methods	<p>social research and difference between communication research, media research and social research.</p> <p>CO2. To understand the need, role, importance functions and ethics of research.</p> <p>CO3. To know the elements of research.</p> <p>CO4. To learn the types of research.</p> <p>CO5. To impart the knowledge of basics of statistics and media metrics.</p>
PVCT34	Women and Media	<p>CO1. Basic comprehension of significant themes and discussions in the fields of gender, media and globalization</p> <p>CO2. Great information on key speculations and ideas in the control of gender studies, and how to apply them to the settings of worldwide media</p> <p>CO3. Solid ability to dissect a scope of media writings and settings according to gender</p> <p>CO4. Improved examination aptitudes and capacity to apply exploration to significant settings.</p>
PVCE33	Internship	<p>CO1. Critical thinking/problem solving</p> <p>CO2. Meeting deadlines in Advertising projects</p> <p>CO3. Written communication- writing scripts for advertisements</p> <p>CO4. Getting hands on training on Technological advancements in Ad production, Organization/planning</p> <p>CO5. Expertise in Marketing management, Customer service, Accounting, Public Relation and Ad production and designing</p>

Code	Course Name	Course Outcomes
M.Sc.Visual Communication – IV Semester		
PVCT41	E-Content Development	<p>CO1. Identifying the problems of visual representation and provides solutions through visual codes, symbols and narrative diagrams.</p> <p>CO2. Students will be capable of interpret different Design problems and explain the solutions.</p> <p>CO3 .Basic visual communication skills through interpretation and explanation of Art works.</p> <p>CO4 .Communicating their design solutions through a series of project works like image, photographs, illustrations etc.</p> <p>CO5. Explore the visual meaning and interpret in the own creative work.</p>
PVCT42	Image and Imagination	<p>CO1. Understanding of knowledge of the Indian constitution.</p> <p>CO2. Familiarize with the fundamental rights and duties.</p> <p>CO3. Will know Press laws and understand the importance of media related laws.</p> <p>CO4. Will know the Codes of ethics of newspapers, television and Press Council of India.</p> <p>CO5. Understand the correlation between Indian constitution, democracy and media.</p>