M. Sc. VISUAL COMMUNICATION

PROGRAMME EDUCATIONAL OBJECTIVES	
PEO1	Graduates will have knowledge and creative synergy to excel in their professional career in Visual Communication and related disciplines
PEO2	Graduates will contribute and communicate effectively transnationally.
PEO3	Graduates will adhere to theoretical and pragmatical skills to achieve professional standard
PEO4	Graduates will rope in technological advancement to translate their ideas
PEO5	Graduates will contribute to the growth of the nation and society by applying acquired knowledge in today's media world.

PROGRAMME OUTCOMES	
PO1	The imperative on the role of newspapers in society including the principles and practice of journalism
PO2	Communication technologies and various software to be deployed for content creation, content editing for various forms of publishing platforms.
PO3	Creativity to be honed for consolidating the recurrent themes in Media.
PO4	Demystify the decadenace in culture and instil confidence .
PO5	To nurture the spirit of Journalism the students have to navigate on Media law polity and economy to reinforce the democratic norms and principles.
PO6	To imbibe the culture of Research, Innovation, Entrepreneurship and Incubation
PO7	To prepare socially responsible Media Academicians, Researchers, and Professionals in Media with global vision

PROGRAMME SPECIFIC OUTCOMES	
PSO1	Think critically, creatively and independently to cater to market demands by developing Media narratives for human exploitation.
PSO2	Impart Professional standards as well as professional ethics,, in News features, News anlysis, News stories, Press releases, and Advertising copy, PR campaign,following accepted journalistic standards
PSO3	Students will be able to create and design Newspapers, Tabloid,Blogs, Digital audio, Digital video, social media, Digital photography, and Multimedia.
PSO4	Qualitative and Quantitative study in exploring the nuances of constructiing and deconstructing Media narratves
PSO5	The ability to competently use Technology appropriate to the "Medium"