



# ST. THOMAS COLLEGE OF ARTS AND SCIENCE

Affiliated to the University of Madras | An ISO 9001:2015 Certified Institution

Koyambedu, Chennai- 107



## DEPARTMENT OF VISUAL COMMUNICATION

**PROGRAMME NAME** | **BACHELOR OF VISUAL COMMUNICATION**

### PROGRAMME OUTCOMES

PO1: The learner must be dynamic and prepared for employment in complex, ever – changing environments in the media industry.

PO2: The learner must have the ability to express thoughts and ideas effectively in written, oral and in technical communication.

PO3: The learner must have the ability to work with team members in the corporate media industry.

### SEMESTER – I

**SUBJECT CODE: BV21A**  
**VISUAL COMMUNICATION**

**SUBJECT NAME: INTRODUCTION TO**

CO1	Gain knowledge on the fundamental information about communication, skills, and process
CO2	Fully comprehend semantics, its viewpoints, and pragmatic challenges as well as to examine media content via semiotics perspective
CO3	Apply and assess different design layouts and comprehend the role of the designer in producing innovative designs
CO4	Apply the concepts of colour psychology and Visual sensory perception concepts in the various stages of design process and provide solution to the assigned problem of design
CO5	Design the graphical works with good presentational skills through theoretical and practical applications and evaluate their basic design elements

**SUBJECT CODE: BV211**

**SUBJECT NAME: DRAWING - I**

CO1	Understand the meaning of basic strokes and perspectives in Drawing
CO2	Apply the learned pattern and texture creations using creative thinking
CO3	Apply perspectives of drawing in different creative contents in media
CO4	Organize the objects and models in a sketching for media production
CO5	Design the elements of drawing with light and shade concepts for its realistic touch



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## SUBJECT CODE: BV311

## SUBJECT NAME: GRAPHIC DESIGN - I

CO1	Will have the ability to use the basic shapes in 2D design and pattern
CO2	Ability to draw and analyze the elements of design in an art work and creating concepts in a storyboard
CO3	Will have the ability to develop visual literacy and improve their creativity using the learned basic techniques
CO4	Will acquire the required skills for designing the layout and single-color artworks
CO5	Will learn new techniques in designing a doodle art and Zentangles

## SEMESTER – II

## SUBJECT CODE: BV22A

## SUBJECT NAME: COMMUNICATION SKILLS

CO1	To gain knowledge on Interpersonal communication and its functions
CO2	To apply communication skills in group interactions extracted from theories and models.
CO3	To evaluate the laws and freedom of Indian and International press along with the theories and concepts of Public Communication
CO4	To apply the non-verbal communication signs and use its types effectively in media communication and PR.
CO5	To design and develop messages for different media audiences using brainstorming techniques and lateral thinking.

## SUBJECT CODE: BV221

## SUBJECT NAME: DRAWING - II

CO1	Students will have an understanding on the application of basic colors in their drawings
CO2	They can very well incorporate different strokes in painting using their learned skills
CO3	Students will have the ability to compose the drawing with colors
CO4	Students will be able to do their own sketches with their learned techniques
CO5	Students can monetize by designing and sketching their own colorful drawings and paintings in the art field

## SUBJECT CODE: BV321

## SUBJECT NAME: GRAPHIC DESIGNING - II

CO1	Will develop the ability to do all kinds of print advertisements in this digital era
CO2	Will be able to create posters, logos, dangles and letter heads.
CO3	Acquire knowledge on Visual identity graphic design
CO4	Will develop ideas on marketing and advertising graphic design
CO5	Able to do manual package design for any commercial product.



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## SEMESTER – III

**SUBJECT CODE: BV23A**  
**PUBLICATION DESIGN**

**SUBJECT NAME: ADVERTISING AND**

CO1	Understand the nature and scope of Advertising.
CO2	Plan and implement creative strategy, media strategy, and budgeting
CO3	Know the latest trends in advertising medium
CO4	Gain knowledge and apply knowledge in audio-visual commercials
CO5	Perceiving Visualization process and design for the Advertisement and Publications.

**SUBJECT CODE: BV23B**  
**AESTHETICS**

**SUBJECT NAME: COMMUNICATION**

CO1	Analyze the concepts of aesthetics in Communication and its role in visual media
CO2	Design aesthetically appealing visual content using Computer Technologies for various electronic and digital media.
CO3	Apply animated techniques in visual designs for education, advertisements and content design management.
CO4	Design advertisements and other graphical content for social media using various gadgets with aesthetics.
CO5	Synthesize color concepts of perception, symbolism, cultural and psychological factors in graphic design.

**SUBJECT CODE: BV331**

**SUBJECT NAME: COMPUTER GRAPHICS**

CO1	Students will have the knowledge of publication design
CO2	Students will acquire the skills to design for government, non-government, service industries and private organisations.
CO3	Students will be able to apply their skills in image editing using the photo editing software.
CO4	Students will be able to do graphic design with the relevant designing software.
CO5	Students will be able to design with professional values and ethics and publish different promotional material in the digital formats on social media platforms



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## SEMESTER – IV

### SUBJECT CODE: BV24A

### SUBJECT NAME: FILM AND STUDIES

CO1	Students will be familiarized with historical development and important movements of cinema around the world.
CO2	Student will learn an identify the elements of film form and style and also different types of films – from live action to animated and fictional to documentary.
CO3	Students will apply different film theoretical concepts form classical to formalist perspectives and realist to ideological initiatives.
CO4	Students apply their learned ideas about the tools to analyze films.
CO5	Students will be able to outlook and design on various genres of films

### SUBJECT CODE: BV24B

### SUBJECT NAME: BASIC PHOTOGRAPHY

CO1	Students will have knowledge on the basic camera operations
CO2	Students will apply their learned skill with correct exposure
CO3	Students will apply the lighting techniques in Photo creation process
CO4	Students will design their own simple projects based on their talent
CO5	Students will be motivated to work in basic small projects using their learned skills with professional ethics

### SUBJECT CODE: BV341

### SUBJECT NAME: PRACTICAL PHOTOGRAPHY

CO1	The students will be able to gain knowledge of Digital Photography.
CO2	The student will be able to visualize the concept of digital platform and various methods of image capture.
CO3	The students will be able to apply the method of basic image editing techniques.
CO4	The students will be able to develop the concept of digital output and producing the final product
CO5	The students will be able to understand values, ethics in profession how can they function either as an entrepreneur or can take up jobs in Photography & video studios, edit set-up, graphic arts industry and other audio-visual sectors.

### SUBJECT CODE: ENV4B

### SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To know about environmental policies and practices
CO2	Human communities and the environment
CO3	Environmental ethics
CO4	Environmental communications
CO5	To obtain the experience of Field work



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## SEMESTER – V

### SUBJECT CODE: BV25A SUBJECT NAME: COMMUNICATION, CULTURE & SOCIETY

CO1	Understand the needs to study media.
CO2	Able to identify the theories applied in the media research
CO3	Will have awareness on the roles of social media in public opinion
CO4	Will understand the relationship between commodities, culture, sub-culture and media in Indian society
CO5	Will be able to provide their learned ideas about the communication, culture and society in their practical works.

### SUBJECT CODE: BV25B SUBJECT NAME: TELEVISION PRODUCTION

CO1	Students will have knowledge on visualization and production basics
CO2	Students will be able identify the current camera mounts and techniques while watching the movie
CO3	Students will be learning the purpose of using different media formats for different electronic mediums
CO4	Students will gain exposure on the lighting techniques and ideas for good lighting
CO5	Students will be able to work with all the production stages and their needs in television industry.

### SUBJECT CODE: BV251 SUBJECT NAME: WEB PUBLISHING

CO1	Gain knowledge about the various elements of the webpage
CO2	Students can design 2D animation works using the relevant software
CO3	Students will apply their skills in the web designing industry
CO4	Students can design various webpage layouts for different fields
CO5	Students will be able to fulfil the industry needs in the web designing world for smaller projects

### SUBJECT CODE: BV252 SUBJECT NAME: ADVERTISING PHOTOGRAPHY

CO1	Students will have the knowledge about the advertising photography
CO2	Will have the idea to make advertising images for product promotion
CO3	Will be able to create trade characters and combine with the models in both manual and digital modes
CO4	Will design stories for promotions using the learned montage techniques
CO5	Will develop their Photographic skills with perfect lighting for model photography



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## SUBJECT CODE: BV253 EDITING PRACTICAL

## SUBJECT NAME: AUDIO VIDEO

CO1	Students will gain knowledge of Audio and Video editing techniques for advertisements
CO2	Students will identify the errors in the audio and correct them
CO3	Students will learn and apply titling and special effects techniques in media projects
CO4	Students can record and edit original sounds and videos aesthetically
CO5	Students can create audio-visual projects using industry basic software

## SUBJECT CODE: VAE5Q

## SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more about interdependence of all beings.
CO4	To learn more on Social Evils
CO5	To understand the importance of value-based living

## SEMESTER – VI

## SUBJECT CODE: BV26A OF INDIA & TAMILNADU

## SUBJECT NAME: VISUAL CULTURE

CO1	Students will acquire knowledge on visual culture of India, about Cinema and on archeological surveys
CO2	Will adopt new ideas in wall paintings and street art by the way of learning the existing ideas
CO3	Will be able to identify our tradition, symbolisms and its functions
CO4	Develop knowledge of cartoons and comic tradition in India and design it own with acquired knowledge
CO5	Distinguish between art historical periods, prehistory through medieval Sharpen analytical and cultural thinking skills in examining visual art.

## SUBJECT CODE: BV261

## SUBJECT NAME: TELEVISION PRODUCTION

CO1	Knowledge on the different mass mediums and its visualization process.
CO2	Acquire the significant knowledge about the various types of video formats and television production methods.
CO3	Understand the grammar of studio production and the key roles of production team.
CO4	Understand the Production & Postproduction process in detail.
CO5	Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production





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## SUBJECT CODE: BV262

## SUBJECT NAME: 3 D ANIMATION

CO1	Students are able to do 3D model and animation
CO2	Students can use modifiers to model logo, product, set design etc.
CO3	Students would be able to apply their learned effects
CO4	Students will be able to apply the camera and lighting required for the design using 3D software
CO5	Students will have the skill to design and take output in various formats

## SUBJECT CODE: BV261

## SUBJECT NAME: TELEVISION PRODUCTION

### PRACTICAL

CO1	Analyze and appreciate television programs and shows critically
CO2	Create draft budgets and plan for pre-production for TV programs
CO3	Design sets and art direction works for production
CO4	Write scripts for various television productions
CO5	Create, direct and produce variety of television programs

## SUBJECT CODE: CES6Q

## SUBJECT NAME: PROJECT

### (MEDIA INTERNSHIP)

CO1	Will have the knowledge about the industry and its requirements
CO2	Idea about the various job positions and its role in media industry
CO3	Able to choose their Job career in the specific field
CO4	Understand and fit themselves in the various designations and skill needs of the media industry
CO5	Will have the improvement in their skills and they will be able to equip themselves for field work.