



# 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** | **MASTER OF VISUAL COMMUNICATION**

### PROGRAMME OUTCOMES

PO1: Ability to design, develop and produce media content on a wide range of topic

PO2: Demonstrate mastery over a range of skill sets and techniques to work on multiple platforms and formats

PO3: To become an enterprising, enthusiastic and creative media professional

PO4: To become an active and adaptive leader, to keep phase with the rapid changes in media industry

PO5: Ability to conduct independent academic and commercial research with appropriate scientific attitude and commitment

PO6: Ability to make ethical and socially conscious decisions in professional media practices

### SEMESTER – I

**SUBJECT CODE: MS21A**  
**HUMAN COMMUNICATION**

**SUBJECT NAME: UNDERSTANDING**

CO1	Analyse various aspects of communication and articulate good communication principles.
CO2	Analyse and interpret signals, language, and signs as well as other aspects of human communication.
CO3	Demonstrate various modes of communication using message design principles.
CO4	Determine criteria for appropriate message design by distinguishing multi-level communication flows.
CO5	Analyse and interpret the behaviour of information, communication systems, and the spread of ideas in contemporary mediums.



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## SUBJECT CODE: MS212 COMMUNICATION

## SUBJECT NAME: GRAPHICS ARTS AND

CO1	Identify and demonstrate the knowledge in 2D Animation and the software
CO2	To build basic ideas and be familiar with important principles of animations
CO3	Utilize knowledge on how to generate a still and image processing in animations
CO4	Develop the fundamentals and various techniques in White board animations
CO5	Analyse the practical knowledge and understand the Photo voice methods and process.

## SUBJECT CODE: MS211 – 1 (3D DESIGNS) (PRACTICAL)

## SUBJECT NAME: COMPUTER GRAPHICS

CO1	Skills to create 3d designs
CO2	Skills to create Nurbs & Splines
CO3	Skills to create polygon modelling
CO4	Skills to add Textures & material to models
CO5	Skills to take Render output

## SUBJECT CODE: MS213 DIGITAL ILLUSTRATION

## SUBJECT NAME: CREATIVE

CO1	Job profile as Professionals in Visualization, Creative Illustration, Cartoon and Caricature artist
CO2	Job profile as political Cartoonist, Magazine layout artist, Film Title designers
CO3	Professionals as Visual Analyser, Graphic designers, Special visual effects designer
CO4	Professionalism in Animation design, 2D animation artist
CO5	Job description as Concept Artist, Game Designer, 3D Animator

## SUBJECT CODE: MS41A TRENDS IN INDIAN MEDIA – THEORY

## SUBJECT NAME: CONTEMPORARY

CO1	Critically assess the use of rhetoric in an array of advertising and media materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and media campaign materials
CO2	Learners can become script writers content writers and program producers for mass media productions.
CO3	Learners will be able to write and develop the content for new media.
CO4	Learners will understand the ethics and basic principles in writing materials for advertisements.



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## SUBJECT CODE: MS41B – THEORY

## SUBJECT NAME: MEDIA AESTHETICS

CO1	Learners are exposed to Television channels, news reporting
CO2	Learners are trained as cinematographers, Designers, Visualizers
CO3	Learners become program producers, photojournalists
CO4	Learners are trained as social media experts in the media profession
CO5	Learners are experts in Television management production

## SEMESTER – II

## SUBJECT CODE: MS22A – THEORY

## SUBJECT NAME: MEDIATED COMMUNICATION

CO1	Analyse and interpret systems of mediated communication
CO2	Critically evaluate public opinion surveys and polls
CO3	Outline and write a reflexive essay on the effects of media on self and the other
CO4	Analyse and interpret developments in mediated communication using multiple theoretical lenses
CO5	Identify key factors driving the spread of information and virality

## SUBJECT CODE: MS22Q

## SUBJECT NAME: COMPUTER

## GRAPHICS – 2 (CAMERA AND LIGHTNING TECHNIQUES) (PRACTICAL)

CO1	Skills to do basic lighting
CO2	Skills to add types of lights & lighting
CO3	Skills to add interior and exterior lighting
CO4	Skills to add camera & camera movements
CO5	Skills to Render with camera movements

## SUBJECT CODE: MS222 (THEORY)

## SUBJECT NAME: DIGITAL FILM MAKING

CO1	Identify business opportunities and platforms for digital platforms
CO2	Critically appraise the opportunities and economic risks in digital platforms.
CO3	Develop a business plan and online collaboration workspace for entrepreneurship.
CO4	Prepare a low-cost budget and revenue model for independent filmmaking



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## SUBJECT CODE: MS22B

## SUBJECT NAME: DESIGN THINKING THEORY

CO1	Adopt a problem-solving mindset to reframe design challenges
CO2	Enumerate and select appropriate design thinking approach for specific design problem
CO3	Use design thinking tools and methods to solve real-world problems
CO4	Apply design thinking principles to develop plan of action and wireframe for specific problem domain
CO5	To create prototypes for specific design problem using available design tools and apps

## SUBJECT CODE: MS42A THEORY

## SUBJECT NAME: WRITING FOR MEDIA:

CO1	Understand the basic concepts of writing techniques for media.
CO2	Learners can become news writers, content writers, and program producers for mass media productions.
CO3	Learners will be able to write and develop the content for new media.
CO4	The course provides Learners with an understanding of the importance of writing for the media.

## SUBJECT CODE: MS321 PRESENTATION SKILLS – PRACTICAL

## SUBJECT NAME: ANCHORING AND

CO1	Learners will gain knowledge about the dos and don'ts of the presenter
CO2	They will present the program artistically.
CO3	They can present programs and news.
CO4	They come to know the importance of voice, speech, make-up, etc.
CO5	They can face the technical aspects such as camera, lighting, sound, etc.

## SEMESTER – III

## SUBJECT CODE: MCU4A RESEARCH METHODS – THEORY

## SUBJECT NAME: COMMUNICATION

CO1	Outline various steps involved in conducting communication research and identify a researchable topic
CO2	Diagram a communication problem with a causal model and present operational definitions of key constructs
CO3	Prepare a coding framework for analysis coverage of major current news events and apply CATA
CO4	Apply qualitative methods like in-depth interviewing for journalism practices
CO5	Design questionnaire for audience and audience measurement



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## SUBJECT CODE: MEDIA DESIGN

## SUBJECT NAME: UX AND INTERACTIVE

CO1	Skills to do basics of UI/UX design
CO2	Skills to do Colouring for UI/UX
CO3	Skills to create buttons & icons
CO4	Skills to do prototyping
CO5	Skills to render an output for UI/UX developing

## SUBJECT CODE: VISUAL EFFECTS (VFX) – PRACTICAL

## SUBJECT NAME: VIDEO EDITING AND

CO1	Skills to do Editing
CO2	Skills to do Editing and advanced techniques in Editing
CO3	Skills to remove wire, rigging, tracking methods and clean plate.
CO4	Skills to do Rotoscopy
CO5	Skills to do Compositing

## SUBJECT CODE: 3 (ADVANCED TECHNIQUES) (PRACTICAL)

## SUBJECT NAME: COMPUTER GRAPHICS –

CO1	Skills to do basic Character Modelling
CO2	Skills to do Rigging and Parenting
CO3	Skills to do <i>Biped animation</i>
CO4	Skills to do Keyframe animation
CO5	Skills to add <i>Dynamics</i>

## SUBJECT CODE: TELLING – ELECTIVE (THEORY)

## SUBJECT NAME: TRANSMEDIA STORY

CO1	Critically evaluate popular, on-going transmedia projects
CO2	Explain the decision-making process for adopting a transmedia storytelling in marketing or journalism context
CO3	Prepare a strategic plan and budget for transmedia storytelling for OTT platform on entertainment or strategic communication content
CO4	Demonstrate an ability to prepare a script and storyboard for transmedia project and a web series for OTT
CO5	Apply multimedia skills to produce a short project for transmedia distribution.



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## SUBJECT CODE: SUBJECT NAME: ADVERTISING STRATEGIES

CO1	Apply creative strategies to develop a brand promotion plan
CO2	Interpret data and conduct audience analysis for an advertising campaign
CO3	To produce an original public service advertising for cross platform distribution
CO4	Design banner advertising for websites and embed them a website or a blog
CO5	Demonstrate procedural knowledge on online advertising strategies

## SEMESTER – IV

## SUBJECT CODE: SUBJECT NAME: MEDIA ENTREPRENEURSHIP AND INNOVATION – THEORY

CO1	Identify business opportunities and platforms for media entrepreneurship
CO2	Critically appraise the opportunities and economic risks in media entrepreneurship
CO3	Develop a business plan and online collaboration workspace for media start-ups
CO4	Prepare a detailed proposal and strategic vision for establishing a media start-up.
CO5	Prepare a low-cost budget and revenue model for a multimedia news package for freelance assignment

## SUBJECT CODE: SUBJECT NAME: IMMERSIVE MEDIA DESIGN (VR/AR/GAME DESIGN) – THEORY

CO1	Adapt the use of Immersive Technology
CO2	Applied the technology of Virtual reality
CO3	Compare the mobile technology usage combined with Augmented reality
CO4	Evaluate the different immersive Technology of Mixed reality
CO5	Plan to organize the game design

## SUBJECT CODE: SUBJECT NAME: OPTION 1: CAPSTONE PROJECT AND PORTFOLIO OR DISSERTATION - PRACTICAL

CO1	Ability to understand the trends and demands of the media industry
CO2	Ability to fine tune their media skills and prepare to be industry-ready
CO3	Ability to generate, analyse content/data from various sources and convert them to publishable media content
CO4	Ability to work seamlessly with experienced media professionals meeting the rigours of the industry.
CO5	To learn to work independently in assigned projects
CO6	To produce an independent project as the culmination of their training and knowledge showcasing their specialization and specific interest covering contemporary themes/issues.





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## SUBJECT CODE: SUBJECT NAME: OPTION 2: DISSERTATION – (PRACTICAL)

CO1	Perform literature search and scoping study on selected topics
CO2	Set-up digital workspace for research using applications like Zotero and Qiqqa and Publish or Perish
CO3	Prepare an annotated bibliography following the APA style guide
CO4	Read and summarize academic research articles and evaluate quality based on protocols
CO5	Produce a news story based on academic research following best practices in academic journalism

## SUBJECT CODE: SUBJECT NAME: DIGITAL ASSET MANAGEMENT - THEORY

CO1	Recognize the Importance of Content Management
CO2	Acquire knowledge of Digital Assets and their Management
CO3	Understand the requirements of storage and staffing for a successful DAM
CO4	Comprehend the workflows and life cycle of the Digital Assets in DAM
CO5	Appreciate the role of DAMs in Brands and Rights

## SUBJECT CODE: SUBJECT NAME: DIGITAL MARKETING COMMUNICATION – THEORY

CO1	Acquire knowledge of Content Marketing and its development
CO2	Learn the nuances of Content curation
CO3	Understand the functions of Social Media Marketing
CO4	Acquire skills in Social Media Marketing Analytics
CO5	Deepen knowledge of Mobile Media Marketing through social networks