DEPARTMENT OF VISUAL COMMUNICATION

M.Sc. Visual Communication

Mission:

The mission of the Department of Visual Communication is to provide a learning environment to achieve academic needs and to enlighten the minds of the students with high ethical and professional values. It also motivates each of its students from the ground level to become a competent, responsible, self-reliant and wholesome individual with a deep sense of good will and social commitment.

Vision:

The primary vision of the Department of Visual Communication is to provide culture conscious, development oriented, socially responsible and committed media professionals for the current status quo.

As the college motto says "Let there be light," Department of Visual Communication has always been source of illumination for the development of students in their professional fields with the motto as "Let the Light Shine Through."

PROGRAMME OUTCOME

Students who complete the two-year M.Sc. Visual Communication programme will be qualified to work in the media industry as director, art director, graphic artist, customer service execution, instructional designer, animator, cartoonist, production assistant, VFX artist, Audio and Video editor, 3D modeller, Researcher and event manager among other positions. The course improves students' media skills and their ability to manage multimedia projects.

PROGRAM-SPECIFIC OUTCOMES

• Equip themselves in potentially rich & employable fields of media.

• Pursue higher studies in the area of media production.

• Take up self-employment in the Indian & global entertainment market.

• Meet the requirements of the Industrial standards.

COURSE OUTCOMES

SYLLABUS FROM 2008 ONWARDS

SEM	COURSE CODE	COURSE	COURSE TITLE	COURSE LEARNING OUTCOMES (CLO)
I	MVC101	Core – I	**Introduction to Human Communication**	• Understand the concept of Visual communication • Get knowledge about various types of communication • Gaining knowledge about elements and principles of design
I	MVC102	Core – II	**Principles of Animation (Practical)**	• Understanding the concept of animation • How to animate the character, mechanical models, lights etc.
I	MVC103	Core – III	**Visualization and storyboard (Practical)**	• Students gained knowledge about story board basics • Students can draw story board • Students can draw perspective figurative drawings • Students can work in animation studio and film industry
I	MVC104	Core - IV	**Computer Graphics & Animation – I (Practical)**	• To know how to create a model • Understanding lighting, texturing, • Creating interior and exterior model • How to take render of their project.
I	MVC105	Elective – I	**Media Aesthetics**	• Knowing audience understating on visuals • Understanding different media effects • Aesthetic approaches of understanding of media product
I	MVC106	Elective – II	**Indian Cinema**	• Knowing the origin of Indian cinema • Experience different styles of regional cinema in India • Understanding film ideas of various directors in India
I	MVC107	Softskills	**Language and communication**	• Students improve their Reading and Comprehension skills • Able to improve their writing Skills • Improving Speaking and Listening skills.
II	MVC201	Core – V	**Film Language**	• To gain knowledge about film genres • Gain knowledge about how film elements communicate meaning • Get knowledge about filmmaking • Gain knowledge about latest technology in filmmaking

II	MVC202	Core – VI	**Story Development & Scriptwriting**	• Knowledge to create script for film and television • Ability to understand the process of script writing • Ability to analyse scripts of film and shows • Ability to evaluate stories based on script
II	MVC203	Core – VII	**Computer Graphics & Animation – II (Practical)**	• To know how to develop the created model to the next level • Animate the model based on the shot • Getting knowledge about dynamics & cloth simulation
II	MVC204	Core – VIII	**Character Animation & Camera Techniques (Practical)**	• Know how to animate the character. • Know how to animate the camera • Know how to render projects as video
II	MVC205	Elective – III	**Visual Culture in India**	• Understand various cultural aspects • Influences of visuals among its viewers • Understanding various art forms in India
II	MVC206	Elective – IV	**World Cinema**	• Knowing the origin of cinema • Experience different styles of world cinema • Understanding film ideas of various directors around the world
II	MVC207	Softskills	**Spoken and Presentation skills**	• Students learn to prepare, plan and present a topic. • Capable to lead the discussion incorporating the self introduction, handling questions, Extending discussions, summing up etc. • Knowledge of subject, Thinking on their feet,, Appropriate use of language, Body language during the Interviews
III	MVC301	Core – IX	**Visual Research Methods**	• Understand the Basic Concepts of research and its process • Gain knowledge on how to interpret visual elements using visual research methods • Ability to choose their research area and can do research related to the media industry.
III	MVC302	Core – X	**Special Visual Effects (Practical)**	• To know what is Visual effects • Understanding how the VFX movies made • Able to create vfx shots

III	MVC303	Core - XI	**Video Editing (Practical)**	• Become an editor • Familiar with non-linear editing • Can do editing for different genres and live editing
III	MVC304	Elective - V	**Entertainment & Society**	• Understand the types of entertainment • Come to know how media entertain the people • How media content influence and shape the society
III	MVC305	Elective - VI	**Film Analysis & Criticism**	• Analyse Indian and international films. • Understand the relevance of Film Movements. • Create reviews of films effectively.
III	MVC306	Softskills	**Life and managerial skills**	• Able to manage their life with the required skills • Analyse and synthesize the ideas for their development • Understand and evaluate the good and bad things in a right way
IV	MVC401	Core - XII	**Computer Graphics & Animation – III (Practical)**	• To know about the advance level of animation. • How to simulate dynamics , • Hair, fur & n-cloth • Camera movements
IV	MVC402	Core - XIII	**Sound Recording & Editing (Practical)**	• Gain knowledge in sound production for visuals • Gain knowledge in sound designing, digital recording, and synchronization • Become a content creator in Radio, Podcasts and work as audio engineer in movies, music industry.
IV	MVC403	Core - XIV	**Project Management**	• Gain knowledge about media industry and its projects • Get an idea on managing the project as a team • Gain knowledge about the challenges and risks in media projects • Able to apply the learned knowledge in their media projects
IV	MVC404	Core - XV	**Research Project work**	• Gain the knowledge of doing research • Analysing skill through research • Skill of presentation • Preparing research report.
IV	MVC405	Core - XVI	**Specialization (Project)**	• To know how to create a animation and VFX shot portfolio • To know how to handle the camera for VFX shots**.**

IV	MVC406	Elective - VII	Gaming and Game Design	- Will learn to create the concepts. - Will develop creativity and individuality in performing tasks - To know about the objectives of gaming and game play. - To understand the nature of challenges and actions in gameplay - To know about the structure, rules of game activity.
IV	MVC407	Softskills	Computing skills	- To impart hands on training to students in Microsoft Office essentials like MS Word, MS Excel and MS Access. - Students who have no computer knowledge will get updated in computing skills. - Able to document and present their works with the learned skills