LEARNING OUTCOMES–BASED CURRICULUM FRAMEWORK (LOCF)
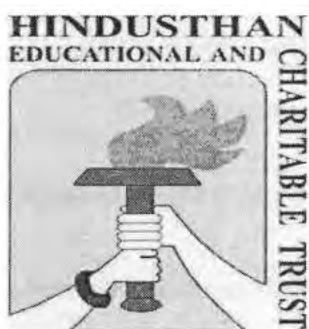
in the

MASTER OF SCIENCE IN VISUAL COMMUNICATION

FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2022- 2023 AND ONWARDS

HINDUSTHAN
EDUCATIONAL AND CHARITABLE TRUST

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
(Affiliated to Bharathiar University and Accredited by NAAC)
COIMBATORE-641028
TAMILNADU, INDIA.
Phone: 0422-4440555
Website: www.hindusthan.net/hicas/

PREAMBLE

The students of this program have been trained with un compromising standards of excellence. To face the technological challenges the department, provides the aspirants with wide spectrum of latest well equipped digital studios at par with the industry. The Studios are designed to achieve parallel growth in theatrical and practical skills keeping in mind the current enlargements. These facilities help our students to avoid capsule-based learning and in turn encourages in depth analysis of courses.

VISION

To provide world class education to the students to face global challenges and to inculcate the latest trends in technological advancement. To cater the needs of the environmental and ethical values in the mind of students to become good citizens and entrepreneurs.

MISSION

The Mission is to pursue a philosophy of perceptual acquisition of knowledge. The important policy is to provide value-based education and to bring out the hidden potentials in students that equip them to approach life with optimism.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Post Graduate of Visual Communication programme will

PEO 1: Prepare the students and tune them with newer societal aspirations in order to meet out the standards of excellence.

PEO 2: Offer a space for proficiency in skill development of various medium.

PEO 3: Engage in acquiring the profession and to acclimate rapid change in work environment

PEO 4: Altering the students to cater the needs of the entry level communication job markets.

PEO 5: Provide a platform to practice and reflect the professional ethics among the society.

PROGRAMME OUTCOME (PO)

PO1: Comprised with adequate knowledge in various branches of the discipline.

PO2: Molded with an aptitude of analytical thinking, logical thinking and creativity.

PO3: Well prepared with profound knowledge based on societal concerns and responsibilities.

PO4: Transformed and enriched with contemporary media inputs

PO5: Equipped to meet out the requirements of the media industry

PO6: Functions commendably as a media expert.

PO7: Exploratory competency to enhance the ethical values of visual communication.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1: Will have adequate skills sets to work in media.

PSO2: Will gain industrial experience through workshops and internship programs

PSO3: Will be able to produce documentation and projects based on their career interest.

PSO4: Will have ample comprehension to set up their own firm based on specialization

PSO5: Will become an expert in creative production

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
COIMBATORE-641028
SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN
(For the Students admitted from the Academic year 2022-2023 and Onwards)
PG PROGRAMME

Programme: MSC   **Branch: VISUAL COMMUNICATION**

Course Code	Course Type	Course Title	Credit points	Lecture Hours/ Week		Exam Duration (hours)	MAX. MARKS		
				Theory	Practical		I.E.	E.E	Total
		Semester - I							
22VCP01	DSC	Introduction to Communication and Theories	4	5	-	3	50	50	100
22VCP02	DSC	Writing for Social Media	5	5	-	3	50	50	100
22VCP03	DSC	Citizen Journalism	5	5	-	3	50	50	100
22VCP04	DSC	Fundamentals of Photography	4	5	-	3	50	50	100
22VCP05	DSC	**Practical– I** Photography	2	-	4	6	50	50	100
22VCP06	DSC	**Practical-II** Graphic Production	3	-	5	6	50	50	100
22VCP07	SEC	**Mini Project**	2	-	-	-	100	-	100
22VCPE01	AEE	Open Elective - I	2	3	-	-	100	-	100
22VCPV01	ACC	VAC–I	1*	2	-	-	50**	-	50**
22VCPJ01	SEC	**Aptitude / Placement Training**	Grade*	2	-	-	50**	-	50**
-	SEC	SDR – Student Development Record	Assessment will be done in the end of III semester						
		Total	27	27	9		500	300	800
		Semester - II							
22VCP08	DSC	Media Laws and Ethics	6	6	-	3	50	50	100
22VCP09	DSC	Advertising and Event Management	5	5	-	3	50	50	100
22VCP10	DSC	Film studies	5	6	-	3	50	50	100
22VCP11	DSC	**Mini Project**	3	-	6	-	100	-	100
22VCP12	DSC	**Practical– III** Television Program Production	3	-	6	6	50	50	100
22VCPE02	AEE	Open Elective - II	2	3			100		100
22VCPV02	ACC	VAC–II	1*	2			100*	-	100**
22VCPJ02	SEC	**Online Courses**	Grade*	-	-	-	-	-	-
22VCPJ03	SEC	**Aptitude / Placement Training**	Grade*	2	-	-	100*	-	100**
		Total	24	24	12		400	200	600
		Semester - III							
22VCP13	DSC	Philosophies of Communication	5	5	-	3	50	50	100
22VCP14	DSC	Communication Research	5	5	-	3	50	50	100
22VCP15 A 22VCP15 B 22VCP15 C 22VCP15 D	DSE	**Electives - I** Practical –IV	3	-	5	6	50	50	100
22VCP16 A 22VCP16 B 22VCP16 C	DSE	**Electives - II** Practical –V	3	-	5	6	50	50	100

								I.E	E.E	Total
22VCP16 D										
22VCP17	DSC	**Practical –VI** Cinematography and Editing Techniques	3	–	5	6	50	50	100
22VCP18	DSC	**Practical –VII** **Production Specialization**	2	–	4	6	50	50	100
22VCP19	SEC	Internship / Institutional Training	2	–	–	–	100	–	100
22VCPE03	AEE	Open Elective-III	2	3	–	–	50	50	100
22VCPV03	ACC	VAC–III	1*	2	–	–	50*	–	50**
22VCPJ04	SEC	**Aptitude / Placement Training**	Grade*	2	–	–	50*	–	50**
22VCPJ05	SEC	**Online Courses**	Grade*	–	–	–	–	–	–
22VCPJ06	SEC	SDR – Student Development Record	2*				–	–	–
		Total	26	17	19		450	350	**800**
		Semester - IV							
22VCP20 A **22VCP20 B**	DSE	**Electives - III**	4	6	–	3	50	50	100
22VCP21 A **22VCP21 B**	DSE	**Electives - IV**	4	6	–	3	50	50	100
22VCP22	SEC	**Self-Study Course**	4	–	–	3	50	50	100
22VCP23	DSC	**Project Work** Research Viva Voce	6	–	–	–	100	100	200
		Total	18	12	–		250	250	**500**
			94 credits + (9 Extra Credits)						2700

- * denotes Extra credits which are not added with total credits.
- ** denotes Extra marks which are not added with total marks.
- VAC-Value Added Course (Extra Credit Courses)
- * Grades depends on the marks obtained

Range of marks	Equivalent remarks
80 and above	Exemplary
70 – 79	Very good
60 – 69	Good
50 – 59	Fair
40 – 49	Satisfactory
Below 40	Not Satisfactory = Not Completed

- Part IV & V not included in total marks and CGPA calculation.
- I.E-Internal Exam
- E.E-External Exam
- JOC-Job Oriented Course

PASSING MINIMUM
- Passing Minimum for UG 40%

Abstract for Scheme of Examination

(For the students admitted during the academic year 2022 - 2023 and onwards)

Course	Papers	Credit	Total Credits	Marks	Total Marks
Core /DSC	12	6/5/4/3/2	57	100 200	**1400**
Electives/**DSE**	4	5/3	16	100	**400**
Practical **DSC**	4	3/2	11	100	**400**
Project **SEC**	1	2	2	100	**100**
Internship/Institutional Training/Mini-Project / Extension Activity	*1*	*2*	*2*	*100*	*100*
Open Electives /**AEE**	3	2	6	100	**300**
Self-Study Course /SEC	*1*	*4**	*4**	*100*	--
Job Oriented Course / Value Added Course	*3*	*1**	*3**	*100** *50**	*200***
Skill Based/ Placement/Aptitude **SEC**	3	Grade*	Grade*	50 X 2 100 X 1	**200****
Online Courses/ SEC	**2**	Grade*	Grade*	-	-
SDR - SEC	**2**	2*	2*	-	-
Total			**94 +** **(9 Extra Credits)**		**2700 +** **(400**)**

List of Open Elective Papers & VAC / JOC	
Open Electives	Yoga for Human Excellence
	Human Health & Hygiene
	Indian Culture and Heritage
	Indian Constitution and Political System
	Consumer Awareness and Protection
	Professional Ethics and Human Values
	Human Rights, Women's Rights& Gender Equality
	Disaster Management
	Green Farming
	Campus to Corporate
	How to start a Business?
	Research Methodology and IPR
	General Studies for Competitive Examinations
	IIT JAM Examination (for Science only)
	CUCET Examination
	Courses offered by the Departments to other Programmes

Note: VAC / JOC courses can be added along with the above open electives

List of Elective Papers/ DSE
(Can choose any one of the paper as electives)

	Course Code	Title
Electives/ DSE-1	22VCP15 A	Environmental Studies in Communication Design
	22VCP15 B	Environmental Studies in Journalism
	22VCP15 C	Environmental Studies in Film Production
	22VCP15 D	Environmental Studies in Photography
Electives/ DSE-II	22VCP16 A	Critical Analysis in Communication Design
	22VCP16 B	Critical Analysis in Journalism
	22VCP16 C	Critical Analysis in Film Production
	22VCP16 D	Critical Analysis in Photography
Electives/ DSE-III	22VCP20 A	Visual Semiotics
	22VCP20 B	Visual Merchandising
Electives/ DSE-IV	22VCP21 A	Visual Anthropology
	22VCP21 B	Visual Ergonomics

Syllabus Coordinator

BOS-Chairman/Chairperson

Academic Council - Member Secretary

PRINCIPAL

Regulations

1. Internship / Institutional Training / **Mini-Project** is related to the discipline can be permitted to complete during the end of I and III semesters for minimum seven days each and permitted to submit a report.

Internship / Institutional Training	Not more than seven days
Mini project	Depends on the departments

2. Project work is considered as a special course involving application of knowledge in problem solving / analyzing /exploring a real-life situation. A Project work may be given in lieu of a discipline specific elective paper.

3. To fix the practical marks for PG programme for Internal assessment and External assessment as 50 marks I.E. and 50 marks E.E and to modify the component for Internal assessment as Test-1 = 20, Test-2 = 20 and Observation and concept application = 10.

4. To modify the Internal and External Assessment marks FOR THEORY as 40 and 60 for all the post graduate programme for the Academic year 2021-2022 and onwards. Subsequently, the Internal component is to be modified as Test -1 = 10, Model = 10 and other component = 20. The Components for internal assessment can be of 5 marks for each 4 components out of 10 components (10 **Components can be fixed by the concern boar chairman**) selected by the each subject incharges for their respective courses.

5. To incorporate online courses as a non-credit skill enhancement course for the III and IV th semesters and Grades will be assessed based on the certificates produced by the students. It is compulsory to produce one online course certificate for each semester to avail grades for the students. (2 certificates in any of the online platform is mandatory)

6. **Two Elective courses DSE- III & DSE- IV are the subjects which are to be related with NPTEL courses.**

7. **If the students who are all completed the NPTEL courses before semester -III, they can avail exemption from appearing exams of DSE- III & DSE- IVin Fast track scheme.**

8. SDR – Student Development Report to be received by the department from the students till end of the **Third** semester. (Evidences of Curriculum activities and Co-curriculum activities)

PG Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2022-2023 and onwards)

1. Internal Marks

Components	Marks
Test	15
Model Exam	15
Internal Assessment components	20 #
TOTAL	50

List of components for Internal Assessment

S.No	Components
1	Multiple choice questions
2	Video teach
3	Co-operative or Collaborative Learning
4	Mini Project/Assignment
5	Case study
6	Seminar
7	Role Play
8	Management Games

(Any four components from the above list with five marks each will be calculated .4x5=20 marks)

2. a) Components for Practical I.E.

Components	Marks
Test –I	15
Test - II	15
Observation	10
Application*	10
Total	50

b) Components for Practical E.E.

Components	Marks
Experiments/Exercise	40
Record	5
Viva	5
Total	50

3. Institutional/ Industrial Training, Mini Project and Major Project Work

Internships/Industrial Training (I.E)		Mini Project (I.E)	Major Project Work		
Component	Marks		Component	Marks	Total Marks
Work diary	25	-	I.E a)Attendance	20	
Report	50	50	b)Review	30	100
Viva-voce	25	50	c) Report	25	
			d)MocViva-Voce/ Presentation	25	
Total	100	100	E.E*		
			a) Final report	60	100
			b)Viva-voce	40	
			Total		200

*Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

4. Value Added Courses and Aptitude/Placement courses:

Components	Marks
Two Test (each 1 hour) of 25 marks each QP is objective pattern (25x1=25)	50
Total	50

5. Guideline for Open Elective

Two tests(each 2 hours) of 50 marks each [5 out of 8 descriptive type questions 5x10=50 Marks	Marks
	100

Guidelines:

1. The passing minimum for these items should be 50%
2. If the candidate fails to secure 50% passing minimum, he / she may have to reappear for the same in the Subsequent semesters
3. Item No's:4 is to be treated as 100% Internals and evaluation through online.
4. Item No.2: * - Application should be from the relevant practical subject other than the listed programmes. It must be enclosed in the practical record.

For all PG/MBA/MCA Programmes   *(2022-2023Regulations)*

QUESTION PAPER PATTERN FOR CIA EXAM

Reg.No:------------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
PG/MBA/MCA DEGREE CIA EXAMINATIONS ------------------20---------
(----------Semester)
BRANCH: -----------
Subject Name: ----------------

Time: Two Hours   Maximum: 50 Marks

Section-A (4 x 4=16 Marks)
Answer ALL Questions
ALL questions carry EQUAL Marks
(Q.No: 1 to 4 Either Or type)

Section-B (3 x 8=24 Marks)
Answer any THREE Questions out of FIVE Questions
ALL questions carry EQUAL Marks
(Q.No: 5 to 9)

Section-C (1 x 10=10 Marks)
(Compulsory Question: It should be a Case study/Application oriented/Critical analysis from any of the units)
(Q.No: 10)

QUESTION PAPER PATTERN FOR MODEL / END SEMESTER EXAM

Reg.No:------------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
PG/MBA/MCA DEGREE MODEL EXAMINATIONS -------------20---------
(----------Semester)
BRANCH: -----------
Subject Name: ----------------

Time: Three Hours   Maximum: 60 Marks

SECTION – A (5x4=20 marks)
Answer ALL Questions
ALL Questions carry EQUAL Marks
(Q.No 1 to 5 Either Or type)
(One question from each Unit)

SECTION – B (3x10=30 Marks)
Answer any THREE Questions Out of FIVE Questions
ALL Questions carry EQUAL Marks
(Q.No 6 to 10)
(One question from each Unit)

SECTION – C (1x10=10Marks)
(Compulsory Question: It should be a Case study/Application oriented/Critical analysis from any of the units)
(Q.No: 11)

Blue Print of Question Paper for all PG Programmes
(For the academic year 2021-22, 2022-23)

FOR CIA I - QUESTION PATTERN

Max. Marks:50

Sec	Question No	Type	No of Question	Questions to be answered	Mark per question	K-level
A	1 to 4	Either or Type (a or b)	8	4	4 (4x4=16)	2 Questions will be in K1 4 Questions will be in K2 2 Questions will be in K3
B	5 to 9	Open choice	5	3	8 (3x8=24)	2 Questions will be in K3 2 Questions will be in K4 1 Questions will be in K5
C	10	Compulsory	1	1	10 (1x10=10)	1 Question will be in K5

FOR MODEL/ESE - QUESTION PATTERN

Max. Marks:60

Sec	Question No	Type	No of Questions	Questions to be answered	Mark per question	K-level
A	1 to 5	Either or Type (a or b)	10	5	4 (5x4=20)	2 Questions will be in K1 4 Questions will be in K2 4 Questions will be in K3
B	6 to 10	Open choice	5	3	10 (3x10=30)	2 Questions will be in K3 2 Questions will be in K4 1 Questions will be in K5
C	11	Compulsory	1	1	1 (1x10=10)	1 Question will be in K5

Distribution of section-wise marks with K levels for PG 2021-22, 2022-23

CIA - PG

Sec.	K1	K2	K3	K4	K5	Total questions	Questions to be answered	Total marks
A- Either or type	2	4	2			8	4	4X4=16
B - Open choice			2	2	1	5	3	3X8=24
C- Compulsory Question					1	1	1	1X10=10
Total Marks	8	16	16	16	18			84
% of marks without choice	9.52	19.05	19.05	119.05	21.43			100

Model Exam - PG

Sec.	K1	K2	K3	K4	K5	Total questions	Questions to be answered	Total marks
A- Either or type	2	4	4			10	5	5X4=20
B - Either or type			2	2	1	5	3	3X10=30
C – Compulsory Question					1	1	1	1X10=10
Total Marks	8	16	36	20	20			100
% of marks without choice	8	16	36	20	20			100

PG Programme Regulations for the academic year 2022-2023

1. Internal marks components for all the candidates admitted from the academic year 2022-2023 and onwards is as follows.

For Theory courses

Components	Marks
Test	15
Model Exam	15
Internal Assessment components	20
TOTAL	**50**

For Practical courses

Components	Marks
Test –I	15
Test – II	15
Observation/Excercise	10
Application*	10
TOTAL	**50**

2. Pattern of question paper for External Examination will be maximum of 60 marks for all theory courses. The marks obtained will be converted into 50 marks as per the scheme.
3. Passing minimum marks for all PG programme is 50 % in internal and 50% in External and the composition of total 50 marks out of 100 marks.
4. Project work is considered as a special course involving application of knowledge in problem solving / analyzing /exploring a real-life situation. A Project work may be given in lieu of a discipline specific elective paper. Distribution of marks for major project work for all PG Programmes will be of 50:50 pattern for both Internal and External in total of 200 marks.
5. Internship / Institutional Training / Mini-Project/ Extension Activity is related to the discipline. The students can be permitted to complete the Internship / Institutional Training / Mini-Project/ Extension Activity before the end of respective semesters (end of I, II and III semester) and submit a report.

Internship / Institutional Training/ Extension Activity	Not more than seven days
Mini project	During the course of study for not more than seven days.

6. For fully internal subjects, Two test will be conducted one at the time of CIA I and the other will be during Model Examinations.
7. Retest for the failure candidates in the above case should be conducted immediately before the End Semester Examinations.
8. For the Theory cum Practical blended courses, 50:50 Internal and External pattern will be followed for theory examination and Fully internal pattern will be followed for Practical examination. For theory part, External examination will be conducted as regular pattern (max of 70 marks) and it will be converted into 25 marks.

Course	Internal Marks		External marks		Total marks (Max. marks 50)	
	Min.	Max.	Min.	Max.	Min.	Max.
Theory	12.5	25	12.5	25	25	50
Practical	25	50	-		25	50

For Practical components for Theory cum Practical courses (Fully Internal)

Components	Marks
Test I	10
Test II	10
Experiment/Exercise	20
Record	5
Viva	5
Total	50

The Internal mark 50 will be converted into 25.

11. For the candidates admitted under the Fast Track System (FTS) must register their names to their concerned department heads and get approval from the COE office at the beginning of the II semester.

12. Self Study will be a Core Paper of the department for which the examination pattern of other theory subjects is followed.

13. Online courses is incorporated as a non-credit skill enhancement course for the III and IV semesters and Grades will be assessed based on the certificates produced by the students. It is compulsory to produce one online course certificate for each semester to avail grades for the students. (2 certificates in any of the online platform is mandatory).

14. SDR – Student Development Report to be received by the department from the students till end of the **Third** semester. (Evidences of Curriculum activities and Co-curriculum activities).

15. Open elective courses:
Departments can offer list of subjects which teaches moral ethics to the young community for the better future. The topics relevant to Indian ethics, Culture, Women rights, Yoga, Green farming, Indian constitution etc., as an open elective courses. These courses can be offered by the department or other department as inter department courses. Marks earned for this subject will not be included for the CGPA calculation.

Regulations of Fast Track System (FTS)

- From the academic year 2021-22, our college is offering Fast Track System (FTS) for all UG and PG programmes. In this system, we are offering two courses under the course type of Discipline Specific Elective (DSE) in the sixth semester for all UG programmes and fourth semester for all PG programmes, which are equivalent and related with **National Programme on Technology Enhanced Learning/Study Webs of Active–Learning for Young Aspiring Minds (NPTEL/SWAYAM) courses.**

- The students have the option of taking two subjects of the sixth semester of their programme through NPTEL/SWAYAM portal from the list given by NPTEL and can complete the online course before fifth semester and submit the received original certificates to the COE office for getting approval. If the student completes these courses before the beginning of the sixth semester (UG)/fourth semester (PG), the candidate can be considered and exempted to write the examination from the assigned DSE courses in the sixth semester/fourth semester. They should complete only the self study course and project work during the VI/IV semester as assigned in the scheme. The candidate who completes the online courses and submits the successful course completion credentials, the credit transfer will be considered as per our Scheme of Examination for qualifying the degree. **The minimum duration of the registered online course must be 12 weeks.** Course duration of less than 12 weeks will not be considered.

- For all PG programmes, the candidates who were admitted during the academic year 2021-2022 under the Fast track system, for the self study course, the internal mark component will be as follows. For others regular internal pattern follows.

TEST	Max. Marks	Mode
CIA I	50 (50x1=50)	Online objective type
Model Exam.	50 (50x1=50)	Online objective type

  Out of these two tests, the total marks will be converted into 40 marks as Internal.

- For all UG programmes, the candidates who were admitted during the academic year 2021-2022 under the Fast track system, for the self study course, the internal mark component will be as follows. For others regular internal pattern follows.

TEST	Max. Marks	Mode
CIA I	50 (50x1=50)	Online objective type
CIA II	50 (50x1=50)	Online objective type
Model Exam.	50 (50x1=50)	Online objective type

  Out of three tests, the total mark will be converted into 30 marks as Internal.

- For the students admitted in Fast Track System, must enroll their names to the concerned department heads and get approval from the COE office at the beginning of III semester for all UG Programmes and at the beginning of II semester for all PG programmes.

- The students who cleared and got certified for online courses under the fast track system, the grade obtained will be converted into average marks of range. The received certificates must be submitted to the COE office for approval of the Controller and the Principal. The FTS courses will be treated as fully external.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc.				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
I	DSC	22VCP01	Introduction to Communication and Theories	4	5	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Memorize the historical strengthen of media theories with relevant models
2. Explore the functions of various types of media communication
3. Analyze the four theories of the press to get acquainted with the mass communication domain.
4. Integrate the western and eastern perspectives of the communication theories.
5. Critically examine the psychological and sociological impact of communication towards development.

Unit	Course Contents	Hours	K Level
I	Communication - Elements and Functions- purpose of Communication - **Communication reflects personality** -Types of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication - Verbal and Non-verbal Communication- Human Communication .	15	UP to K5
II	**Communication models**; Aristotle's model - Marshal McLuhan - The medium is the message — Lasswell's model – Berlo's SMCR —— Gerbner's model - – Spiral of Silence. – Linear model of communication - Interactive Model of Communication – Transaction model of Communication -	15	UP to K5
III	**Normative Theories** – Uses and Gratifications theory – Media dependency theory - Media effects theory: Selective Processes, Gatekeeping, Agenda-Setting, Framing, Cultivation Theory – Magic Bullet Theory – Muted group theory	15	UP to K5
IV	**Theories of Social Influence** - Cognitive Dissonance Theory- Diffusion of innovation - Lerner's Modernization theory - Social Learning theory– Media Hegemony - Technological Determinism - Gestalt theory.	10	UP to K5
V	**Popular Culture and media**- Globalization - Post Modernism - Social Construction - The Medium and the Message	10	UP to K5

Note: The Questions should be asked in the form of 20% Problems and 80%for theory

Book for Study

1. McQuail, D., &Windahl, S. (2015). Communication models: For the study of mass communications. Routledge.
2. Martin S. Roden, Introduction to Communication Theory, 1st Edition - January 1, 1972, ISBN: 9781483145563
3. Richard L. West, Lynn H. Turner, McGraw Hill, Introducing Communication Theory, Publication, 6th Edition, ISBN 9789353162092.

Books for Reference(five books)

1. Baran, S. J., Davis, D. K., &Striby, K. (2012). Mass communication theory: Foundations, ferment, and future.
2. Baran, S. J. (2015). Introduction to mass communication.
3. Bennett, P., Kendall, A., & McDougall, J. (2011). After the media: Culture and identity in the 21st century. Routledge.
4. Stevenson, N. (2002). Understanding media cultures: Social theory and mass communication. Sage.
5. Essentials of Mass Communication" by Asa Berger, Sage, New Delhi, 2000.

Web Resources(any two web resources)

- Sharma, Ashish (2018).Introduction to Mass Communication: Model and Theories, Evince pub Publishing: Chattisgarh.
  https://www.google.co.in/books/edition/Introduction_to_Mass_Communication/ERFfDwAAQ BAJ?hl=en&gbpv=1&dq=mass+communication&printsec=frontcover
- Betteke van Ruler (2018) Communication Theory: An Underrated Pillar on Which Strategic Communication Rests
  https://www.tandfonline.com/doi/pdf/10.1080/1553118X.2018.1452240?needAccess=true
- Swayam Course By Prof. Narasimhamurthy, Bengaluru Central University, Communication Research.
  https://onlinecourses.swayam2.ac.in/cec20_ge30/preview

Pedagogy : Chalk& Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course: Students will be able to understand the basics of communication. It will help them to understand the mode of communication in the society and work place.

Activities to be given

1. Prepare theory based models for new communication
2. Assignments on Mathematical Model of communication flow chart
3. Preparing students for globalized world of communication and its implications

Course Learning Outcomes

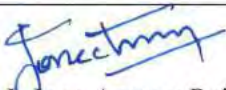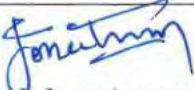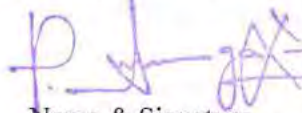| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Remember media theories and models of communication process and functions.	Up to K5
CLO2	Understand the functions and nature of the various types of communication	Up to K5
CLO3	Examine the contemporary media theories in mass communication.	Up to K5
CLO4	Evaluate the theories with real time case studies.	Up to K5
CLO5	Evaluate theories as applied to practical mass communication problems.	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	3	3	2	3	3	3	3
CLO 2	3	3	2	3	3	3	3
CLO 3	3	3	2	3	3	3	3
CLO 4	3	3	2	3	3	3	3
CLO 5	3	3	2	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr. J. Jone Antony Raja Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

HEAD OF THE DEPARTMENT
Department of Visual Communication
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc.				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
I	DSC	22VCP02	Writing for Social Media	5	5	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Help the students to learn the similarities and differences among all forms of media writing.
2. Apply various writing styles to fit various media platforms.
3. Analyse effective information gathering skills and techniques in media.
4. Critically understand the laws, ethics, and responsibilities of media writing.
5. Apply Associated Press style and use it correctly when writing media messages.

Unit	Course Contents	Hours	K Level
I.	**Understanding Writing Process: Writing Process:** Brainstorming for Ideas, Idea Organization and Audience Analysis - **Writing Mechanism**: Opening, Developing and Winding up the Argument/ Narrative- Editing, redrafting and Formatting 3. Abstract, Essay and Column Writing	15	UP to K5
II	**Introduction to Media Writing** - Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective - ABCD of Media Writing: Grammar and Vocabulary - Writing for News and Non-news Mediums for Print media -. Writing for News and Non-news Mediums for Electronic media	15	UP to K5
III	**New Media and Journalism** - Concept and definition of online journalism - Features of online journalism - Types of online journalism -. News websites – Social media	15	UP to K5
IV	**Writing for Web** - Writing news stories - Features and articles for Web - Interview and chats on the web as news source - Mobile digital news formats - Computer Assisted Journalism (CAJ) - Introduction to CMS (Content Management System)	10	UP to K5
V	New Media – Internet – Nature and characteristics – Contents online –Blogging – multimedia support – textual and visual impact – Online journalism – Problems of access – Uses and challenges in new media.	10	UP to K5

Note: The Questions should be asked in the form of 20% Problems and 80%for theory

Book for Study
1. Stovall, J. G. (1985). *Writing for the mass media. Prentice-Hall.*
2. Marshall Carrie, (2018), Writing for Social Media, Publisher: BCS Learning & Development Limited, ISBN: 9781780174501, 9781780174501

Books for Reference (five books)
1. Filak, V. F. (2020). *Dynamics of news reporting and writing: foundational skills for a digital age.* SAGE Publications, Incorporated.
2. Papper, R. A. (2020). *Broadcast news and writing stylebook.* Routledge.
3. Gibbs, C. K., &Warhover, T. (2002). *Getting the whole story: Reporting and writing the news.* Guilford Press.
4. Andrew, B. (2001). Broadcast Journalism Techniques of Radio and Television News.
5. *Quiller, Stephen, Making Color Sense Out of Color Theory, Watson Guptill*

Web Resources (any two web resources)
1. *https://india.oup.com/productPage/5591038/7421214/9780195699388*
2. *https://scottwesterman.com/Writing-for-Social-Media.pdf*

Pedagogy : Chalk& Talk, Exercise, Assignments & PPTs.
Rationale for Nature of the Course: Cam understand the importance of writing for different media like print, audio and visual
Activities to be given
1. Prepare an article for recent issues happened in the country
2. Assignments on going to different media house and gathering spots.
3. Preparing students for writing a editorial board.

Course Learning Outcomes

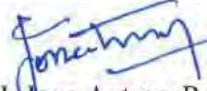| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Demonstrate critical thinking skills when generating, consuming, and evaluating messages in relevant communication contexts.	Up to K5
CLO2	Develop writing skills to be a successful media professional	Up to K5
CLO3	Distinguish the laws in media and can write the script on their own.	Up to K5
CLO4	Apply the laws and ethics in print, television and new media in a pro way.	Up to K5
CLO5	Apply news writing and news story structure concepts and skills to writing for print, broadcast and online news media.	Up to K5
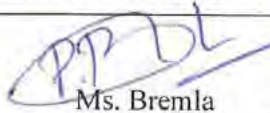
Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	3	3	2	3	3	3	3
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CLO 4	3	3	2	3	3	3	3
CLO 5	3	3	2	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Ms. Bremla Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

HEAD OF THE DEPARTMENT
Department of Visual Communication
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science
Coimbatore-641 028

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc.				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
II	DSC	22VCP03	Citizen Journalism	5	5	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Provide information on basic digital content management to handle websites, social media platform.
2. Impact knowledge on various concepts around citizen Journalism
3. Enable the students to gain various interactive features of smart phones such as camera, audio recorder, images, etc.
4. Familiarize students in learning short-forms and high-quality content.
5. Learn to create digital news for digital generations with an emphasis on stories of special interest to audiences across the country.

Unit	Course Contents	Hours	K Level
I	**Citizen Journalism**- Concept and definitions. Types of citizen journalism. Evolution of citizen journalism. Essential skills required for citizen journalism.	15	UP to K5
II	Social Media and Citizen Journalism, virtual community-wikis, blogs, instant messaging, collaborative office and crowd sourcing. Forms of interactive journalism - Tools for media distribution and processing Information	15	UP to K5
III	**MOJO**: Mobile Journalism - Interactional tools- Video, audio and readable -Social publishing: Flickr, Instagram, YouTube, Sound cloud, Blogging Audio clips, podcasting and Citizen Journalism.	15	UP to K5
IV	**Workflow of MOJO:** Identifying Target Audience - Selection of Broadcasting Platform - Selection of Time and format of the Program - Setting the tone for Program in the lead up to Broadcast – Live storytelling for Mobile Journalists - Citizen Journalism through YouTube - Correlation Between MOJO & Streaming Platforms.	10	UP to K5
V	**DROJO:** Drone journalism: getting an aerial perspective - A brief history of aerial newsgathering - Newsrooms replacing helicopters with drones	10	UP to K5

Note: The Questions should be asked in the form of 20% Problems and 80%for theory
Book for Study (Only one)
1. Mair, J., &Keeble, R. L. (Eds.). (2011). *Investigative journalism: dead or alive?*.Abramis Academic Publishing.
2. Gleim Aviation (2015), 'Remote Pilot FAA Knowledge Test Prep,' 2nd Edition, ISBN 978-1-61854-191-8, website www.gleimaviation.com (discounted for UF students)

Books for Reference (five books)

1. Calcutt, A., & Hammond, P. (2011). *Journalism studies: A critical introduction*. Routledge.
2. Wall, M. (2018). *Citizen journalism: Practices, propaganda, pedagogy*. Routledge.
3. Zeng, X., Jain, S., Nguyen, A., & Allan, S. (2019). New perspectives on citizen journalism. *Global Media and China*, 4(1), 3-12.

Web Resources (any two web resources)

1. https://www.researchgate.net/publication/332627049_Citizen_Journalism
2. http://thkjaincollege.ac.in/onlineStudy/journalism/2nd%20Sem-CC4-Belair-Gagnon_Anderson_CJ.pdf
3. https://www.amity.edu/gwalior/jccc/pdf/jccc-12-19-08.pdf

Rationale for Nature of the Course: Citizen journalism plays a vital role in the society. The subject will enhance the students to learn the work of an journalism. This will make every one as a journalist.

Activities to be given

1. Shoot any issue and write as news
2. Assignments on writing articles about issues nearby your house
3. Preparing students to be responsible journalist in the society.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Apply the content management in all social media platforms.	Up to K5
CLO2	Analyse the concepts in conveying the content in a right way to the world.	Up to K5
CLO3	Understand the interactive media used for citizen journalism & vice versa.	Up to K5
CLO4	Understand various concepts around citizen journalism.	Up to K5
CLO5	Apply essential skills of citizen journalism across the country.	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
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CLO 4	3	3	2	3	3	3	3
CLO 5	3	3	2	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr. J. Jone Antony Raja Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

HEAD OF THE DEPARTMENT
Department of Visua~ ~tion
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc.				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
I	DSC	22VCP04	**Fundamentals of Photography**	4	5	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Introduce the field of Photography with the historical background.
2. The events of the history are to motivate the students to select the field as their profession.
3. Convert the aspects of photography into applied form.
4. Know the technical needs of digital dark room setup for startup.
5. Understand the application of photography in digital media.

Unit	Course Contents	Hours	K Level
I	**History of photography:** Brief history and development of photography – Evolution of photography– Important invention–Types of photography.	15	UP to K5
II	**Introduction to photography:** Camera techniques: camera; types, usage – lens; types, usage aperture – usage –shutter speed – usage – depth of field – focal length, Composition techniques:. Lighting techniques: Camera accessories	15	UP to K5
III	**Digital photography:** Digital still camera – digital SLR camera – types – working with a digital camera – major components and functions – mode – differences between analogue and digital. Advance photography practices: Overview of advanced digital cameras introduced in market - advanced capturing techniques – exposure techniques – storage devices.	15	UP to K5
IV	**Post production Techniques:** Introduction to software: software for digital process (digital darkroom) – image editor – file formats – convertors –Photoshop & light room – rule of thumb – kerning – leading digital image on various media. Printing Technology.	10	UP to K5
V	**Photography as profession:** Intercultural Photography- Modern usage of Photography - Marketing as photographer: photography project – assignments – photo slice show – method of creating photography website – connecting images via social media and other platforms – popular photography websites. Creating a start-up: how to start a studio or freelancing; types of studio and design – equipments and budget.	10	UP to K5

Note: The Questions should be asked in the form of 20% Problems and 80%for theory

Book for Study (Only one)

1. Tom Ang, Photography: history, art, technique, DK, London, 2019.
2. Sri Kartini Leet, Reading Photography: a source book of critical texts, 1921-2000 (2019), ISBN: 9780853319764

Books for Reference (five books)

1. *Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray, The Manual of Photography, 9thedn.Focal Press, 2000.*
2. *John Hedgecoe's Alfred A, The photographer's Handbook, Knopf Publisher, 1999.*
3. *Roger Hicks and Frames Schultz, Interior shots, Rotovision, Switzerland, 2002.*
4. *Catherine Jamieson, Sean McCormick, Digital Portrait Photography and Lighting: Take Memorable shots every time, Wiley Jamieson and McCormick Publisher, London, 2005.*
5. *Quiller, Stephen, Making Color Sense Out of Color Theory, Watson Guptill*

Web Resources (any two web resources)

1. http://www.amitchawla.com/downloads/ebooks/002%20Advanced.Photography.7th.Edition.Langfords.Jan.2008.pdf
2. https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presention-20112.pdf

Pedagogy : Chalk& Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course: Having clear understanding of the subject related concepts of contemporary changes. Having critical and innovation skill.

Activities to be given

1. Taking photos using exposure triangle.
2. Assignments on various themes in photography
3. Preparing students for industry standard projects

Course Learning Outcomes

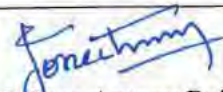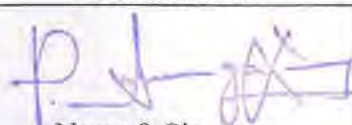| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Describe different periods and styles of works.	Up to K5
CLO2	Extract with technics and aesthetics styles of photography.	Up to K5
CLO3	Understanding to select the branches photographyfor specialization.	Up to K5
CLO4	The Contrast will help to create various art and commercial productions in media.	Up to K5
CLO5	To Appraise digital imaging with the software and to understand the studio setup.	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
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CLO 4	3	3	2	3	3	3	3
CLO 5	3	3	2	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr. K. Manikkam Name & Signature of the Staff	Dr. J. Ione Antony Raja Name & Signature	Name & Signature

HEAD OF THE DEPARTMENT
Department of Visual Communication
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc.				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	Int	Ext	Total
I	DSC	22VCP05	**Practical– I** Photography	2	4	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Learn the process of digital photography and its techniques.
2. Learn how a camera works and develop advanced techniques.
3. Demonstrate the ability to use photography as means of communication and creative expression.
4. Understand the techniques of studio lighting and the creative possibilities of working with artificial light sources.
5. Learn the different genres of Photography in the existing field.

Unit	Course Contents	Hours	K Level

	1. **Photographic Aesthetics: Using Camera Techniques**
	
	a.**Shutter:** High and low Shuttered Images.
	b.**Aperture:** Deep Depth of field and shallow depth of field images.
	c.**ISO:** High and low sensitive images.
	
	2. **Pictographic Aesthetics: Using Lighting Techniques (Indoor)**
	a. Still life
	b. Product Photography (Caravaggio, Johannes Vermeer, Rembrandt styles)
	c. Portrait
	d. Fashion photography (Parmigianino, Caravaggio, Johannes Vermeer, Rembrandt Jacques David Louise, Margaret Julia Cameron, Nadar, styles)
	3. **Photojournalism**
	    a. Sports and Action Photography
	    b. Architecture Photography
	    c. Industrial Photography
	    d. Travel Photography
	    e. Environmental and Wildlife Photography
	    f. Event Photography
	4. Food and Fashion Photography
		52	Up to K5

Note: The Questions should be asked in the form of 80% Problems and 20%for theory
Book for Study (Only one)
1. Understanding Digital Photography by Joseph A .Iippolito, Thomson Delmar Learning, 2003.USA
2. *Tim Daly,* The Fundamentals of Digital Photography, 1st Edition (2013) ISBN 9782940496068, Published December 19, 2013 by Routledge,200 Pages

Books for Reference (five books)
1.RichardZakia, LeatieStroebel, The Focal Encyclopedia of Photography 3ʳᵈedn. Focal Press, Baston, London (1993).
2.Peter K. Burian, Mastering Digital Photography &Imaging, Sybex Publisher, USA, 2001.
3.Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray, The Manual of Photography, 9ᵗʰedn.Focal Press, 2000.
4.JohnHedgecoe's Alfred A, The photographer's Handbook, Knopf Publisher, 1999.
5.Roger Hicks and Frames Schultz, Interior shots, Rotovision, Switzerland, 2002.

Web Resources (any two web resources)
1. http://www.amitchawla.com/downloads/ebooks/002%20Advanced.Photography.7th.Edition.Langfords.Jan.2008.pdf
2. https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presention-20112.pdf

Pedagogy : Chalk& Talk, Exercise, Assignments & PPTs.
Rationale for Nature of the Course: Having clear understanding of the subject related concepts of contemporary changes. Having critical and innovation skill.
Activities to be given
1. Taking photos using exposure triangle.
2. Assignments on various themes in photography
3. Preparing students for industry standard projects

Course Learning Outcomes

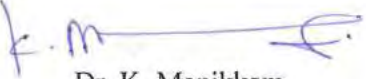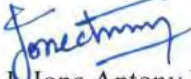| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Apply the theoretical knowledge into practical experience.	Up to K5
CLO2	Understand the practical exposure to handle camera functions and lighting techniques.	Up to K5
CLO3	Explore the techniques and aesthetics in photography.	Up to K5
CLO4	Study the image-making skills in indoor and outdoor conditions.	Up to K5
CLO5	Evaluate the practical exposure to choose a profession in their field.	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
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3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr. K. Manikkam Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

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Department of Visual Communication
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Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
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Coimbatore-641 028.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	Int	Ext	Total
I	DSC	22VCP06	Practical -II Graphic Production	3	5	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Understand the visual elements and use them appropriately in their design.
2. Learn the concept of communication using the Graphic design elements.
3. Create effective designs and illustrations using software with their creative thinking.
4. Learn Graphics design for brochures, advertisements, News papers and Magazines.
5. Understand the possibility in digital medium and its influences on Print Digital Media.

Unit	Course Contents	Hours	K Level

	1. Sketching and Drawing
	    a. Sketching of natural and man made objects and environment
	    b. Construction Drawing.
	    c. Representational Drawing
	    d. Simplification Drawing
	    e. Basic Design: Development of aesthetic sensibility towards design a. Elements of Design: (Line, Shape, Forms, Space, Colours etc.)
	    f. Principles of Design: Unity- Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Repetition and Proportion.
	    g. Calligraphy and Typography
	    h. Society and Articulation: Design , Motifs, Patterns etc. from society
	 2. Types of images
	 3. Graphic design software's
	    a. In-design
	    b. Photoshop
	    c. Illustrator
	 4. Graphic Production
	    a. Types of layout& Grids
	    b. Colour advertisement for a magazine
	    c. B&W Advertisement for a newspaper
	    d. Stationery design
		65	Up to K5

		e. Logo design		
		f. Album cover design		
		g. Package design		
		h. Poster design		

Note: The Questions should be asked in the of 80% Problems and 20%for theory

Book for Study (Only one)

1.Lisa DanaeDayley, *Adobe Photoshop CS6 bible, Wiley*.

Books for Reference (five books)

1. *Sessions.edu, "Graphic Design Portfolio-Builder Adobe Photoshop and Adobe Illustrator Projects," Peachpit Press (2005).*
2. *Jeremy Aynsley, "A Century of Graphic Design," Barron's Educational Series (2001).*
3. *Lisa Buchanan, "Graphically Speaking-A Visual Lexicon For Achieving Better Designer," Client Communication-David & Charles (2002).*
4. *Bob Gordon, Maggie Gordon, "The Complete Guide to Digital Graphic Design," Thames & Hudson Ltd (2005).*
5. *Gary David Bouton, CorelDRAW X7; The official guide, Corel Press*

Web Resources (any two web resources)

1. *https://opentextbc.ca/graphicdesign/chapter/introduction/*
2. *https://www.getfeedback.com/resources/ux/design-principles-elearning/*

Pedagogy : Chalk& Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course: Industries oriented students will become a graphic designer with graphic knowledge.

Activities to be given

1. Work on various graphic design softwares
2. Practice various layout formats.
3. Create a Digital layout for every design

Course Learning Outcomes

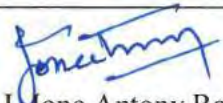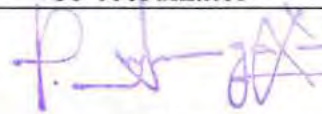| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Understand the elements and the principles of design.	Up to K5
CLO2	Apply the concept of communication in graphics design.	Up to K5
CLO3	Explore creative thinking and software skills.	Up to K5
CLO4	To understand the need of the industry in graphic design and communication.	Up to K5
CLO5	Study various industry-based designing software's.	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
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CLO 2	3	3	2	3	3	3	3
CLO 3	3	3	2	3	3	3	3
CLO 4	3	3	2	3	3	3	3
CLO 5	3	3	2	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Ms. Abdula AlFazina Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

HEAD OF THE DEPARTMENT
Department of Visual Communication
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc.				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
II	DSC	22VCP08	Media Laws and Ethics	6	6	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Apprehend the basic laws and function of Indian Constitution.
2. Remember the way constitution and Judiciary system works.
3. Analyze the way parliament works and laws are amended and created from bill.
4. Fathom the theoretical aspects of the laws related to Media field.
5. Understand the functioning of media and laws related to it.

Unit	Course Contents	Hours	K Level
I	**Constitutional Laws and Media** - Salient features of Indian Constitution, Preamble, Directive Principles, Fundamental Rights, Reasonable restrictions, Freedom of Speech and Expression in India - Emergency Provisions – Cyber laws	16	UP to K5
II	**Civil and Criminal Law of Defamation** - IPC with special reference to Sedition, Laws dealing with obscenity, Working Journalists and other NP Employees (Conditions Of Service) Act 1955.	16	UP to K5
III	**Press Council of India** - Censorship - Press code and ethics – Broadcasting code and ethics; Prasar Bharti Act; The Broadcast Bill; cable television act 1995, Cinematograph Act 1952, ASCI, PRSI code of ethics - Mac Bride Report	16	UP to K5
IV	**Right to Information Act, 2005**;; Intellectual Property Rights - The Patents Act, 1957 - Laws of Human Rights- Child labor Acts- Indecent Representation of woman (prohibition) Act, 1986. Information Technology Act, 2000; Cyber laws	15	UP to
V	Ethical Issues in Indian Media: Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)	15	K5

Note: The Questions should be asked in the of 80% Problems and 20%for theory
Book for Study (Only one)
1. 1.Winner& Dominic (2014) Mass media research, An introduction. Thomson publishing company.
Books for Reference (five books)
1. Arthur Asa Berger, Media & Communication Research Methods, Sage Publications, 2011.

2. Denis Mc Quail, *Audience Analysis, Sage Publications, New Delhi.*
3. *Mc Quails Mass Communication Theory (6th edn) by Denis Mc Quail, Sage South Asia Edn, 2010*
4. *Klaus Bruhn Jenson and Nicholas W. Jankowski, Qualitative methodologies for Mass Communication Research, Routledge, London (1991).*
5. *John Fiske, Introduction to Communication Studies 2nd Edn, Routledge (1990)*

Web Resources (any two web resources)

1. https://blog.forumias.com/draft-cinematograph-bill-2021-explained-pointwise-forumias-blog/

2. https://blog-ipleaders-in.cdn.ampproject.org/v/s/blog.ipleaders.in/laws-related-child-labour-india/amp/?amp_js_v=a6&amp_gsa=1&usqp=mq331AQHKAFQArABIA%3D%3D#aoh=16226078389894&referrer=https%3A%2F%2Fwww.google.com&amp_tf=From%20%251%24s&ampshare=https%3A%2F%2Fblog.ipleaders.in%2Flaws-related-child-labour-india%2FPedagogy :Chalk & Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course: Can understand the concepts of laws, and function of media.it also intensifies to check and learn constitution demises and acts.

Activities to be given

1. Prepare constitution based articles comes under various media
2. Assignments on various laws and Acts.
3. Preparing students for Ethical based media functions.

Course Learning Outcomes

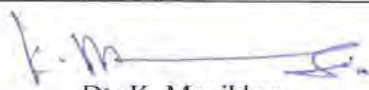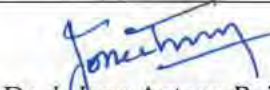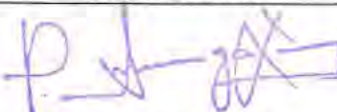| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Recall the provisions of Indian Constitutional and the way it works.	Up to K5
CLO2	Analyse the various functioning of media and laws related to it.	Up to K5
CLO3	Recall the basic knowledge of Laws in regular Media Functioning.	Up to K5
CLO4	Apply the theoretical aspects into new media.	Up to K5
CLO5	Understand the judiciary provisions and concept of Cyber space	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	3	3	2	3	3	3	3
CLO 2	3	3	2	3	3	3	3
CLO 3	3	3	2	3	3	3	3
CLO 4	3	3	2	3	3	3	3
CLO 5	3	3	2	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr. K. Manikkam Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

HEAD OF THE DEP'
Department of Visual Co..
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
II	DSC	22VCP09	Advertising and Event Management	5	5	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Infer a fair knowledge about various Advertising process concepts and principles of advertising.
2. Disseminate basic knowledge on Advertising and Ad Agencies.
3. Change the insight to look deeper into various strategic approaches of advertising campaign planning.
4. Articulate knowledge on contemporary event management with an introduction to core public relation disciplines with practical skills.
5. Correlate trade promotion and event functioning strategies.

Unit	Course Contents	Hours	K Level
I	**Understanding Advertising:** Evolution, Concept, Nature, Definitions, Objectives, Functions, and Significance of advertising - Types and Classification of Advertising - Factors Determining Advertising Opportunity of a Product/Service/Idea - Types of Appeals and Advertising Messages - Advertising Agencies – Structure and Functions.	15	UP to K5
II	**Advertising Models:** AIDA model -Hierarchy of Effect Model or DAGMAR - The DRIP model - The MASLOW Model. Tools of Advertising - Growth of digital marketing tools - Benefits of advertising in social media - Advertising Campaign.	15	UP to K5
III	**Brand Building:** Product - Types of product - Target audience - Types of audience – Branding- Brand image - Brand positioning - -Elements and Techniques: Print, Broadcast (Radio and TV) and Web - Ad Copy: Types, Principles of Writing Copy for Print, Broadcast and Digital Advertising.	15	UP to K5
IV	**Event Marketing** – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.	10	UP to K5
V	**Concept and Understanding Event Management and**		UP to

	its Practices: Introduction to Event Management, Size & type of event - Principles of event management - Theories and functions of management –Types of events - Exhibitions, Cultural and Sponsorship – Event Process: Budgets, Schedule, Media coverage of events.	10	K5

Note: The Questions should be asked in the of 20% Problems and 80%for theory

Book for Study (Only one)

1. Frost, W., & Laing, J. (Eds.). (2017). *Exhibitions, trade fairs and industrial events*.Routledge.
2. Davidson, R. and Rogers, T. (2015) Marketing destinations and venues for conferences, conventions and business events: a convention and event perspective. Oxford: Butterworth-Heinemann.

Books for Reference (five books)

1. Arens, W. F. (2002). Contemporary advertising. Tata McGraw-Hill Education.
2. Henry, T. (2013). The accidental creative: How to be brilliant at a moment's notice. Portfolio.
3. Vilanilam, J. V., & Varghese, A. K. (2004). Advertising basics!: a resource guide for beginners. SAGE.
4. Ogilvy, D. (2013). Ogilvy on advertising. Vintage.
5. Van der Wagen, L., & Carlos, B. (2008). Event Management for Tourism, Cultural, Business and Sporting Events (3rd edn). Frenchs Forest.
6. Berman, M., &Blakeman, R. (2009). The Brains Behind Great Ad Campaigns: Creative Collaboration Between Copywriters and Art Directors. Rowman& Littlefield Publishers.

Web Resources (any two web resources)

1. https://www.udemy.com/share/104p22/
2. https://www.udemy.com/share/102ol2/

Pedagogy: Chalk& Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course: This course intends to introduce the basic concepts of advertising. It also intends to focus on therole of products, audience, budget, brands and advertising agency and event management.

Activities to be given:

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc

Name of the Course Designer: Dr. K. Manikkam, Assistant Professor.

Course Learning Outcomes

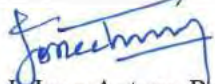| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Understand the functionality of various media Advertisements.	Up to K5
CLO2	Plan creative Advertising campaigns for brand promotion.	Up to K5
CLO3	Discover the essence of strategy and create successful media based Advertising Strategies.	Up to K5
CLO4	Take part in department events with the learned event management skills.	Up to K5
CLO5	Relate the equipped knowledge to form functioning Advertisement Promotions.	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	3	3	2	3	3	3	2
CLO 2	3	3	2	3	3	3	2
CLO 3	3	3	2	3	3	3	2
CLO 4	3	3	2	3	3	3	2
CLO 5	3	3	2	3	3	3	2

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Ds. K. Manikkam Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

HEAD OF THE DEPARTMENT
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Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science
Coimbatore-641 028

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
II	DSC	22VCP10	Film Studies	5	6	505	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Understand the history and the way Indian films were made in the past and present
2. Demonstrate skill in production technique and aesthetics of film
3. Understand documentary films and the ways to produce documentary will be implanted theoretically
4. Understand the camera moments and construction of shot for every type of film
5. Understand the terms specifically related with cinema and the scholarly way of using it.

Unit	Course Contents	Hours	K Level
I	History of World Cinema -History of Indian cinema – Film as a medium of communication and Social change – Growth of Tamil Cinema – contributions of Tamil cinema to social and political awareness – Film Industry status – contemporary tends - Trends in foreign cinema	16	UP to K5
II	**Film Theories** – Formalism, Structuralism, Apparatus theory, Marxist film theory, Feminist film theory- Queer theory-Auteur theory -**Psychoanalytic** –NeoFormalism - Film theoriest Germaine Dulac- DzigaVertov-Lev Kuleshov-Sergei Eisenstein-André Bazin -François Truffaut-Laura Mulvey -BrachaEttinger	16	UP to K5
III	Camera Production: the shot, scene, sequence, storyboard, types of shots, types of angle, types of editing techniques and transition, script, types of script, video format – file formats.	16	UP to K5
IV	Mis-en-scene – space and time –Film culture – Film genres – dividing a feature film into parts and genres (language, style, grammar, syntax), Role of cinematography, Montage -dimensions of film editing – The power of sound, Foley sound, theatrical sound formats. Film deconstruction – Film Analysis- Case studies of Award winning films.	15	UP to K5
V	Documentary genres – Indian documentary forms - World union of documentary film makers – cinema of reality – real-lifecharacters – real issues – short film making – story writing – propaganda films and corporate	15	UP to K5

| | films – films of expression – National film policy. | | |

Note: The Questions should be asked in the of 20% Problems and 80%for theory

Book for Study

1. *AshishRajadhyasha, Paul Wileman, Encyclopedia of Indian Cinema, Oxford University Press,New Delhi 2015*

Books for Reference (five books)

1. *Thoraval, Yves. The Cinema of India (1896 -2000).*
2. *Jag Mohan, Documentary Films & Indian Awakening, Publications Division, New Delhi 1980.*
3. *Gaston Roberge, Another Cinema for Another society, Seagull Publications Calcutta 1985.*
4. *SanjitNarwekar, Spectrum India 1994, 3rd Bombay International Film Festival for Documentary, Short and Animation Films.*

Web Resources (any two web resources)

1. https://www.britannica.com/art/history-of-the-motion-picture
2. https://www.cinemaazi.com/feature/progress-of-tamil-cinema
3. http://afoiceeomartelo.com.br/posfsa/Autores/Plantinga,%20Carl/Film%20Theory%20And%20Aesthetics.pdf

Rationale for Nature of the Course: Can understand the theories and concepts of film and its evolution in the past and future

Activities to be given

1. Prepare list of 10 world cinema list.
2. Assignments on preparing genre films accruing to the student's taste
3. Preparing students for taking people centered movies

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Remember the impact of film and its role in society development	Up to K2
CLO2	Understanding of film and its role in society and to develop a broadly interdisciplinary approach	Up to K4
CLO3	Analysis and assess the film and filmic images in employing competent theoretical tools	Up to K32
CLO4	Remember a range of cinematic visual styles, narrative conventions, and generic trends.	Up to K4
CLO5	Apply specialized vocabularies and methodologies used by Film Studies scholars.	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	3	3	2	3	3	3	3
CLO 2	3	3	2	3	3	3	3
CLO 3	3	3	2	3	3	3	3
CLO 4	3	3	2	3	3	3	3
CLO 5	3	3	2	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. Shyam Sharma Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

HEAD OF THE DEPARTMENT
Department of Visual Communication
Hindusthan College of Arts and Science
Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc.				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	Int	Ext	Total
II	DSC	22VCP11	**Mini Project** Design Thinking	3	6	100		100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Know the design process for a production.
2. Develop the aspects of design thinking
3. Apply the concepts of design process for final production.
4. Exploring new concepts based on design values.
5. Defining the problems in design process

Unit	Course Contents	Hours	K Level
	1. Principles of Design Thinking - The process of Design Thinking - How to plan a Design Thinking project. 2. The creative process and creative principles - Creativity techniques - Evaluation of ideas - Prototype Phase - Lean Startup Method for Prototype Development - Visualization and presentation techniques 3. Brainstorming 4. Research and Analysis 5. Ideation and Conceptualization The student should do a full scale project on any product or service by covering all of the above stages.	65	Up to K5

Note: The Questions should be asked in the of 80% Problems and 20%for theory

Book for Study (Only one)
1. *Christian Mueller-Roterberg, Handbook of Design Thinking -Tips & Tools for how to design thinking, 2018 Christian Mueller-Roterberg*

Books for Reference (five books)
1. **Brown, Tim** *(2009): Change by Design – How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins, New York/USA.*

2. **De Bono, Edward** (1972): *PO: A Device for Successful Thinking, Simon & Schuster, New York/USA.*

3. **De Bono, Edward** (2016): *Six Thinking Hats, Penguin Books, London/UK.*

4. **Design Council UK** (2005): *The Design Process, https://www.designcouncil.org.uk/news-opinion/design- process-what-double-diamond, Zugriffsdatum: 11.06.2018.*

5. **Liedtka, Jeanne / Oglivie, Tim** (2011): *Designing for Growth: A Design Thinking Tool Kit for Managers, Columbia Univers. Press, New York/USA.*

Web Resources (any two web resources)
1. https://www.amazon.com/Handbook-Design-Thinking-design- thinking-ebook/dp/B07KYM631Q/ref=sr_1_2?s=books&ie=UTF8&qid=1547 410573&sr=1-2

2. Design Council UK (2005): The Design Process, https://www.designcouncil.org.uk/news-opinion/design- process-what-double-diamond, Zugriffsdatum: 11.06.2018.

3. https://www.researchgate.net/publication/329310644

MAPPING WITH PROGRAM OUTCOMES
Pedagogy : Chalk& Talk, Exercise, Assignments & PPTs.
Rationale for Nature of the Course: To understand the design principles and applying them in the design activities.
Activities to be given
1. Prepare a design for a product
2. Assignments on group activities in making a new design
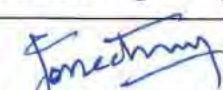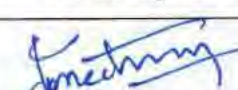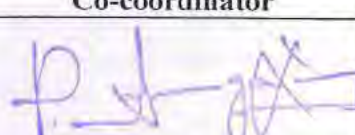3. Taking the students to attend the design work places

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Exposure to design process help them to recognize and comprehend.	Up to K5
CLO2	Understand how to solve the problems through design process	Up to K5
CLO3	Apply the principles of design thinking and process in designing.	Up to K5
CLO4	Will gain adequate knowledge in developing a concept based on design process.	Up to K5
CLO5	Evaluating a good design through the stages of design thinking	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	3	3	2	3	3	3	3
CLO 2	3	3	2	3	3	3	3
CLO 3	3	3	2	3	3	3	3
CLO 4	3	3	2	3	3	3	3
CLO 5	3	3	2	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr. J. Jone Antony Raja Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

HEAD OF THE Department of Visual Co... Hindusthan College of Arts and science Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
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Coimbatore-641 028.

DEPARTMENT OF VISUAL COMMUNICATION				CLASS: I M.Sc.				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	Int	Ext	Total
II	DSC	22VCP12	**Practical-III** Television Program Production	3	6	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives(Only 5 objectives)
1. Interpret the ideas to create interactive programs for Television.
2. Understand the types of scripts for Television Program Production.
3. Plan creatively for shoot according to the script.
4. Relate lighting and multi-camera setup for pre-production.
5. Articulate editing skills and techniques in post-production.

Unit	Course Contents	Hours	K Level
	The Television Program Production Practical comprises the Script, Storyboard, Camera movements, Multi-camera setup, Editing techniques (Capturing, Rendering, Storage media, Transitions & Edit Decision List) and Basic Lighting techniques. A. Content Writing for program production B. Types of programmes C. Talk show / Debate Shows D. 1 to 1 Interview and Group E. Curtain raiser F. News Feature G. Vox pop H. Reviews I. Caller shows J. Montage/ Mashup Video Making K. Compering with Songs (Special Occasion) L. New concept for reality shows Product Advertisement and PSA.	65	Up to K5

Note: The Questions should be asked in the of 80% Problems and 20%for theory

Book for Study
1. Adams, T. (2004). *Digital Television Production: A Handbook. Journalism and Mass Communication Quarterly*, 81(1), 200.

Books for Reference (five books)
1. Zhong, X. (2010). *Mainstream culture refocused: television drama, society, and the production of meaning in reform-era China*. University of Hawai'i Press.
2. Gunter, B. (2015). *The cognitive impact of television news: Production attributes and information reception*. Springer.
3. Bondebjerg, I., Redvall, E. N., Helles, R., Lai, S. S., Søndergaard, H., &Astrupgaard, C.

(2017). *Transnational European television drama: Production, genres and audiences.* Springer.

4. Detarsio, J. (2017). *Television Field Production and Reporting-a Guide to Visual Storytelling.* Taylor & Francis Limited.
5. McDonnell. C.,& Sugar. R. (2020). *The Art of Invader Zim.* Abrams; Illustrated edition.

Web Resources (any two web resources)

1. *https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L16.pdf*
2. *http://www.nraismc.com/wp-content/uploads/2017/03/203-TELEVISION-PRODUCTION-IDEA-TO-SCREEN-backup.pdf*

Pedagogy : Chalk& Talk, Exercise, Assignments & PPTs.

Rationale for Nature of the Course: Students will equip the knowledge to be developed in a competitive media environment.

Activities to be given

1. Work on two column and other video script formats
2. Practice various video and audio softwares.
3. Assignments on industry oriented exercises.

Course Learning Outcomes

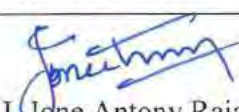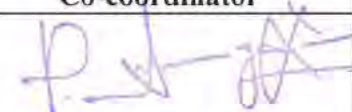| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Connect the ideas to create Television program concepts.	Up to K5
CLO2	Appraise the type of script required for each program type.	Up to K5
CLO3	Execute any indoor or outdoor shoot successfully.	Up to K5
CLO4	Reframe contemporary Television program production technique through innovation.	Up to K5
CLO5	Discover various industry based post-production processes.	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CLO 1	3	3	2	3	3	3	3
CLO 2	3	3	2	3	3	3	3
CLO 3	3	3	2	3	3	3	3
CLO 4	3	3	2	3	3	3	3
CLO 5	3	3	2	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Ms. Abdula AlFazina Name & Signature of the Staff	Dr. J. Jone Antony Raja Name & Signature	Name & Signature

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Department of Visual Communication
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