

## COURSE OUTCOMES (COs)

### BA Visual Communication

	Course Name	Nature of the Course (Core, Complementary, Elective, Open etc.)	Course Code	Course Outcomes	
1	1st	VISION AND COMMUNICATION	Core	BVC1B01	<ol style="list-style-type: none"> <li>1. to understand the basic concepts and perceptions of visual communication</li> <li>2. To list out elements and principles of visual composition.</li> </ol>
2	1st	Introduction to Mass media	complementary		<ol style="list-style-type: none"> <li>1. To list mass medium</li> <li>2. To describe types of communication</li> <li>3. To recognize various communication medium</li> </ol>
3	1st	Fundamentals of Multimedia	complementary		<ol style="list-style-type: none"> <li>1. To list the elements of multimedia</li> <li>2. To describe multimedia elements</li> </ol>
4	2nd	BASIC PHOTOGRAPHY	Core	BVC2B02	<ol style="list-style-type: none"> <li>1. Enable students to practice photography which is the foundation of visual communication practices.</li> <li>2. To explain the evolution,</li> </ol>

					concepts, technologies, and practices of photography
5	2nd	Newspaper Journalism	<b>Complementary</b>		<ol style="list-style-type: none"> <li>1. To describe the stages of producing a newspaper</li> <li>2. To define news</li> <li>3. To list news determinants</li> </ol>
6	2nd	E content Development	<b>Complementary</b>		<ol style="list-style-type: none"> <li>1. To list the elements of e content</li> <li>2. To explain the stages of e content production</li> </ol>

					3. To describe basic learning theories
7	3rd	THEORY OF VISUAL DESIGN	<b>Core</b>	BVC3B03	<ol style="list-style-type: none"> <li>1. Prepare students to apply the skills and techniques of visualization, illustration, and image reproduction</li> <li>2. Develop their expertise in 2D and 3D image making.</li> <li>3. To understand the concepts and techniques of visual design.</li> </ol>

<b>8</b>	<b>3rd</b>	HISTORY AND THEORY OF ART	<b>Core</b>	BVC3B04	<p>1. Enable students to distinguish different art forms with the knowledge of its roots and proponents</p> <p>2. Make aware of contemporary art forms both in India and abroad and enable them to explore further.</p>
<b>9</b>	<b>3rd</b>	Television Journalism	<b>Complementary</b>		<p>1. To explain the process of TV production</p> <p>2. To restate TV related terminologies</p> <p>To analyze various TV programs</p>
<b>10</b>	<b>3rd</b>	Computer Graphics	<b>Complementary</b>		<p>1. To use graphic designing softwares</p> <p>2. To create computer graphics</p> <p>3. To describe computer aided designing</p>