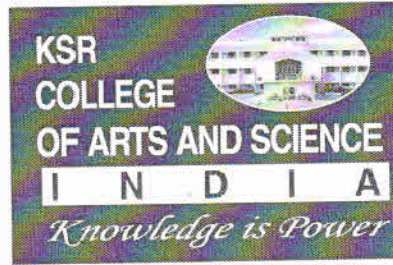# K.S.Rangasamy College of Arts& Science, (Autonomous), Tiruchengode-637 215

## Department of Visual Communication



## BACHELOR OF SCIENCE (VISUAL COMMUNICATION)
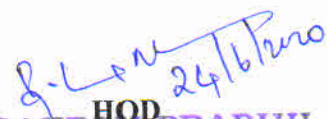
### PROGRAMME OUTCOMES (PO)

After completion of the programme, the graduates will be able to

**PO 1:** Understand basics of visual communication and various media platforms.

**PO 2:** Gain professional skills, life skills, media literacy and digital competency.

**PO 3:** Perform media works based on the needs and standards of media industry.

**PO 4:** Enhance leadership qualities, entrepreneurship and team work.

**PO 5:** Become professionally competent and socially responsible in performing media tasks.

### PROGRAMME SPECIFIC OUTCOMES (PSO)

After completion of the programme, the graduates will be able to

**PSO1:** Acquire fundamental knowledge of visual communication and various media platforms.

**PSO2:** Gain Information Communication Technologies (ICTs) skills and digital competency.

**PSO3:** Develop media literacy and professional competencies.

**PSO4:** Apply the acquire skills in performing industry standard media works.

**PSO5:** Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.

HOD
**B.GANESH PRABHU, M.Sc.,**
Assistant Professor & Head
Department of Visual Communication,
K.S.Rangasamy College of Arts & Science
Tiruchengode - 637 215.

Principal
PRINCIPAL
K.S. Rangasamy College of Arts & Science
(Autonomous)
TIRUCHENGODE - 637 215
Namakkal-Dt. Tamil Nadu, India

# SEMESTER I - COURSE OUTCOMES (CO)

## After completion of the course, the students will be able to

| 20UVCM101 | CORE - I: INTRODUCTION TO VISUAL COMMUNICATION |
|---|---|
| CO1 | gain knowledge about Visual Communication and its concepts. |
| CO2 | acquire an insight of Communication Elements and its Process. |
| CO3 | obtain familiar with Design Concept, Color Theory and the fundamentals of Graphic Design. |
| CO4 | apply acquired communication skills effectively. |
| CO5 | apply the Models, Design, Color Concept and the Graphic Design in the media industry. |

## MAPPING

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | H | H | M | H | L | H | M | M | H | M |
| CO2 | H | L | H | L | H | M | M | H | L | H |
| CO3 | H | M | L | M | M | M | H | H | H | H |
| CO4 | H | L | L | M | L | H | M | H | H | H |
| CO5 | H | M | L | H | H | L | M | H | H | H |

H – High; M – Medium, L - Low

| 20UVCM102 | CORE - II: COMPUTER APPLICATIONS IN MEDIA |
|---|---|
| CO1 | gain basic knowledge of Computer and Graphics. |
| CO2 | know different MS tools in creating a document. |
| CO3 | acquire an idea of publishing using DTP techniques, tools and transformations using interactive devices. |
| CO4 | create documents ready for publishing. |
| CO5 | publish documents, graphics, using Computer and Internet. |

## MAPPING

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | M | M | M | M | M | M | M | M | H | H |
| CO2 | M | M | H | M | M | M | M | H | H | H |
| CO3 | H | L | M | M | M | L | L | H | H | H |
| CO4 | M | L | H | M | H | H | H | H | H | H |
| CO5 | M | L | M | M | H | H | H | H | H | H |

H – High; M – Medium, L - Low

| 20UENVCA101 | ALLIED – I : BASICS OF WRITING |
|---|---|
| CO1 | understand the concept of writing. |
| CO2 | understanding upon techniques of writing and Editing. |
| CO3 | write according to different Media. |
| CO4 | craft writing for special groups such as Women, Children, Science, Finance, etc. |
| CO5 | apply the writing technique for literary appreciation. |

**MAPPING**

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | H | L | M | H | L | L | L | M | H |
| CO2 | L | H | L | M | M | L | L | L | M | H |
| CO3 | M | M | M | L | M | M | M | H | H | H |
| CO4 | M | L | M | L | H | M | M | H | H | H |
| CO5 | M | M | M | L | M | M | M | H | H | H |

H – High; M – Medium, L - Low

| 20UVCMP101 | CORE PRACTICAL - I: DRAWING |
|---|---|
| CO1 | gain knowledge about the basic concept of drawing and its elements and principles. |
| CO2 | understand knowledge about the basic concept of Lights and Perspectives. |
| CO3 | acquire about Principles and techniques of composition. |
| CO4 | produce Logos with applying appropriate Font and Typefaces. |
| CO5 | create drawings of Nature and Still Life. |

## SEMESTER II - COURSE OUTCOMES (CO)
### After completion of the course, the students will be able to

| 20UVCM201 | CORE - III : GRAPHIC COMMUNICATION |
|---|---|
| CO1 | gain knowledge in Graphic Communication and its related concepts. |
| CO2 | understand about concepts related to theory of Design. |
| CO3 | understand about concepts related to Typography and Designing Software. |
| CO4 | identify the concepts related to Designing Software. |
| CO5 | apply the knowledge of Design, Color, Typography, Software required for Graphic Communication. |

## MAPPING

|      | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|------|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1  | M   | M   | H   | M   | M   | L    | M    | M    | H    | H    |
| CO2  | M   | L   | H   | M   | M   | M    | M    | H    | H    | H    |
| CO3  | H   | L   | M   | M   | L   | M    | M    | H    | H    | H    |
| CO4  | H   | M   | H   | M   | M   | M    | M    | H    | H    | H    |
| CO5  | H   | H   | H   | M   | L   | H    | H    | H    | H    | H    |

H – High; M – Medium, L - Low

| 20UVCM202 | CORE - IV : DIGITAL PHOTOGRAPHY |
|-----------|----------------------------------|
| CO1 | understand the features of DSLR cameras. |
| CO2 | identify the techniques of creatively controlling photographic contents using lights, lenses, aperture settings and composition. |
| CO3 | compose a picture with a knowledge of triangular exposure. |
| CO4 | capture different kinds of photographs. |
| CO5 | apply post production techniques and follow the ethical norms and codes. |

## MAPPING

|      | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|------|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1  | H   | H   | H   | M   | H   | L    | M    | M    | H    | H    |
| CO2  | H   | H   | H   | M   | H   | M    | M    | H    | H    | H    |
| CO3  | H   | H   | H   | M   | H   | H    | H    | H    | H    | H    |
| CO4  | H   | M   | H   | M   | H   | H    | H    | H    | H    | H    |
| CO5  | H   | H   | H   | M   | H   | H    | H    | H    | H    | H    |

H – High; M – Medium, L - Low

| 20UCCVCA201 | ALLIED – II : DIGITAL MARKETING |
|-------------|----------------------------------|
| CO1 | identify the role and importance of Digital Marketing in today's business landscape. |
| CO2 | understand the role of advertisements in Digital Marketing. |
| CO3 | apply strategy in Digital Marketing. |
| CO4 | illustrate how the effectiveness of a Digital Marketing campaign can be measured. |
| CO5 | produce advanced practical skills in common Digital Marketing tools such as SEO, SEM, Social media and Blogs. |

## MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | L   | H   | M   | M   | H   | L    | L    | M    | M    | H    |
| CO2 | M   | H   | M   | H   | M   | M    | M    | H    | H    | H    |
| CO3 | L   | H   | M   | M   | M   | M    | M    | H    | H    | H    |
| CO4 | L   | M   | M   | H   | M   | M    | M    | H    | H    | H    |
| CO5 | L   | H   | M   | H   | H   | H    | H    | H    | H    | H    |

H – High; M – Medium, L - Low

| 20UVCMP201 | CORE PRACTICAL - II: PHOTOGRAPHY |
|------------|----------------------------------|
| CO1 | understand Photography as an art with good Composition. |
| CO2 | frame the photographs with various lenses. |
| CO3 | take indoor, outdoor as well as Advertising photography. |
| CO4 | capture Architecture and Action kinds of photography. |
| CO5 | produce photographs under different lighting conditions. |

## SEMESTER III - COURSE OUTCOMES (CO)
### After completion of the course, the students will be able to

| 20UVCM301 | CORE - V : RADIO PROGRAMME PRODUCTION |
|-----------|---------------------------------------|
| CO1 | comprehend the nature and characteristics of Radio as a mass medium and roles of individual involved in radio programme production. |
| CO2 | acquire knowledge on writing for radio. |
| CO3 | identify various radio programme formats. |
| CO4 | demonstrate the technical elements in radio program production process. |
| CO5 | design and develop radio transmission, advancements in radio and radio as catalyst for development. |

## MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | H   | M   | M   | H   | M   | L    | M    | M    | H    | H    |
| CO2 | H   | H   | H   | H   | M   | L    | L    | M    | H    | H    |
| CO3 | M   | H   | M   | M   | H   | M    | M    | H    | H    | H    |
| CO4 | H   | H   | M   | H   | H   | H    | H    | H    | H    | H    |
| CO5 | H   | H   | H   | M   | H   | H    | H    | H    | H    | H    |

H – High; M – Medium, L - Low

| 20UVCMP301 | CORE PRACTICAL - III: AUDIO PRODUCTION |
|---|---|
| CO1 | understand the basic principles of the art and science of sound production and design. |
| CO2 | identify various types of audio programme format. |
| CO3 | develop skills to perform in Live recording & audio editing. |
| CO4 | apply the principles of the art and science of sound production in producing audio content. |
| CO5 | create audio content for various audio programme formats including Talk show, Panel Discussion, interview, event and audio story book. |

| 20UBAVCA301 | ALLIED – III : MEDIA MANAGEMENT |
|---|---|
| CO1 | ascertain the principles of management and also the nature, scope and objectives of media management. |
| CO2 | analyze the Media Ownership patterns. |
| CO3 | categorize functions of media organization based on the structure. |
| CO4 | identify the economic drivers in the media environment. |
| CO5 | apply principles of event management into practice from identifying the target audience to budgeting and launch of the event. |

MAPPING

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | H | M | H | H | L | M | M | H | H |
| CO2 | L | H | H | H | H | M | M | H | H | H |
| CO3 | L | M | M | H | H | M | M | H | H | H |
| CO4 | L | H | M | H | M | H | H | H | H | H |
| CO5 | L | H | H | H | M | H | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCSBP301 | SBC I: GRAPHIC DESIGN |
|---|---|
| CO1 | learn the principles and techniques of graphic design. |
| CO2 | develop skill to produce innovative design materials in different formats. |
| CO3 | apply the principles and skills in delivering design services. |
| CO4 | create logos, design posters, business cards and brochures. |
| CO5 | design print ads and other promotional materials and perform photo enhancing. |

## SEMESTER IV - COURSE OUTCOMES (CO)
### After completion of the course, the students will be able to

| 20UVCM401 | CORE VI: ADVERTISING |
|---|---|
| CO1 | determine the role of advertising as communication tool and understand the Social effects of advertising. |
| CO2 | identify the types of advertising and analyze tone and content. |
| CO3 | comprehend structure and functions of advertising agency and evaluate ad agencies based on the services, challenges and opportunities. |
| CO4 | acquire knowledge on advertising campaign strategies and tools. |
| CO5 | understand the Professional ethics in advertising and future trends in advertising. |

### MAPPING

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | M | M | H | H | H | M | M | H | H | H |
| CO2 | H | H | M | M | M | M | M | H | H | H |
| CO3 | M | M | M | M | H | M | H | H | H | H |
| CO4 | H | M | H | H | M | H | H | H | H | H |
| CO5 | H | H | M | H | H | H | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCMP401 | CORE PRACTICAL - IV: VIDEO EDITING |
|---|---|
| CO1 | demonstrate the NLE process. |
| CO2 | perform audio and video editing using the NLE platform and create trailer. |
| CO3 | make use of Audio track settings and create promotional video. |
| CO4 | applying color correction for a video. |
| CO5 | produce audio-video content including titling and export the video in desired format in post production. |

| 20UCSVCA401 | ALLIED – IV : WEB DESIGNING |
|---|---|
| CO1 | learn how to implement web designing principles into practice. |
| CO2 | get familiarized with developing websites based on audience requirements and web standards. |
| CO3 | understand the basics of HTML and gain foundation skills to create documents for web. |
| CO4 | apply theoretical concepts into practice when working in HTML & CSS platform. |
| CO5 | design basic website features. |

## MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | L | L | L | H | H | L | L | L | H | H |
| CO2 | L | M | M | L | L | L | M | M | H | H |
| CO3 | L | M | M | M | M | M | M | M | H | H |
| CO4 | L | M | L | M | M | M | H | H | H | H |
| CO5 | M | M | L | L | H | H | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCSBP401 | SBC II: ADVERTISING PRODUCTION |
|-------------|-------------------------------|
| CO1 | understand the advertising principles to promote an institution. |
| CO2 | acquires technical skills necessary for producing Consumer ads. |
| CO3 | construct scripts for Public Service Advertisements and paid ads. |
| CO4 | apply advertising principles in production of radio and television advertising. |
| CO5 | produce television commercial advertising for a consumer product. |

## SEMESTER V - COURSE OUTCOMES (CO)
### After completion of the course, the students will be able to

| 20UVCM501 | CORE - VII: VISUAL AESTHETICS |
|-----------|-------------------------------|
| CO1 | determine and evaluate the concepts and theories of visual communication. |
| CO2 | analyze visual messages using various approaches. |
| CO3 | evaluate the art of photography using photography language and basic principles of composition & lighting. |
| CO4 | determine structure, form and genres of video content and the target audience. |
| CO5 | generate a sharpened sense of aesthetics and skills in communication through visual imagery and media. |

## MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | M | M | H | H | H | M | M | H | H | H |
| CO2 | H | H | M | M | M | M | M | M | H | H |
| CO3 | M | H | H | H | H | M | M | H | H | H |
| CO4 | H | H | M | H | H | M | H | H | H | H |
| CO5 | H | H | H | H | M | H | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCM502 | CORE - VIII: TELEVISION PRODUCTION |
|---|---|
| CO1 | understand the Structure of studio production and the roles of production team. |
| CO2 | acquire the significant knowledge about the various types of cameras and formats. |
| CO3 | demonstrate Preproduction in indoor and outdoor shooting Planning. |
| CO4 | identify the resources and techniques employed in Post production process. |
| CO5 | develop knowledge about the techniques to handle and manage Live Coverage & Multi Camera Set-up. |

**MAPPING**

| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | H | M | H | H | H | M | M | M | H | H |
| CO2 | H | H | H | H | H | M | M | H | H | H |
| CO3 | H | M | H | H | H | M | M | H | H | H |
| CO4 | H | H | H | H | H | H | H | H | H | H |
| CO5 | H | H | H | H | H | H | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCEL501 | ELECTIVE I: DIGITAL CINEMATOGRAPHY |
|---|---|
| CO1 | demonstrate the technical aspects of Cinematography. |
| CO2 | determine the importance of Audio technology in Cinema. |
| CO3 | examine the elements of Cinematography. |
| CO4 | apply current best practices in cinematography. |
| CO5 | elaborate on aesthetics of lighting, resources and equipments required to produce a film. |

**MAPPING**

| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | M | M | H | H | H | M | M | M | H | H |
| CO2 | H | M | H | H | H | M | M | M | H | H |
| CO3 | H | H | H | M | M | M | H | H | H | H |
| CO4 | M | H | H | H | H | M | H | H | H | H |
| CO5 | H | H | H | H | M | H | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCEL502 | ELECTIVE I : SCRIPT WRITING |
|---|---|
| CO1 | understand the basics of visual thinking and scripting for fiction and nonfiction visual formats. |
| CO2 | gain knowledge on stages of scripting and script writing formats. |
| CO3 | develop skills to write scripts for fiction and nonfiction films. |
| CO4 | adopt appropriate research method and ethically collect information to strengthen their scripts. |
| CO5 | evaluate and develop scripts suitable for target audience. |

## MAPPING

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | L | M | M | H | L | L | M | M | H |
| CO2 | M | M | H | H | M | M | M | H | H | H |
| CO3 | M | M | H | H | M | M | H | H | H | H |
| CO4 | M | M | M | M | H | H | H | H | H | H |
| CO5 | H | H | H | H | H | H | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCMP501 | CORE PRACTICAL - V: TELEVISION AND VIDEO PRODUCTION |
|---|---|
| CO1 | knowing the importance of Video Production, Camera, Audio & Multi-Camera Production Process. |
| CO2 | employ skills in Production methods, Multi camera set up, Studio based program and out. |
| CO3 | apply editing Techniques, sound synchronization and computer graphics for business news. |
| CO4 | produce indoor programs including panel discussion, Instructional / Demonstration and Business News and outdoor programs like sports events. |
| CO5 | create Musical Programme using art of sound design and their synchronization. |

| 20UVCMP502 | CORE PRACTICAL - VI: VFX & ANIMATION |
|---|---|
| CO1 | acquire skills in the use of software to develop 2D animation including creating, importing and sequencing media elements to create multi-media presentations. |
| CO2 | develop virtual reality elements and match these elements to video content. |
| CO3 | apply technology effectively in the development of animation projects through various rendering options. |
| CO4 | apply industry standards and procedures for Color grading techniques. |
| CO5 | construct motion graphics to fit current industry trends and practices. |

| 20UVCSB501 | SBC III: ANIMATION<br>(100% Internal Evaluation) |
|---|---|
| CO1 | gain knowledge about the types and techniques of animation. |
| CO2 | categorize techniques of 2D Animation. |
| CO3 | determine applications of 2D Animation and Concept Development. |
| CO4 | classify types of 3D Animation and concepts related. |
| CO5 | develop animation concepts based on the field of application. |

**MAPPING**

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | L | L | L | H | L | L | L | L | H |
| CO2 | H | H | M | M | M | L | L | M | M | H |
| CO3 | M | M | M | M | M | M | M | M | H | H |
| CO4 | H | M | M | H | H | M | M | H | H | H |
| CO5 | M | M | H | H | H | M | H | H | H | H |

H – High; M – Medium, L - Low

## SEMESTER VI - COURSE OUTCOMES (CO)
### After completion of the course, the students will be able to

| 20UVCM601 | CORE - IX: MEDIA LAW AND ETHICS |
|---|---|
| CO1 | understand about the Indian Constitution and its related concepts. |
| CO2 | gain knowledge upon the different important Acts. |
| CO3 | understand the Act which limits the functioning of a Media person. |
| CO4 | provide deeper insights into Cyber Laws and the issues related to it. |
| CO5 | understand an idea of Press Council of India and the Code of Conducts for Journalist. |

**MAPPING**

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | M | M | M | H | H | M | M | M | H | H |
| CO2 | L | M | H | H | M | M | M | H | H | H |
| CO3 | H | L | M | M | M | M | M | H | H | H |
| CO4 | H | H | M | M | H | H | H | H | H | H |
| CO5 | H | H | H | H | H | H | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCMP601 | CORE PRACTICAL - VII: FILM APPRECIATION |
| --- | --- |
| CO1 | understand about Film and its related concepts. |
| CO2 | learn about the types of film. |
| CO3 | gain knowledge on the three different stages of Film Making. |
| CO4 | acquire the information related to the concepts of the Marketing and Distribution, Film Festival. |
| CO5 | appreciate and criticize a Film. |

| 20UVCMP602 | CORE PRACTICAL - VIII: WEB PUBLISHING |
| --- | --- |
| CO1 | convert digital scanned copy of their works. |
| CO2 | store their works in various formats. |
| CO3 | upload their video files in online platforms. |
| CO4 | create their own television & animation production. |
| CO5 | showcase their profile digitally with all their works to the other member globally anywhere. |

| 20UVCSBP601 | SBC IV: E-CONTENT DEVELOPMENT |
| --- | --- |
| CO1 | develop a course content for students. |
| CO2 | capture and record an audio visual lecture. |
| CO3 | create quiz, assignment for interactive learning. |
| CO4 | produce E-Content in the form of Audio and Video. |
| CO5 | upload the developed E-Content in LMS platform. |

## NMEC subjects for other department students in THIRD semester

| 20UVCNM301 | NMEC-I: ADVERTISING BASICS |
|---|---|
| CO1 | understand the basic concepts related to Advertising. |
| CO2 | identify the demographics and psychographic of the audience member. |
| CO3 | gain knowledge about the creative aspects of creating an advertisement according to different media. |
| CO4 | apply better Media Selection and Media Strategies. |
| CO5 | understand the role as well as the association of Advertising to Public Relations. |

### MAPPING

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | L | L | M | H | L | L | L | M | H |
| CO2 | M | M | H | M | M | L | L | M | M | H |
| CO3 | M | H | H | H | M | L | M | M | M | H |
| CO4 | H | H | M | H | H | M | M | M | H | H |
| CO5 | M | H | H | H | H | M | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCNM401 | NMEC-II: INTRODUCTION TO MULTIMEDIA |
|---|---|
| CO1 | understand Multimedia and its related concepts. |
| CO2 | gain knowledge of Video as an element in multimedia production. |
| CO3 | utilize the use of Audio as an element in multimedia production. |
| CO4 | apply the techniques involved in Animation. |
| CO5 | analyze the nuances in creating and exporting the animation works using flash. |

### MAPPING

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | L | M | M | H | L | L | M | M | H |
| CO2 | L | M | M | M | H | L | M | M | M | M |
| CO3 | L | M | M | M | H | M | H | H | H | M |
| CO4 | M | M | M | H | H | H | M | M | H | H |
| CO5 | M | H | H | H | H | M | H | H | H | H |

H – High; M – Medium, L - Low

## Add-On Course

| 20UVCAC301 | ADD-ON COURSE I: COMMUNITY RADIO |
|---|---|
| CO1 | understand the concept and categories of Broadcasting. |
| CO2 | acquire knowledge of features and functions of a Community Radio. |
| CO3 | identify the functions and processes of community radio. |
| CO4 | learn the process of setting up of Community Radio and its essentials. |
| CO5 | analyze the role of educational institution in the educational broadcast and the other related factors. |

### MAPPING

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | L | L | M | H | L | L | L | M | H |
| CO2 | L | M | M | M | H | L | L | L | M | H |
| CO3 | M | L | M | H | M | L | L | M | M | H |
| CO4 | M | M | H | L | M | M | M | M | H | H |
| CO5 | M | L | H | H | H | M | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCAC401 | ADD-ON COURSE II: E-CONTENT DEVELOPMENT |
|---|---|
| CO1 | understand the concept of E-Learning. |
| CO2 | gain knowledge on the different elements of E-Content. |
| CO3 | illustrate the E-Learning application in Google Class Room. |
| CO4 | apply the knowledge in creating an effective video using adobe platform. |
| CO5 | develop E-Contents to various LMS platform. |

### MAPPING

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | L | M | L | M | L | M | M | M | H |
| CO2 | L | L | L | M | M | L | M | M | M | H |
| CO3 | M | M | M | M | H | L | M | M | M | H |
| CO4 | H | M | H | M | H | M | M | M | H | H |
| CO5 | M | H | H | H | H | M | M | H | H | H |

H – High; M – Medium, L - Low

MAPPING

## Advanced Learners Course

| 20UVCAL401 | ADVANCED LEARNERS COURSE I: PHOTO JOURNALISM |
|---|---|
| CO1 | gain an idea of Photojournalism and the basics of photography. |
| CO2 | understand of a news paper organization and the how the photojournalism is taking different forms based on purposes. |
| CO3 | edit photographs for Photojournalism. |
| CO4 | apply knowledge on Editorial and Pagination in newsroom. |
| CO5 | become a photojournalist by capturing a photo and applying the post production work. |

**MAPPING**

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | M | L | L | H | M | M | M | M | H |
| CO2 | L | L | L | L | M | M | M | M | M | H |
| CO3 | M | M | M | M | H | M | M | M | M | H |
| CO4 | M | M | M | H | M | M | M | M | H | H |
| CO5 | M | H | M | H | H | M | H | H | H | H |

H – High; M – Medium, L - Low

| 20UVCAL501 | ADVANCED LEARNERS COURSE II: RADIO JOCKEY |
|---|---|
| CO1 | gain knowledge about Radio and its related concepts. |
| CO2 | learn about scripting for different programmes. |
| CO3 | gain knowledge on the process of sound recording. |
| CO4 | understand audience measurement. |
| CO5 | produce different musical programme. |

**MAPPING**

|  | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | L | M | M | M | H | L | L | M | L | H |
| CO2 | L | M | M | M | H | L | M | L | M | H |
| CO3 | M | M | M | M | H | M | M | M | H | M |
| CO4 | M | M | M | H | H | M | M | H | H | M |
| CO5 | M | M | M | H | H | H | H | M | H | H |

H – High; M – Medium, L - Low