

Programme Name : B.Sc (Visual Communication)		Programme Code: BV1
Course Code & Course Name	Course Outcomes At the end of this course the students will be able to	Cognitive Level
Cognitive Level - Remember - (R), Understand - (U), Apply - (P), Analyse - (A), Evaluate - (E), Create - (C)		
I Year - I Semester		
LA11A - Tamil I	C01: இக்கால இலக்கிய வகைகளையும் இலக்கிய வரலாற்றையும் தெரிந்து கொள்வர்.	U
	C02: இக்கால இலக்கியங்களைத் துய்க்கும் முறைகளையும், உணர்த்தும் கருத்துகளையும் அறிந்து கொள்வர்.	U
	C03: மொழியைத் திறம்படப் பயன்படுத்தும் ஆற்றலைப் பெறுவர்.	U
CLK1S - French I	C01: Define the overview of the rich French civilisation.	R
	C02: Infer the phrase to write the informal letters.	U
	C03: Make use of the rules of grammar in the phrases.	P
CLE1E - Hindi I	C01: Infer the values from the stories and relate them to real life experiences.	U
	C02: Construct official and business correspondence using functional Hindi.	P
CLG1E - Sanskrit I	C01: Explain the greatness of epics in Sanskrit literature.	U
	C02: Outline the Sanskrit grammar- Lakaras, Indeclinables and Shabdas.	U
	C03: Explain the literary merit of Raghuvamsa of Kalidasa.	U
LZ11A - Communicative English I	C01: Demonstrate the basics of LSRW in real life applications.	U
	C02: Classify American and British vocabulary.	U
	C03: Demonstrate the usage of grammar in written and oral form .	U
BV21A Introduction to Visual Communication	C01: Acquire knowledge of Communication and its types, Human Communication, Visual Communication, nature of communication.	U
	C02: Acquire knowledge of Communication process, connotation and denotation, Barriers in communication, Semiotics, Language and Visual communication, Design fundamentals, Elements of design, Principles of design, Design and designers.	U
	C03: Acquire knowledge of Visual and sensory perceptions, Colour psychology and theory, Visual illusions, various stages of design process, problems, analysis, decision making.	U
	C04: Acquire knowledge of Graphic design basics, elements and principles of design, Design concept and ideas, Verbal and visual combination.	U
BV211 - Drawing I	C01: Acquire knowledge on Geometrical forms, shapes, patterns and forms individually.	P
	C02: Acquire knowledge of perspectives, overlapping objects, Thorough knowledge of lighting and shade and its techniques, drawing freehand.	P
BV311 - Graphic Design 1	C01: Acquire knowledge of graphical lines, Curves of different thickness, Shapes of different forms and patterns of different themes, Distorted shapes and forms and Typographic forms.	P

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ST51D - Non Major Elective 1 - Study Skills	CO1: Define the concepts of study skills.	R
	CO2: Explain the components of study skills and developing healthy study skills	U
	CO3: Explain the concept of memory and the concept of forgetting.	U
	CO4: Illustrate the concept of attention and the factors affecting attention.	U
	CO5: List the anxiety management techniques and make use of behavioral modification techniques.	R
NLT1C - Basic Tamil I	CO1: தமிழ் எழுத்துக்களின் வகைகளை எழுதவும் படிக்கவும் அறிந்து கொள்வர்.	U
	CO2: சொற்களின் வகைகளை அறிந்து கொள்வர்.	U
	CO3: வாக்கிய அமைப்பு முறை மற்றும் பிழையின்றி எழுதத் தெரிந்து கொள்வர்.	U
	CO4: தமிழ் எண்கள், உறவுப் பெயர்கள், வாழ் இடங்கள் மற்றும் பொருள்கள் பற்றித் தெரிந்து கொள்வர்.	U
	CO5: தமிழகத்தின் இயற்கை, விழாக்கள் மற்றும் உணவு முறைகளை அறிந்து கொள்வர்.	U
TLT1C - Advance Tamil I	CO1: இக்கால இலக்கியங்கள் உணர்த்தும் கருத்துகள், துய்க்கும் முறைகளை அறிந்து கொள்வர்.	U
	CO2: இக்கால இலக்கிய வகைகள் மற்றும் வரலாற்றை தெரிந்து கொள்வர்.	U
	CO3: மொழியைத் திறம்படப் பயன்படுத்தும் ஆற்றலைப் பெறுவர்.	U
PZ1AA - Profesional English for Arts and Social Sciences	CO1: Demonstrate their listening Skill	U
	CO2: Illustrate the use of language skills for speaking with confidence in an intelligible and acceptable manner.	U
	CO3: Illustrate their reading skill while reading independently unfamiliar texts with comprehension.	U
	CO4: Illustrate their writing skill while writing simple sentences without committing error of spelling or grammar.	U
I Year - II Semester		
LA12A Tamil II	CO1: சங்க இலக்கியம், அற இலக்கியங்களின் அமைப்பு மற்றும் இலக்கிய வரலாற்றையும் தெரிந்து கொள்வர்.	U
	CO2: சங்க இலக்கியம், அற இலக்கியங்களின் சிறப்பியல்புகள், உணர்த்தும் விழுமியங்களை அறிந்து கொள்வர்.	U
	CO3: மொழியைத் திறம்படப் பயன்படுத்தும் ஆற்றலைப் பெறுவர்.	U
CLK2T - Fench II	CO1: Explain the different parts of speech.	U
	CO2: Recall the short texts.	R
	CO3: Outline the culture and tradition.	U

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	At the end of this course the students will be able to	
CLE2G Hindi II	CO1: Understand and explain the one act plays and make students get a good opportunity to get acquainted with the situation of the society which helps in making the girl students self-reliant.	U
	CO2: Summarize the author's experience in the story.	U
	CO3: Infer the phrase and translate the passages.	U
CLG2G - Sanskrit II	CO1: Explain the merits of Gadya kavyas in Sanskrit literature.	U
	CO2: Explain Sanskrit grammar-Lakaras and Shabdas.	U
	CO3: Summarize the moral derived from the stories.	U
LZ12A - Communicative English II	CO1: Demonstrate the learnt LSRW skills to communicate their ideas.	U
	CO2: Find the correct vocabulary to use in the given context .	R
	CO3: Identify the right usage of grammar.	U
BV22A - Communication Skills	CO1: Acquire knowledge of communication and language, theories and models in communication, Group communication, decision making process, teamwork and leadership qualities and interactive communication.	U
	CO2: Acquire knowledge of theories of the press and public communication, nonverbal communication theories and models, Kinesics, Case studies in communication skills.	U
	CO3: Acquire knowledge of creative thinking, lateral thinking, designing messages for different audiences.	U
BV221 - Drawing II	CO1: Acquire knowledge of drawing human and animal forms, birds, portraits and full figures using live models.	P
	CO2: Acquire knowledge of drawing Outdoor Landscapes, Hills capes and Seascapes, Monuments and Drawings from the environment.	P
BV321 Graphic Design II	CO1: Acquire knowledge of graphic design, designing logos, letter heads and visiting cards, brochures and print advertisements in colour and black and white.	P
ST52A - Non Major Elective 2- Interpersonal relationship	CO1: Define interpersonal skills and list the qualities for interpersonal effectiveness.	R
	CO2: Classify the various types of interpersonal skills.	U
	CO3: Explain the ways to form impression and to attribute the reasons for behavior.	U
	CO4: Explain the application of Interpersonal skills.	U
	CO5: Make use of various interpersonal skills through experiential learning.	A

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NLT2D - Basic Tamil II	CO1: நீதி இலக்கியங்கள் உணர்த்தும் அறங்களை அறிந்து கொள்வர்.	U
	CO2: நீதி கதைகள் உணர்த்தும் அறங்களைத் தெரிந்து கொள்வர்.	U
	CO3: தமிழ் இலக்கியம், தமிழக வரலாறு மற்றும் அலுவலகப் பெயர்கள் பற்றித் தெரிந்து கொள்வர்.	U
	CO4: பழமொழிகள் உணர்த்தும் விழுமியங்களை அறிந்து கொள்வர்.	U
TLT2D - Advanced Tamil II	CO1: கட்டுரைகளின் வழி சமுதாயச் சூழல்களை, மாறுபாடுகளை அறிந்து கொள்வர்.	U
	CO2: சங்க இலக்கியங்கள், பக்தி, காப்பிய இலக்கியங்கள் உணர்த்தும் விழுமியங்களை அறிந்து கொள்வர்.	U
	CO3: சங்க இலக்கியம், பக்தி, காப்பிய இலக்கியம், கட்டுரை இலக்கிய வரலாறுகளைத் தெரிந்து கொள்வர்.	U
PZ1AB - Professional English for Arts and Social Sciences	CO1: Illustrate interview skills with boldness and confidence.	U
	CO2: Show adaptability in the workplace context, having become efficient listeners and readers.	U
	CO3: Demonstrate their skills to apply to the research and development organisations/sections in companies and offices with winning proposals.	U
II Year - III Semester		
LA13A Tamil III	CO1: பக்தி இலக்கியம் (சைவம், வைணவம், சித்தர், கிறித்தவம், இஸ்லாம்), சிற்றிலக்கியங்களின் பின்னணி, இலக்கிய வரலாற்றைத்	U
	CO2: பக்தி இலக்கியம் (சைவம், வைணவம், சித்தர், கிறித்தவம், இஸ்லாம்), சிற்றிலக்கியங்களின் பொருண்மைகள், விழுமியங்கள்,	U
	CO3: மொழியைத் திறம்படப் பயன்படுத்தும் முறைகளைக் கற்றுக் கொள்வர்.	U
CLK3V - Fench III	CO1: Outline the overview of the short literary texts.	U
	CO2: Explain the literary text .	U
	CO3: Make use of the rules of grammar in the texts.	P
CLE3H Hindi III	CO1: Explain the moral of the poetry in tamil and contrast with the hindi literature.	U
	CO2: Outline the experiences of the poets and their societies.	U
	CO3: Explain the thought, ideology, expressional and artistic skills of writers.	U
CLG3H - Sanskrit III	CO1: Summarize the origin, development and characteristics of dramas in Sanskrit literature.	U
	CO2: Explain the lang lakaras of selected roots.	U
	CO3: Explain the text of Madhyamavyayoga of Bhasa and its merits.	U

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LZ13B - English Language Through Literature I	C01: Extend their vocabulary and use them appropriately to communicate in contexts.	U
	C02: Infer the commonly occurring errors to avoid committing them in language use.	U
	C03: Rephrase words and sentences by changing their forms and use them appropriately.	U
	C04: Demonstrate improvement in their pronunciation.	U
	C05: Demonstrate different kinds of writing – essays, emails, blogs, letters etc. - prepare resumes to face interviews.	U
	C06: Extend short stories into plays, skit and role plays by making a dramatic script of the scenes.	U
	C07: Show their ability to develop a webpage for themselves and others	U
	C08: Explain their awareness of contemporary issues and themes that are socially relevant by reading texts of different literary genres	U
BV23A - Advertising and Publication Design	C01: Acquire knowledge of advertising, History, types, principles and nature of advertising and its roles and function, corporate and promotional advertising, web advertising, advertising agency and media, full-fledged agency services, legal and ethical aspects of advertising.	U
	C02: Acquire knowledge of planning in advertising business, client briefing, brand management, brand image responsibilities in advertising industry, ideas and concepts in advertising, layout designing and copy writing, slogans, logos, typography, story board, advertising campaign concept and execution.	U
BV23B - Communication Aesthetics	C01: Acquire knowledge of communication design in advertising, the role of designer in graphic design, creativity application in communication design.	U
	C02: Acquire knowledge of computer technologies in communication design, the practice of design in professional areas, commercial design applications in advertising, advertising campaign.	U
	C03: Acquire knowledge of animation in communication design, animated infographic applications in professional areas like education, medicine, television and film making, 2D and 3D animation techniques, interactive graphic design, user interface design and design in mobile applications and E-content design.	U
	C04: Acquire knowledge of design in social media, social media advertising, mobile and social media design and the role of designer today. Colour and its applications in design, colour symbolism and energy, sight sound and motion in media.	U
BV331 - Computer Graphics	C01: Acquire knowledge of publication design, graphic designing with the relevant design softwares involved, Designing for advertising agency, commercial organizations, non-profit organizations, government agency and service industry.	P
	C02: Acquire knowledge of designing the promotional materials for advertising, Newsletters, Packaging designs, Posters and product campaigns.	P
TSSEB - Essentials of Language Communication Level - II	C01: Interpret the process and concepts pertaining to listening, speaking and reading.	U
	C02: Demonstrate their writing skills to fulfil the requirements for employment.	U
	C03: Demonstrate their ability to use Business correspondences and its types.	U

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II Year - IV Semester		
LA14A - Tamil IV	CO1: காப்பியம், சிற்றிலக்கியம், இசுலாமியம் மற்றும் கிறித்துவ இலக்கியங்களின் அமைப்பு, இலக்கிய வரலாறுகளைத் தெரிந்து	U
	CO2: காப்பியம், சிற்றிலக்கியம் ஆகியவற்றின் செல்நெறிகளை அறிந்து கொள்வர்.	U
	CO3: படைப்பாற்றலை வளர்த்துக் கொள்வர். கலைச்சொல்லாக்கம் செய்யக் கற்றுக் கொள்வர்.	U
CLK4W - French IV	CO1: Outline the overview of the short literary texts.	U
	CO2: Explain the literary text .	U
	CO3: Make use of the rules of grammar in the texts.	P
CLE4J - Hindi IV	CO1: Summarize the poetic skills of poets and their poems.	U
	CO2: Explain the modern hindi literature and its current advances.	U
	CO3: Outline the human, social, ethical and literary values.	U
CLG4J - Sanskrit IV	CO1: Explain the greatness of the two main epics and devotional lyrics in literature.	U
	CO2: Translate passages from Ramayana, Mahabharata and Didactic works.	U
	CO3: Explain the figures of speech in literature and to identify such usages.	U
LZ14B - Language through Literature II	CO1: Show the ability to gather ideas and information to collaborate and write with clarity and ease.	U
	CO2: Demonstrate different kinds of writing.	U
	CO3: Show the ability to construct itineraries, checklists and write about social events, festivals, sports, nature and environment.	U
	CO4: Infer details from various information to write opinions, reviews and appraisals.	U
	CO5: Demonstrate basic skills of translation.	U
	CO6: Show understanding of topics/characters/ideas by writing an acrostic poem.	U
	CO7: Explain the unity and diversity in Indian cultures.	U
	CO8: Outline stories based on text and picture-based hints.	U
	CO9: Rephrase and extend the plot of a story.	U
	CO10: Illustrate their sensibility to the social and economic divisions that prevail and its consequences.	U
	CO11: Demonstrate their skills of creativity and critical thinking that will help them form opinions, make decisions and seek solutions.	U
BV24A - Film Studies	CO 1: Acquire knowledge of Indian Cinema, Hollywood Cinema, German Expressionism, French Impressionism and Surrealism, Soviet Montage, Cinema after coming of Sound.	U
	CO 2: Acquire knowledge of Concept and Screenplay Writing, Budget Allocation, Production and Post-production process, Digital Distribution, Web Series and Over the Top Platforms (OTP).	U

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BV24A - Film Studies	CO 3: Acquire knowledge of Mis-en-scene technique, Cinematographers properties, Dimensions of Editing and Fundamentals of Film Sound, Film Form and Genres in Film, Style and Ideology in Films.	U
BV24B - Basic Photography	CO1: Acquire knowledge of human eye and camera, basics and types of camera and its operations. Types of lenses, filters, bellows and converters and photographic applications in mobile, understanding indoor and outdoor lighting, exposing and focusing, natural and artificial lighting and other photographic accessories.	U
	CO2: Acquire knowledge of film speed, sensitivity, temperature, manipulation of colour and light, materials, processing of black & white and colour photography.	U
	CO3: Acquire knowledge of Basic requirements and equipments in the developing process of photography, fixing ,washing and drying, special effects techniques and manipulation of images, aesthetic principles and basics of photojournalism, photo features, photo essays.	U
	CO4: Acquire knowledge of caption writing, visual story telling, advertising photography, consumer and industrial photography and casting.	U
BV341 - Practical Photography	CO 1: Acquire knowledge of taking photographs about landscape and natural sceneries, portraits, photo feature, photo language, silhouette, freezing movement, panoramic view, indoor photography, industrial photography, special effects, photojournalism, product photography, street photography and wildlife photography.	C
TSSE1 - Computing Skills	CO1: Understand the fundamentals of operating systems and networking.	U
	CO2: Understand the basic features in MS word, MS Excel and MS power point.	U
ENV4B - Environmental Studies	CO1: Explain the concepts of ecosystem and biodiversity.	U
	CO2: Explain the environmental problems, policies and practices.	U
III Year - V Semester		
BV25A - Communication Culture and Society	CO1: Acquire knowledge of understanding the media, role of social media in public opinion, effects and power of media and media in Indian society.	U
	CO2: Acquire knowledge of media audience and audience theories, textual approaches to media, semiotics, Marxism, psychoanalysis, sociology and media realism, media industry, role of media in social change, social construction, media myth and cultural approaches to media.	U
	CO3: Acquire knowledge of popular culture, culture and subculture, celebrity, hero worship and Acquisition and transformation of popular culture.	U
BV25B - Television Production	CO1: Knowledge of visualization, writing to visuals, TV and Ad films, telecasting standards, television crew, TV direction, art direction, floor management and budget, script writing principles and creative writing, story board screenplay writing, set design and researching the locations for shooting.	U
	CO2: Acquire knowledge of Basic camera mounts and camera techniques and operation, video formats, aspect ratio, white balance, camera angles and shot movements, types of lenses, filters, lighting for TV.	U
	CO3: Acquire knowledge of video recording format, techniques in audio, various kinds of mic and audio recording, various applications of editing for TV, television graphics and special effects, audio techniques and background music and recording of live programmes.	U
BV251 - Web Publishing	CO1: Acquire knowledge of web publishing and its tools, webpage creation and its relevant designing software tools in the industry today.	P

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BV252 - Advertising Photography	CO1: Acquire knowledge of advertising photography and the process involved in making the advertising images for product promotion, creating trade characters, learning about montage techniques in photography and model photography.	C
BV253 - Audio and Video Editing Practical	CO1: Acquire knowledge of Audio and Video editing techniques for advertisements, PSA, story book, jingles, interviews, Video songs, Learning video transitions , special effects techniques.	P
VAE5Q - Value Education	CO1: Understand the basic concepts of values in life.	U
	CO2: Acquire the values oriented to education in life.	U
III Year - VI Semester		
BV26A - Visual Culture of India and Tamilnadu	CO 1: Acquire knowledge of Visual Culture of India and Tamil Nadu, about Cinema, Cartoons, Photography, Poster communication, Wall paintings, Monuments and Statues.	U
	CO 2: Acquire knowledge of Cartoons and Cartoonists.	U
	CO 3: Acquire knowledge of Monuments and its maintenance through Archeological Survey of India	U
	CO4 : Acquire knowledge of Popular Culture, Folk Arts and Artists, Storytelling and Storytellers, Theatre Art and Artist, Television and its Celebrities Social Media functions.	U
	CO 5: Acquire knowledge of Visual Arts, Art Galleries and Museums, Art Schools and its functions.	U
BV261 - TV Production Practice	CO1: Acquire knowledge of making short films in Television production with making proper script writing techniques.	P
	CO2: Acquire knowledge of Handling video cameras and its accessories.	P
	CO3: Acquire Hands on training in making short films and documentaries and TV commercial.	P
BV262 - 3D Animation	CO1: Acquire knowledge of 3D animation and its techniques with relevant softwares used in the industry.	P
	CO2: Acquire knowledge in Creative aspects of animation technology and gets hands on training in the animation field.	P
BV26Q - Project (Media Internship)	CO1: Acquire knowledge from the media industry in advertising, photography, journalism, television channels, social media organizations, art direction, animation industry, film industry and various organizations which involves visual communication.	U
	CO2: This internship gives exposure to the students an overview of media and its functions involved.	P