

Programme Name : M.Sc (Visual Communication)		Programme Code: MVC
Course Code & Course Name	Course Outcomes	Cognitive Level
	At the end of this course the students will be able to	
Cognitive Level - Remember - ( R ), Understand - ( U ), Apply - ( P ), Analyse - ( A ), Evaluate - ( E ), Create - ( C )		
I Year - I Semester		
MS21A - Understanding Human Communication – Theory	CO1: Analyse various aspects of communication and articulate good communication principles.	U
	CO2: Analyse and interpret signals, language, and signs as well as other aspects of human communication.	U
	CO3: Demonstrate various modes of communication using message design principles.	U
	CO4: Determine criteria for appropriate message design by distinguishing multi-level communication flows.	A
	communication systems, and the spread of ideas in contemporary mediums	U
MS41A - Contemporary Trends in Indian Media – Theory	CO1: Critically assess the use of rhetoric in an array of advertising and media materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and media campaign materials	P
	CO2: Learners can become script writers content writers and program producers for mass media productions.	P
	CO3: Learners will be able to write and develop the content for new media.	P
	CO4: Learners will understand the ethics and basic principles in writing materials for advertisements.	U
	CO5: Identify the media culture and its influence in the writing practices of various media in Indian Society	P
MS41B - Media Aesthetics – Theory	CO1: Learners are exposed to Television channels, news reporting	R
	CO2: Learners are trained as cinematographers, Designers, Visualizers	R
	CO3: Learners become program producers, photojournalists	P
	CO4: Learners are trained as social media experts in the media profession	P
	CO5: Learners are experts in Television management production	P
MS212 - Graphic Arts and Animation (Practical)	CO1: Identify and demonstrate the knowledge in 2D Animation and the software	P
	CO2: To build basic ideas and be familiar with important principles of animations	P
	CO3: Utilize knowledge on how to generate a still and image processing in animations	P
	CO4: Develop the fundamentals and various techniques in White board animations	U
	CO5: Analyse the practical knowledge and understand the Photo voice methods and process.	P
MS211 - Computer Graphics –1(3D Designs) (Practical)	CO1: Skills to create 3d designs	U
	CO2: Skills to create Nurbs & Splines	P
	CO3: Skills to create polygon modelling	P
	CO4: Skills to add Textures & material to models	P
	CO5: Skills to take Render output	A
MS213 - Creative Digital Illustration (Practical)	CO1: Job profile as Professionals in Visualization, Creative Illustration, Cartoon and Caricature artist	P
	CO2: Job profile as political Cartoonist, Magazine layout artist, Film Title designers	P
	CO3: Professionals as Visual Analyser, Graphic designers, Special visual effects designer	P
	CO4: Professionalism in Animation design, 2D animation artist	P
	CO 5: Job description as Concept Artist, Game Designer,3D Animator	P

<b>PSSEA - Soft Skill Paper</b>	C01: Develop receptive and productive skills (LSRW) in communication.	P
	C02: Apply concepts and ideas to their own experience in personal and professional spheres.	P
	C03: Develop their communication skills for everyday life.	P
	C04: Apply general language knowledge in their professional life.	P
	C05: Make use of the general language skills according to the workplace requirements.	P
<b>I Year - II Semester</b>		
<b>MS22A - Mediated Communication – Theory</b>	C01: Analyse and interpret systems of mediated communication	A
	C02: Critically evaluate public opinion surveys and polls	E
	C03: Outline and write a reflexive essay on the effects of media on self and the other	U
	C04: Analyze and interpret developments in mediated communication using multiple theoretical lenses	A
	C05: Identify design features of communication technologies that influence individual behaviour.	P
<b>MS22B - Design Thinking – Theory</b>	C01: Adopt a problem solving mindset to reframe design challenges	U
	C02: Enumerate and select appropriate design thinking approach for specific design problem	R
	C03: Use design thinking tools and methods to solve real-world	P
	C04: Apply design thinking principles to develop plan of action and wireframe for specific problem domain	P
	C05: To create prototypes for specific design problem using available design tools and apps	A
<b>MS42A - Writing for Media – Theory</b>	C01: Understand the basic concepts of writing techniques for media.	U
	C02: Learners can become news writers, content writers, and program producers for mass media productions.	P
	C03: Learners will be able to write and develop the content for New media.	P
	C04: Plan and implement Content for Audio Visual medium and Social Media	A
	C05: The course provides Learners with an understanding of the importance of writing for the media.	U
<b>MS221 - Computer Graphics – 2(Camera and Lighting Techniques) (Practical)</b>	C01: Skills to do basic lighting	U
	C02: Skills to add types of lights & lighting	A
	C03: Skills to add interior and exterior lighting	A
	C04: Skills to add camera & camera movements	P
	C05: Skills to Render with camera movements	A
<b>MS222 - Digital Filmmaking (Practical)</b>	C01: Identify business opportunities and platforms for digital platforms	P
	C02: Critically appraise the opportunities and economic risks in digital	E
	C03: Develop a business plan and online collaboration workspace for entrepreneurship.	P
	C04: Prepare a low-cost budget and revenue model for independent filmmaking	P
<b>MS321 - Anchoring and Presentation skills (Practical)</b>	C01: Learners will gain knowledge about the do's and don't of the	U
	C02: They will present the program artistically.	P
	C03: They can present programs and news.	P
	C04: They come to know the importance of voice, speech, make-up, etc.	P
	C05: They can face the technical aspects such as camera, lighting, sound, etc.	P
<b>PSSEB - Soft Skill Paper – II</b>	C01: Choose the right skills for exhibiting their spoken and presentation skills.	P
	C02: Make use of their professional communication skills for presentation.	P
	C03: Develop interpersonal relations in a more effective manner.	P
	C04: Apply strategies for better communication and presentation.	P
	C05: Make use of technological aids to make effective presentations.	P

II Year - III Semester		
<b>MS23A(Yet To Be Confirmed) - Communication Research Methods</b>	CO1: Outline various steps involved in conducting communication research and identify a researchable topic.	U
	CO2: Diagram a communication problem with a causal model and present operational definitions of key constructs	U
	CO3: Prepare a coding framework for analysis coverage of major current news events and apply CATA	P
	CO4: Apply qualitative methods like in-depth interviewing for journalism practices.	P
	CO5: Design questionnaire for audience and audience measurement.	P
<b>MS23B(Yet To Be Confirmed) - Transmedia Storytelling</b>	CO1: Critically evaluate popular, on-going transmedia projects	U
	CO2: Explain the decision-making process for adopting a transmedia storytelling in marketing or journalism context	U
	CO3: Prepare a strategic plan and budget for transmedia storytelling for OTT platform on entertainment or strategic communication content	P
	CO4: Demonstrate an ability to prepare a script and storyboard for transmedia project and a web series for OTT	U
	CO5: Apply multimedia skills to produce a short project for transmedia distribution.	P
<b>MS23C(Yet To Be Confirmed) - Advertising Strategies</b>	CO1: Apply creative strategies to develop a brand promotion plan	P
	CO2: Interpret data and conduct audience analysis for a advertising campaign	P
	CO3: To produce an original public service advertising for cross platform	P
	CO4: Design banner advertising for websites and embed them a website or a blog	P
	CO5: Demonstrate procedural knowledge on online advertising strategies	U
<b>MS231(Yet To Be Confirmed) - UX and Interactive Media Design (Practical)</b>	CO1: Skills to do basics of UI/UX design	U
	CO2: Skills to do Colouring for UI/UX	P
	CO3: Skills to create buttons & icons	P
	CO4: Skills to do prototyping	P
	CO5: Skills to render an output for UI/UX developing	P
<b>MS232(Yet To Be Confirmed) - Computer Graphics- 3 (Advanced Techniques)(Practical)</b>	CO1: Skills to do basic Character Modelling	U
	CO2: Skills to do Rigging and Parenting	P
	CO3: Skills to do Biped animation	P
	CO4: Skills to do Keyframe animation	P
	CO5: Skills to add Dynamics	P
<b>MS233(Yet To Be Confirmed) - Video Editing and Visual Effects (VFX) (Practical)</b>	CO1: Skills to do Editing	U
	CO2: Skills to do Editing and advanced techniques in Editing	P
	CO3: Skills to remove wire, rigging, tracking methods and clean plate.	P
	CO4: Skills to do Rotoscopy	P
	CO5: Skills to do Compositing	P
<b>PSSEC - Soft Skill Paper - III</b>	CO1: Identify and cope up with various kinds of stress.	P
	CO2: Build important interpersonal skills such as group decision-making, negotiation and leadership skills.	P
	CO3: Solve the interpersonal, intrapersonal conflicts.	P
	CO4: Make use of team work and aspects of team building.	P
	CO5: Plan team logistics, and provide team leadership and coaching.	P
<b>PSSEQ - Internship</b>	CO1: Construct indepth knowledge as a hands on experience.	P
	CO2: Develop creative ideas and knowledge required to the Industry standard.	P
	CO3: Understand Organizational behaviour with professional ethics.	U
II Year - IV Semester		
	CO1: Identify business opportunities and platforms for media	U

<b>MS24A(Yet To Be Confirmed) - Media Entrepreneurship and Innovation</b>	CO2: Critically appraise the opportunities and economic risks in media entrepreneurship	U
	CO3: Develop a business plan and online collaboration workspace for media start-ups	P
	CO4: Prepare a detailed proposal and strategic vision for establishing a media start-up.	P
	CO5: Prepare a low-cost budget and revenue model for a multimedia news package for a freelance assignment	P
<b>MS24B(Yet To Be Confirmed) - Digital Asset Management</b>	CO1: Recognize the Importance of Content Management	U
	CO2: Acquire knowledge of Digital Assets and their Management	U
	CO3: Understand the requirements of storage and staffing for a successful DAM	U
	CO4: Comprehend the workflows and life cycle of the Digital Assets in DAM	U
	CO5: Appreciate the role of DAMs in Brands and Rights	U
<b>MS24C(Yet To Be Confirmed) - Digital Marketing Communication</b>	CO1: Acquire knowledge of Content Marketing and its development	U
	CO2: Learn the nuances of Content curation	R
	CO3: Understand the functions of Social Media Marketing	U
	CO4: Acquire skills in Social Media Marketing Analytics	P
	CO5: Deepen knowledge of Mobile Media Marketing through social networks	U
<b>MS241(Yet To Be Confirmed) - Immersive Media Design (Practical)</b>	CO1: Adapt the use of Immersive Technology	U
	CO2: Applied the technology of Virtual reality	P
	CO3: Compare the mobile technology usage combined with Augmented	U
	CO4: Evaluate the different immersive Technology of Mixed reality	U
	CO5: Plan to organize the game design.	P
<b>MS242(Yet To Be Confirmed) - Capstone Project and Portfolio OR Dissertation (Practical)</b>	CO1: Ability to understand the trends and demands of the media	U
	CO2: Ability to fine tune their media skills and prepare to be industry-	R
	CO3: Ability to generate, analyse content/data from various sources and convert them to publishable media content.	P
	CO4: Ability to work seamlessly with experienced media professionals meeting the rigours of the industry.	P
	CO5: To learn to work independently in assigned projects.	U
	CO6: To produce an independent project as the culmination of their training and knowledge showcasing their specialization and specific interest covering contemporary themes/issues.	P
<b>MS242(Yet To Be Confirmed) Option 2: Dissertation – (Practical)</b>	CO1: Perform literature search and scoping study on selected topics	P
	CO2: Set-up digital workspace for research using applications like Zotero and Qiqqa and Publish or Perish.	U
	CO3: Prepare an annotated bibliography following the APA style guide.	P
	CO4: Read and summarize academic research articles and evaluate quality based on protocol.	R
	CO5: Produce a news story based on academic research following best practices in academic journalism.	C