M.E.S MAMPAD COLLEGE (AUTONOMOUS)

MAMPAD COLLEGE P.O, MALAPPURAM, KERALA, INDIA, 676542
Affiliated to University of Calicut
Accredited by NAAC with A grade

Syllabus Year	2021-22
Department	VISUAL COMMUNICATION
Programme	BVOC VISUAL COMMUNICATION

Programme outcome.

| Sl.No	Programme Outcome
PO1	Students will be able to Design and create Visual contents for media Industry.
PO2	Students will be able to Explain the principles of Visual communication and media techniques practiced in industry.
PO3	Demonstrate the job role of Graphic Designer and Photographer.
PO4	Demonstrate the job role of Scriptwriter, visual editor and Film maker.
PO5	Effectively handle media management and Content creation.
PO6	Demonstrate the job role of Web designer.
PO7	Demonstrate the job role of 2D & 3D Animator and Motion Graphics Artist.

PO8	Demonstrate the job role of production designer & television programme producer
PO9	Appraise and interpret various professional acts and ethics related to media.

Continue adding rows till the POs are completely added.

Programme specific out come

Sl.No	Programme Specific Outcome.
PSO1	Students will become familiar with the different branches like graphic designing, media publishing, digital media and visual communication.
PSO2	Understand different multimedia platform and practice script writing. Acquires the ability to photography techniques.
PSO3	Understand basic concepts of film production and cinematography. acquire the skill of visual editing and camera techniques.
PSO4	Achieve skills in web designing and media management. also familiarize the concepts of advertising and 3d modelling.
PSO5	Students will be introduced to the world of animation. animation skills will be developed both 3D and 2D. Students will be able to record and mix sound projects through sound designing. understand the techniques of motion graphics.
PSO6	Students will be able to produce a tv program and the designing of tv program.

Continue adding rows till the POs are completely added
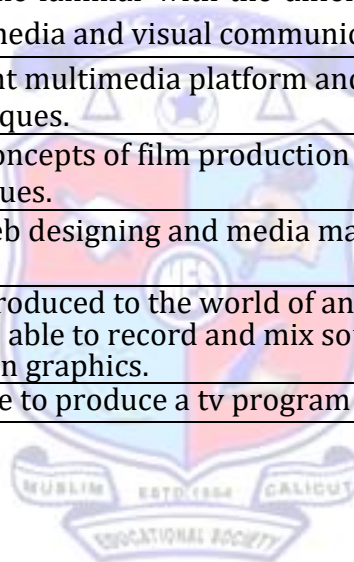
Course Outcome (add sufficient Number of rows in each semester)

Semester	Course Code	Course Name	Course out come
I	A01	(A01) COMMON ENGLISH COURSE I	
	A07(3)	ADDITIONAL LANGUAGE COURSE I	

	A02	A02 Ways with Words Literature in English	
	SDC1VC01	INTRODUCTION TO VISUAL COMMUNICATION	Enable students to understand the basic concepts and perceptions of visual communication which would help them study visual communication deeply.
	SDC1VC02	INTRODUCTION TO DIGITAL MEDIA	Enable students to distinguish different digital devices with the knowledge of its roots and proponents.
	SDC1VC03	THEORY OF VISUAL DESIGN (Graphics)-Practical	Prepare students to apply the skills and techniques of visualization, illustration, and image reproduction. Develop their expertise in 2D and 3D image making.
	SDC1VC04	MEDIA PUBLISHING-Practical	Identify different printing methods and publishing techniques, Demonstrate page make-up and typography with recent changes and development in the industry. Analyze the history of publishing, including print, digital, and other media, Illustrate the fundamentals of page layout
II	A03	A03 Writing for Academic & Professional Success	
	A04	A04 Zeitgeist Readings on Contemporary	

		Culture	
	A08(3)	ADDITIONAL LANGUAGE COURSE II	
	SDC2VC05	INTRODUCTION TO MULTIMEDIA	To understand what is multimedia. Analyze five multimedia components. To learn multimedia applications in several areas and classify multimedia software based on its function Explain about digital video standards, formats and technology.
	SDC2VC06	SCRIPTING & STORYBOARDING	Students shall be able to acquire skills required for writing scripts and preparing story boards for visual media production.
	SDC2VC07	PRACTICAL- SCRIPTING & STORYBOARDING	Students shall be able to Practice the various types of scripts, Learn Storyboard, Practice Storyboard and develop a story for fiction and nonfiction.
	SDC2VC08	PROJECT- DIGITAL PHOTOGRAPHY	Students are able to demonstrate the basic operations of a camera. Analyze Basics of Camera, practice the different types of cameras and basic lighting techniques and Operate Aperture, Shutter speed, ISO and Focus. To manage basic lighting techniques indoor/ outdoor & different types of lights & filters.
III	A11	BASIC MATHEMATICS FOR MEDIA ARTS	Students will be able to practice skills in basic mathematics for media arts like geometry, diagrams and statistics. Practice effective mathematics helpful for designing and drawing.

	A12	GENERAL INFORMATICS AND INSTRUMENTATION	Give an overview of computer architecture, the operation of computers, and an general introduction to the field of informatics. Prepare students for an information society with the knowledge and skills necessary to flourish in a career that will be increasingly enmeshed with technology.
	GEC3FC01	FUNDAMENTALS OF CINEMATOGRAPHY: FILM & TV	Demonstrate the Fundamentals of handling Video camera, Apply current best practices in cinematography, Operate Video Camera, Video Lights and its related accessories. , Analyze and apply various cinematography techniques & principles. Manage to shoot various real-life conditions Practice Basic Lighting techniques indoor/ outdoor & Different types of lights & filters and Produce their own short films and documentaries
	SDC3VC09	PRE PRODUCTION & POST PRODUCTION FOR FILM/TV	Students are able to understand the various stages of the film making. To proficient about the crew management system, budgeting, casting, location finding, editing etc.
	SDC3VC10	MULTI- CAMERA PRODUCTION: ONLINE AND OFFLINE	Develop an awareness of core producing and production management skills, required for the production of a Television programme. Demonstrate basic understanding of video switchers, character generators, and audio mixers, demonstrate a basic understanding of the operations of lighting equipment and 3-point lighting, manage a Multi-camera shoot and demonstrate the grammar of studio production. Analyze the Production & Post production process in detail.
	SDC3VC11	PRACTICAL: ADVANCED VISUAL EDITING	Demonstrate different types of editing; analyze the stages of Pre-production, Production and Post-Production of editing

			techniques.
	SDC3VC12	PRACTICAL: FUNDAMENTALS OF CINEMATOGRAPHY: FILM & TV	Students are able to Operate Video Camera, Video Lights and its related accessories. , Analyze and apply various cinematography techniques & principles. Manage to shoot various real-life conditions Practice Basic Lighting techniques indoor/ outdoor & Different types of lights & filters and Produce their own short films and documentaries
IV	A13	MEDIA MANAGEMENT	Introduce the students the concept of Media Management, to understand, how to use media tools for corporate event.
	A14	EVOLUTION OF MEDIA TECHNOLOGY	Make students to Identify the roles media performs in our society. Recognize events that affected the adoption of mass media. Explain how different technological transitions have shaped media industries.
	GEC4FT02	FILM & TV APPRECIATION	Prepare cinema literate students, Present the history of the medium so that the students can have a better knowledge about the present and the future.
	SDC4VC13	INTRODUCTION TO UX & UI DESIGN	Compare core elements of User Experience and User Interface Design and how these elements work together. Categorize the UX Design Process: IDEATE/DESIGN Visual Design Principles Information Design and Data Visualization Interaction Integrate the Usability Test findings and Usability Test feedback in

			designs. Explain Design Information Architecture, Wire framing & Story boarding UI Elements and Widgets Screen Design and Layouts.
	SDC4VC14	ADVERTISING	Categorize Definition, Function sand Scope of Advertising and marketing. Classify types of advertising; Online advertising, web banner ad, expanded ad, polite ad, wallpaper ad, trick banner, pop up, pop under etc. Conceptualize and Create advertising for TV and New Media. Distinguish the significance of new trends in advertising
	SDC4VC15	PRACTICAL: INTRODUCTION TO 3D MODELING & TEXTURING	Classify Polygonal Modelling, Modelling with NURBS and Modelling with Deformers and Subdivisions Surfaces, Recognize the role of drawing in basic shapes, Animal study, Human anatomy, Shading techniques, Live model study etc., Turn the 3-dimensional models step by step, into full-fledged figures. Analyze each type of modelling editing: Lofting, Revolved Surface, Extruded Surface, Planar Surface, Beveled Surface, Boundary Surface Editing NURBS Surfaces Patch Modelling etc.
	SDC4VC16	PROJECT: WEBSITE DESIGN	Develop a professional website , Identify the practical challenges in completing a website project Apply intermediate and advanced web development practices, Create basic JavaScript, Create web pages that function using external data.
V	GEC5MG03	Introduction to Motion Graphics	The Course will enable learners to achieve proficiency with the important software designed to create movement of texts, objects, pictures etc.; animating the inanimate and simulating the feel of 3D in 2D.

GEC5IA04	Introduction to 2D Animation	At the completion of this course, students shall get deeper understanding of the scope of 2D animation and will be able to try out hands-on2Danimationstep by step.
SDC5VC17	Advanced 3D Animation & Vfx	At the completion of this course, students shall refine their skills in advanced Visual Effects generation and management.
SDC5VC18	Introduction to Sound Design	At the completion of this course, students are able to record and mix the audio files.
SDC5VC19	Television Broadcasting	By understanding the fundamentals of TV production, the students should be able to produce a TV programme.
SDC5VC20	Practical: Motion Graphics	Produce attention-grabbing motion graphics for film, television, music videos, and the Web while meeting industry standard specifications.
SDC5VC21	Practical: 3D Animation & Vfx	Analyze the principles of animation and practice the advanced animation tools in the industry.

VI	SDC6VC22	900 hrs. Internship OR 300 hrs. Internship with Animation/Short film/Documentary Project	After this course, students are completed their internship programme and professional training from various commercial platforms as an experiential learning.