



ST. THOMAS COLLEGE (AUTONOMOUS)
THRISSUR, KERALA - 680 001

College with Potential for Excellence
NIRF INDIA Ranking 2021 : 64th

www.stthomas.ac.in

PROGRAMME OUTCOMES
PROGRAMME SPECIFIC OUTCOMES
COURSE OUTCOMES

B.A Visual Communication

OUTCOMES:

At the end of Under Graduate Program at St. Thomas College (Autonomous), a student will have obtained:

PO1	Critical Thinking: Ability to take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives
PO2	Effective Communication: Ability to speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology
PO3	Effective Citizenship: Ability to demonstrate empathetic social concern and equity-centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering
PO4	Environment and Sustainability: Ability to understand the issues of environmental contexts and sustainable development
PO5	Ethical Living: Ability to recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them
PO6	Social Interaction: Ability to elicit views of others, mediate disagreements and help reach conclusions in group settings
PO7	Problem Solving and Analytical Skills: Ability to think rationally, analyze situations and solve problems adequately

Program Specific Outcomes:

At the end of B.A Visual Communication at St. Thomas College (Autonomous), Thrissur, a student will have developed:

PSO1	Understand the art and craft of visual communication and multimedia production.
PSO2	Understand the need of human resources required for the rapidly growing media and entertainment industry.
PSO3	Understand digital movie making, television, web and other electronically mediated communication systems.
PSO4	Analyze digital film, cyber technologies, television and other means of visual communication
PSO5	Understand the basic concepts of photography, scripting and other visual languages.
PSO6	Understand the theory and philosophy of visual culture and communication, mass media, film and television with practical training in Digital Film Technology, sound and video editing, camera, scriptwriting and directing in the worldwide entertainment sectors.
PSO7	Analyze the theoretical and practical aspects for the needs of media and entertainment sectors.

Course Outcomes:

B.A Visual Communication

BVC1B01- VISION AND COMMUNICATION

At the end of this course, a student will have developed ability to:

CO1	Understand fundamentals of technologies of vision and communication
CO2	Understand the Principles of composition: balance, contrast, movement, emphasis, pattern, proportion, unity (symmetry, order, rhythm and harmony) etc.
CO3	Understand Sensual and perceptual theories of visual communication
CO4	Understand about the Visual literacy and education.

B.A Visual Communication

JOU1C04- Introduction to Mass Media

At the end of this course, a student will have developed ability to:

CO1	Understand the characteristics and types Print Media
CO2	Understand the Characteristics and functions of radio and television
CO3	Understand the History and evolution of the Internet
CO4	Understand about Indian Constitution

B.A Visual Communication

BMM1 C02- Introduction to Multimedia

At the end of this course, a student will have developed ability to:

CO1	Understand the Multimedia systems; multimedia elements
CO2	Understand the Multimedia file formats, standards, communication protocols
CO3	Understand Image authoring and editing tools, image file formats
CO4	Understand Video in Multimedia- Sound in Multimedia

B.A Visual Communication

BVC2B02- BASIC PHOTOGRAPHY

At the end of this course, a student will have developed ability to:

CO1	Understand the history behind the evolution of photography
CO2	Understand photography as an art, industry and political practice.
CO3	Understand the techniques behind the usage of a still camera and its functions .
CO4	Understand the principles of lighting and different lighting techniques .

B.A Visual Communication

JOU2C04- Newspaper Journalism

At the end of this course, a student will have developed ability to:

CO1	Understand the Principles and functions of journalism
CO2	Understand the Organizational structure of a newspaper
CO3	Understand the creation of a content
CO4	Understand the broadcasting of news
CO5	Understand the process of news editing

B.A Visual Communication

BMM2 C02- E-Content Development

At the end of this course, a student will have developed ability to:

CO1	Understand E-Content Development
CO2	Evaluate Design and Learning Theories:
CO3	Understand the Basics of E-Content Development: Learner needs analysis, Design
CO4	Understand the Instructional Strategy for E-content Development

B.A Visual Communication

BVC3B03- Theory of Visual Design

At the end of this course, a student will have developed ability to:

CO1	Understand Visual Arts--Continuity and Style
CO2	Understand Visualisation and Illustration Techniques
CO3	Understand Visualisation and Illustration Techniques
CO4	Understand Basics of Image-Making

B.A Visual Communication

BVC3B04- HISTORY AND THEROY OF ARTS

At the end of this course, a student will have developed ability to:

CO1	Understand the Fundamentals of Art
CO2	Understand the Brief History of Western and Indian Art
CO3	Understand THEContemporary Art Movements
CO4	Understand Aesthetics and Politics

B.A Visual Communication

JOU3C04- Television Journalism

At the end of this course, a student will have developed ability to:

CO1	Understand the Organizational structure of a television news channel
CO2	Understand the qualities and responsibilities of a news
CO3	Understand Television News Structure
CO4	Understand about the Production Control Room (PCR) operation
CO5	Evaluate television content

B.A Visual Communication

BMM3 C02- Computer Graphics

At the end of this course, a student will have developed ability to:

CO1	To develop their artistic perception by understanding the basic elements of art
CO2	Understand the history of typography and font designing
CO3	Understand To understand the modern technology of printing
CO4	Evaluate the branding activities

B.A Visual Communication

A13 General Courses 3- Media Management

At the end of this course, a student will have developed ability to:

CO1	Understand what is Media Management
CO2	Understand Concept of entrepreneur
CO3	Understand Sole proprietorship and partnership units
CO4	Understand difference between PR and Advertisement
CO5	Understand Techniques of television and radio production

B.A Visual Communication

A14 General Courses- Evolution of Media Technology

At the end of this course, a student will have developed ability to:

CO1	Understand History of Communication
CO2	Understand the development of printing technology
CO3	Understand the development of broadcast technology
CO4	Understand digital media technologies
CO5	Understand influence of communication technology

B.A Visual Communication

BVC4B05- FUNDAMENTALS OF CINEMATOGRAPHY

At the end of this course, a student will have developed ability to:

CO1	Understand the different aspects of cinematography
CO2	Understand the use of composition and lighting
CO3	Understand how to the equipments properly and shot them
CO4	Understand the use of filter in a camera
CO5	Understand and Analyze the indoor and outdoor shot

B.A Visual Communication

BVC4B06- PRACTICAL - I

At the end of this course, a student will have developed ability to:

CO1	Understand how to take a photo and training them
CO2	Understand the basic skills of beginning a photographer and cinematographer
CO3	Understand and visualize the situation
CO4	Understand the problem and solving it
CO5	Understand about color correction in editing

B.A Visual Communication

JOU4C04- Digital Journalism

At the end of this course, a student will have developed ability to:

CO1	Understanding what is print journalism and digital journalism
CO2	Understanding the design layouts of a newspaper and E-paper
CO3	Understand about online reporting characteristics
CO4	Understand the issues in digital journalism
CO5	Understand what is data journalism

B.A Visual Communication

BMM4 C02- Web Design

At the end of this course, a student will have developed ability to:

CO1	Understand what is web design
CO2	Understand the basic knowledge of a web designer
CO3	Understand what is design layout
CO4	Understand the software and used to create web design
CO5	Understand the structure of a website

B.A Visual Communication

BVC5B07- SCREEN WRITING

At the end of this course, a student will have developed ability to:

CO1	Understand the art and craft of screen writing for cinema and television
CO2	Understand the stages of script and screenplay etc
CO3	Understand the elements of a Good Film Script
CO4	Understand the analysis of movie scripts
CO5	Understand the television medium
CO6	Understand Scripting for commercials

B.A Visual Communication

BVC5B08- VISUAL EDITING

At the end of this course, a student will have developed ability to:

CO1	Understand the principle and purpose of editing
CO2	Understand and Manipulating time and space through editing
CO3	Understand about the product packaging
CO4	Understanding Editing Equipment and Software
CO5	Understanding Editing Procedure
CO6	Understand Consolidating Video And Audio

B.A Visual Communication

BVC5B09- MEDIA DESIGN-I

At the end of this course, a student will have developed ability to:

CO1	Understand the graphics and animation
CO2	Understand what is animation and foundation of animation
CO3	Understand idea and concept
CO4	Understand the acting and expression of the characters
CO5	Understand 2 Dimensional Animation and 3 Dimensional Animation

B.A Visual Communication

BVC5B10- ADVERTISING

At the end of this course, a student will have developed ability to:

CO1	Understand what is Advertising and its purpose
CO2	Understand the Scope of Advertising
CO3	Understand what is social media marketing
CO4	Understand what are the types of advertising
CO5	Understand conceptualization & Ideation
CO6	Understand Production Planning for Ad Films and skills

B.A Visual Communication

BVC5B11- AUDIOGRAPHY

At the end of this course, a student will have developed ability to:

CO1	Understand the basic of sound and sound recording
CO2	Understand the perception of the sound
CO3	Understand what is Pro tools and other audio softwares
CO4	Understand Pro tools Recording Techniques
CO5	Understand how to do creative sound tracks

B.A Visual Communication

BVC6B12- MEDIA DESIGN-II (ANIMATION AND VISUAL EFFECTS)

At the end of this course, a student will have developed ability to:

CO1	Understand the importance of multimedia
CO2	Understand the 3-Dimensional Design Concepts
CO3	Understand Animation Principles in 3-D
CO4	Understand Special Effects
CO5	Understand Dynamics and VFX

B.A Visual Communication

BVC6B13- Design Industry Convergence

At the end of this course, a student will have developed ability to:

CO1	Understand the Conventional and contemporary design
CO2	Understand Interior Design, Industrial Design and Product Design
CO3	Understand Production Design and Event Design
CO4	Understand Graphics, Animation and Video Gaming
CO5	Understand Convergence of New Design Technologies

B.A Visual Communication

BVC6B14- PRACTICAL - II

At the end of this course, a student will have developed ability to:

CO1	Understand what is Visual Editing
CO2	Understand principles of editing
CO3	Understand what is media design
CO4	Understand importance of Audiography
CO5	Understand Design Industry Convergence

B.A Visual Communication

BVC6B15- NEW MEDIA

At the end of this course, a student will have developed ability to:

CO1	Understand Internet Journalism
CO2	Understand Language and Style of Online Journalism
CO3	Understand Language of the Web
CO4	Understand Trends in Cyberspace
CO5	Understand trends in information technology

B.A Visual Communication

BVC6B16- Radio Production

At the end of this course, a student will have developed ability to:

CO1	Understand evolution and growth of radio
CO2	Understand history and evolution of radio
CO3	Understand radio news
CO4	Understand Role of radio broadcaster
CO5	Understand public service broadcasting

B.A Visual Communication

BVC1C01- INTRODUCTION TO AUDIO VISUAL MEDIA

At the end of this course, a student will have developed ability to:

CO1	Understand Visual communication and visual culture
CO2	Understand Folk and performing art forms
CO3	Understand Physiological Functions of Visual Communication
CO4	Understand Aesthetics and Politics in Media Arts
CO5	Understand structure and appearance

B.A Visual Communication

BVC2C01- VISUAL DESIGN

At the end of this course, a student will have developed ability to:

CO1	Understand art and visual perception
CO2	Understand Folk and performing art forms
CO3	Understand Physiological Functions of Visual Communication
CO4	Understand Aesthetics and Politics in Media Arts
CO5	Understand structure and appearance

B.A Visual Communication

BVC3C01- ADVERTISING

At the end of this course, a student will have developed ability to:

CO1	Understand what is advertising
CO2	Understand social and marketing advertisement
CO3	Understand new trends and life style
CO4	Understand Ad agency & its types
CO5	Understand Conceptualization, Ideation & Visualization

B.A Visual Communication

BVC4C01- RADIO PRODUCTION

At the end of this course, a student will have developed ability to:

CO1	Understand history and evolution of radio
CO2	Understand frequency of the radio
CO3	Understand new room management
CO4	Understand FM Radio, Community Radio and Internet Radio
CO5	Understand scope of community radio in India

B.A Visual Communication

BVC1C01- INTRODUCTION TO VISUAL COMMUNICATION

At the end of this course, a student will have developed ability to:

CO1	Understand what is visual communication
CO2	Understand elements and principles of visual composition
CO3	Understand Sensual and perceptual theories of visual communication
CO4	Understand visual thinking/visualization
CO5	Understand Visual Culture

B.A Visual Communication

BVC2C02- INTRODUCTION TO CINEMA

At the end of this course, a student will have developed ability to:

CO1	Understand the meaning of cinema
CO2	Understand the history of cinema and its creation
CO3	Understand potentials and limitation of cinema
CO4	Understand Pre-production of cinema
CO5	Understand overview of Malayalam Cinema

B.A Visual Communication

BVC3C02- SCRIPTING AND STORY BOARDING

At the end of this course, a student will have developed ability to:

CO1	Understand the uses of script in cinema
CO2	Understand the elements of script writing
CO3	Understand basic elements of story board
CO4	Understand what is Documentary Script writing
CO5	Understand the Choosing the genre

B.A Visual Communication

BVC4C02- E-CONTENT DEVELOPMENT

At the end of this course, a student will have developed ability to:

CO1	Understand importance of E-content
CO2	Understand ADDIE concept
CO3	Understand multimedia elements in e-content
CO4	Understand Technical considerations
CO5	Understand Engaging learners through interactivity

B.A Visual Communication

BVC5C01- ADVERTISING DESIGN

At the end of this course, a student will have developed ability to:

CO1	Understand what is Advertising and its purpose
CO2	Understand the Scope of Advertising
CO3	Understand layout of design
CO4	Understand what are the types of advertising
CO5	Understand Contributions from digital technology
CO6	Understand Typography

B.A Visual Communication

BVC5C02- RADIO JOCKEYING

At the end of this course, a student will have developed ability to:

CO1	Understand What is Radio Jockeying
CO2	Understand how to talk in a interview
CO3	Understand the role of a RJ
CO4	Understand the sufficient knowledge of current affairs .

B.A Visual Communication

BVC5D03 BASIC PHOTOGRAPHY

At the end of this course, a student will have developed ability to:

CO1	Understand the history behind the evolution of photography
CO2	Understand photography as an art, industry and political practice.
CO3	Understand the techniques behind the usage of a still camera and its functions .
CO4	Understand the principles of lighting and different lighting techniques .