



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

M.A Visual Communication

Outcomes

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

PO1	Attained profound Expertise in Discipline
PO2	Acquired Ability to function in multidisciplinary domains
PO3	Attained ability to exercise Research Intelligence in investigations and Innovations
PO4	Learnt Ethical Principles and be committed to Professional Ethics
PO5	Incorporated Self-directed and Life-long Learning
PO6	Obtained Ability to maneuver in diverse contexts with Global Perspective
PO7	Attained Maturity to respond to one's calling

Program Specific Outcomes

At the end of M.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

M.A Visual Communication

MVC 1 C01 Visual Culture And Communication

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

CO1	Understand communication studies; visual communication and its fundamental principles; history and development of visual arts and communication; visual communication and visual culture.
CO2	Define What is visual media? types of visual media – folk and performing art forms, theatre, drawing, painting, photography, film and television. New media and multimedia products.
CO3	Understand Visual elements – dot, line, shape, form (mass, volume,), space, texture, colour. Principles of composition: balance, contrast, movement, emphasis, pattern, proportion, unity (symmetry, order, rhythm and harmony) etc. Spatial relationships, compositions in 2- and 3-dimensional space, the structure of appearance.
CO4	Understand Sensual and perceptual theories of visual communication. What the brain sees: colour, form, depth, and movement.
CO5	Apply visual messages and viewers' meaning making process – perception, visual thinking/visualization. Practice of Looking: images, power, and politics
CO6	Apply the visual media and the public sphere; global flow of visual culture. Potential of visual media in the field of education.
CO7	Understand visual media tools and technologies for instruction.
CO8	Understand visual media literacy

M.A Visual Communication

Mvc 1 C02 Film Appreciation

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

CO1	Understand the theoretical background required for better understanding and reading of films.
CO2	Understand the visual narrative art form
CO3	Understand film as an art, industry and political practice.
CO4	Understand the elements of visual communication.
CO5	Understand the principles of editing and its functions.
CO6	Understand different film movements
CO7	Understand the history of world cinema.

M.A Visual Communication

Mvc 1 C03 Photography

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

CO1	Understand the theoretical background required for understanding the visual perception and the concepts behind vision
CO2	Understand the history behind the evolution of photography
CO3	Understand photography as an art, industry and political practice.
CO4	Understand the techniques behind the usage of a still camera and its functions.
CO5	Understand the principles of lighting and different lighting techniques.
CO6	Understand different photography movements and its contemporary counter parts.
CO7	Understand the artistic and commercial possibilities in photography as a spectrum of art.

M.A Visual Communication

MVC1 C04 Scripting For Visual Media

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

CO1	Understand the art and craft of script writing for television, cinema and documentary films.
CO2	Understand the meaning and types of script.
CO3	Understand the elements of script.
CO4	Understand the layout of scripts.
CO5	Analyze the scripts of different genres.
CO6	Understand the writing of script for different genres.

M.A Visual Communication

Mvc 1 C05 – Digital Video Production

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

CO1	Understand the Theme and story Script development, Storyboard exercises
CO2	Understand the visual media.
CO3	Schedule and Location planning; Casting and scheduling; Role of production crew - Assistant Director, Cinematographer/videographer; Camera assistant(s)
CO4	Shoot division of script; Shot types
CO5	Fundamentals of handling video camera systems
CO6	Shot composition. meaning and relationships.
CO7	Sound recording equipment, MIDI systems.

M.A Visual Communication

MVC 2 C06 – Cinematography

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

CO1	Understanding the fundamentals of handling a video camera system. 5 C's of cinematography
CO2	Shot types, Framing, Taking different shots to convey the idea
CO3	Camera Lenses, Video resolutions, Connecting Cables
CO4	Lighting, Lighting techniques to create mood, Time period and special effects.
CO5	Practical Assignments

M.A Visual Communication

MVC 2 C07 – Introduction To Sound Design

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

CO1	Understand Sound perception and the concepts behind Sound Design
CO2	Understand the history about Evolution of Sound in Cinema
CO3	Understand Sound design as an art and how to use it in Cinema industry and political practice.
CO4	Understand different Sound Formats
CO5	Understand the principles of Mic and its Properties.
CO6	Understand Mic positions While recording Sounds
CO7	Understand difference between Sound Designing and Sound Engineering

M.A Visual Communication

MVC 2 C08 – Introduction To Visual Editing

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

CO1	Understand the need of visual editing
CO2	Understand the history about Evolution of Editing
CO3	Understand the various editing methods
CO4	Understand different video file formats
CO5	Understand the tools for visual editing

M.A Visual Communication

MVC 2 C09 – Image And Representation

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

CO1	To familiarize the learners with the major concepts in Film Theory from its early beginnings to the present
CO2	Focus on the important theoreticians and schools of thought in the area
CO3	Understand the important movements in Film Theory

M.A Visual Communication

MVC 2 L01 Visual Communication 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 colour correction in editing
CO6	Understand how to take a photo and training them

M.A Visual Communication

MVC 2 A02 Design Industryconvergence

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	Develop the designing skill in vector and raster softwares
CO3	Understand the history of typography and font designing
CO4	To understand the modern technology of printing
CO5	Practice the branding activities

M.A Visual Communication

MVC 3 C10 – Visual Media Research

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

CO1	Understand Concept of research. Meaning, definition and nature of research. Purpose of research. Communication research and Importance of media research.
CO2	Define Area of Media Research. Problems of objectivity in research. Planning to carry out research
CO3	Understand the Methods and techniques of research. Hypothesis and variables. Research design and its types. Methods of research. Research in language and literature
CO4	Understand the Research in sociology. Research in Journalism and mass communication. Census, Survey, Random, Sampling - meaning, types and problems.
CO5	Apply Survey research, experimental and field research, panel research. Reliability, validity and objectivity
CO6	Apply Questionnaire and schedules. Observation - participatory and non-participatory. Interview method. Case study approach. Content analysis of audio and video
CO7	Understand the tabulation and classification of data. Data analysis, software for data analysis interpretation
CO8	Understand the Graphic and diagrammatic representation of data

M.A Visual Communication

MVC 3 C11 Advanced Visual Editing

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

CO1	Fundamentals of video formats; Audio design; Color correction;
CO2	Project; Media files, Clips and sequences
CO3	Mixing audio in the timeline and viewer; Using the voice over tool; Using audio filters; Exporting audio for mixing in other applications;
CO4	Colour correction; Color correction features, Device control settings and presets; Sequence settings and presets.

M.A Visual Communication

MVC 3 C12 Advanced Studies In Sound Design

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

CO1	Understand about different types of mic and its Directional properties of mic
CO2	Understand Live Sound recording.
CO3	Understand different types of Audio Software's Like Pro Tools, Nuendo, Logic Pro ect .
CO4	Understand difference between Dubbing, Narration, and Live sound.
CO5	Understand Balancing, Equalizing, of recorded Sounds
CO6	Understand the techniques behind the usage of Foley sounds and Ambient Sounds
CO7	Understand how to Mastering Sounds and Export a Project file for Video

M.A Visual Communication

MVC 3 C13 Media Management

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

CO1	Understand media management: basic management principles, Managerial skills in visual media production and promotion; Market for visual media products; market analysis and meeting the demand
CO2	Define media products, media production and media economy
CO3	Understand Media production planning: production objectives/goals; Mobilising human resources – production crew and cast, contracts and call sheets
CO4	Understand Out-door and indoor shoot planning – location search, suitability of locations; Seeking permission from legal and official bodies; Production schedules; logistics management; time management.
CO5	Apply budgeting basics, Budgeting for preproduction, production, Post production activities
CO6	Apply Mobilising financial resources; cost cutting measures. Cash flow. Marketing of various rights.
CO7	Understand visual media laws and its modern implementation in visual content production
CO8	To understand Broadcasting codes in India (Doordarshan); Cinematography Certification Rules; Copyright laws; Limits of fair use; Video piracy; Cybercrime and cyber laws; Current copyright debates

M.A Visual Communication

MVC 3 E01 New Media Technologies

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

CO1	Understand the multimedia elements and multimedia applications in web
CO2	Understand the basics of web technologies
CO3	Understand the Business use of multimedia elements
CO4	Understand the World Wide Web and how the information travelling over the internet
CO5	Learn html codes to develop the advanced and responsive web design
CO6	Understand a popular web site development software for creating web sites using different multimedia elements and publish the sites.

M.A Visual Communication

MVC 3 E02 Film Studies

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

CO1	Understand the theoretical background required for better understanding and reading of films.
CO2	Understand the visual narrative art form
CO3	Understand film as an art, industry and political practice.
CO4	Understand the elements of visual communication.
CO5	Understand the principles of editing and its functions.
CO6	Understand different film movements
CO7	Understand the history of world cinema.

M.A Visual Communication

MVC 4 C14 Television Production

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

CO1	Understand Television production and its production stages.
CO2	Understand video and broadcast technology
CO3	Understand the types of scanning
CO4	Understand the different types of broadcast standards.
CO5	Understand the script and storyboard of television shows.
CO6	Understand different video formats.
CO7	Understand different transmission technologies.
CO8	Understand TV journalism

M.A Visual Communication

MVC 4 L02 Visual Communication Practical Ii

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

CO1	Understand what is Visual Editing
CO2	Understand the sound design
CO3	Understand what is television production
CO4	Understand importance of Audio & Visual

M.A Visual Communication

MVC 4 E03 Multimedia

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

CO1	Understand the importance of Visual Design
CO2	Learning the Foundation of Animation
CO3	Aquire skills in multimedia applications such as 2D & 3D
CO4	Understand the Elements of Animation
CO5	Understand the Principles of Design
CO6	Understand the Advantages and Disadvantages of Graphics
CO7	Skills to create better concepts and fast solutions

M.A Visual Communication

MVC 4 E04 Advertising In Visual Media

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

CO1	Design and development of branding. Ability to understand the designing software
CO2	Understand the emergence, demands, process and effects of customer and target audience.
CO3	Analyzing study of Television rating and agency rating
CO4	Understand the different type of issues effecting in advertising
CO5	Design and develop latest technologies of product promotion
CO6	Understand the visual media. Types of visual media supporting ad and ad agency
CO7	Understand and develop theoretical and practical Skills in Broadcasting.
CO8	Recognize role of PR in modern society
CO9	Market Analysis and apply media planning and product concept of research

M.A Visual Communication

MVC 4 E05 Documentary Film Production

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

CO1	To familiarize the learners with the historical evolution of Documentary films with special attention to the major movements and tendencies
CO2	To make them familiar with the different Documentary Genres
CO3	To give them a comprehensive idea about the evolution of Indian documentary films
CO4	To make the learners aware of nature, scope and challenges of documentary film production.

