

Programme Matrix: Bachelor of Arts - Visual Communication [2023 Batch]



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A++' Grade by NAAC | Affiliated to Bengaluru North University

FACULTY OF HUMANITIES

Programme Matrix: Bachelor of Arts - Visual Communication [2023 Batch]

Programme Outcomes

After the successful completion of the BA Visual Communication programme, the student will be able to:

- PO1. operate as a visual media professional with human values and social consciousness
- PO2. apply the theoretical and applied knowledge of visual communication in the media industry, society and global community.
- PO3. appraise global visual media form and content for organizational and societal benefit.
- PO4. integrate innovations in media technologies for effective visual designs
- PO5. build technical skills in Photography, Filmmaking, Audio and Video Editing, Animation, Graphics and Web designing
- PO6. create, and design media contents fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions
- PO7. design and execute ethical research projects in Visual Communication

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FACULTY OF HUMANITIES


Date of Approval: 10/2/23 KRISTU JAYANTI COLLEGE AUTONOMOUS
K. Narayanapura, Kothanur PO
Bengaluru - 560077



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I Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	23VCM2T311	Fundamentals of Photography	<ol style="list-style-type: none"> 1. Describe the evolution of photography, types of cameras and lenses 2. Apply the techniques in photography 3. Appraise the aesthetic components of photography.
DSC	21VCM2L211	Fundamentals of Photography Practical	<ol style="list-style-type: none"> 1. Calibrate the operations and techniques of handling digital still camera 2. Display the aesthetic and technical skills in composing images 3. Create aesthetically and technically sound photographs.
DSC	23VCM2T312	Graphic Design	<ol style="list-style-type: none"> 1. Outline the evolution of graphic design and demonstrate the techniques of professional design 2. Analyze and critique designs based on the visual qualities and technical skills relevant to graphic design 3. Create designs that communicate and articulate their ideas.
DSC	21VCM2L212	Graphic Design Practical	<ol style="list-style-type: none"> 1. Outline the evolution of graphic design and demonstrate the techniques of professional design 2. Analyze and critique designs based on the visual qualities and technical skills relevant to graphic design. 3. Create designs that communicate and articulate their ideas.
DSC	21VCM2T313	Introduction to Visual Communication	<ol style="list-style-type: none"> 1. Identify the meaning nature and scope of visual communication 2. Appraise the aesthetic components 3. Appraise the theories of visual perception in the field of visual communication.
AECC	22ENG1T311	Impressions in English Literature	<ol style="list-style-type: none"> 1. Articulate the relevant issues of society through the imbibed knowledge of prose 2. Identify and appreciate nuances of poetry 3. Implement the basic concepts of grammar and its usage.
AECC	21KAN1T311	Saahithya Sambhrama I	<ol style="list-style-type: none"> 1: ಸಾಹಿತ್ಯದ ಹಿನ್ನೆಲೆ ಹಾಗೂ ಅವಶ್ಯಕತೆಯನ್ನು ತಿಳಿಯುವರು 2: ಮನುಷ್ಯ ಸಂಬಂಧಗಳನ್ನು ಕುರಿತು ಚರ್ಚಿಸುವರು 3: ನಂಬಿಕೆ ಹಾಗೂ ಸಂಪ್ರದಾಯಗಳನ್ನು ವಿಶ್ಲೇಷಣೆ ಮಾಡುವರು 4: ಪರಿಸರ ಜೀವಿಗಳು ಹಾಗೂ ಸಂರಕ್ಷಣೆ ಕುರಿತು ಚರ್ಚಿಸುವರು
AECC	21HINIT311	Hindi Kahani Sahitya aur Hindi Vyakaran	<ol style="list-style-type: none"> 1: हिन्दी साहित्य के कहानी विधा का ज्ञान ग्रहण और समझने की क्षमता का विकास 2: विद्यार्थियों में कहानी में सामाजिक यथार्थ और कथा का मुल्यांकन करने का विकास 3: विद्यार्थियों में कहानी में चित्रित कथा का वर्णन करने का विकास 4: व्याकरण बद्ध भाषा का ज्ञान एवं कहानी के कथा का विश्लेषण करने का विकास
AECC	22AEN1T311	Listening and Comprehension in English	<ol style="list-style-type: none"> 1. Identify the barriers to listening and describe the key components that contribute to effective listening 2. Use their grammatical knowledge to refine their speech and writing 3. Analyse complex human situations and challenges that emerge from the prescribed texts.

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II Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	23VCM2T321	Branding	<ol style="list-style-type: none"> 1. Distinguish key branding concepts and analyze their roles in creating successful brands. 2. Apply brand identity ideals and elements to develop a cohesive brand identity. 3. Develop a plan for integrating brand identity across various touchpoints.
DSC	23VCM2L221	Branding Practical	<ol style="list-style-type: none"> 4. Identify the key brand elements of existing brands 5. Create and visualise slogans 6. Create various visual identity touchpoints for a brand
DSC	21VCM2T322	Print Design and Production	<ol style="list-style-type: none"> 1. Outline the evolution of paper and printing technology 2. Appraise various layout techniques and visual grammar in print design 3. Design collateral, brochures, newsletters and magazines.
DSC	21VCM2L222	Print Design and Production Practical	<ol style="list-style-type: none"> 1. Create thumbnail sketches for newsletters, magazines, and brochures 2. Design templates and mastheads for newspapers and magazines 3. Design logos and name cards.
DSC	21VCM2T323	History of Visual Art	<ol style="list-style-type: none"> 1. Outline the evolution of art and artists during Indian Renaissance 2. Categorize and compare major art theories 3. Critically analyze major artists and art movements.
AECC	22ENG1T321	Spectrum: Readings from English Literature	<ol style="list-style-type: none"> 1. Identify the themes and relevant issues through the study of prose and poetry 2. Develop the skill to identify the pertinent themes and characters in the novel 3. Implement new approaches in speaking and writing skills.
AECC	21KAN1T321	Saahithya Sambhrama II	<ol style="list-style-type: none"> 1: ಸಾಹಿತ್ಯದ ಹಿನ್ನೆಲೆ ಹಾಗೂ ಅವಶ್ಯಕತೆಯನ್ನು ತಿಳಿಯುವರು 2: ಮನುಷ್ಯ ಸಂಬಂಧಗಳನ್ನು ವ್ಯಾಖ್ಯಾನಿಸುವರು 3: ಧರ್ಮ ಹಾಗೂ ಮಾನವೀಯತೆ ಕುರಿತು ಚರ್ಚಿಸುವರು 4: ಸೃಜನಶೀಲತೆಯ ಸ್ವರೂಪವನ್ನು ಸ್ಪಷ್ಟಪಡಿಸುವರು
AECC	21HIN1T321	Hindi Laghu Upanyas aur Prayojan Mulak Hindi	<ol style="list-style-type: none"> 1: हिंदी उपन्यास विधा को समझ लेने की क्षमता का विकास 2: विद्यार्थियों में सामाजिक यथार्थ और मुल्यांकन करने का विकास। 3: उपन्यास का वर्णन करने की क्षमता का विकास। 4: प्रयोजनमूलक हिंदी के स्वरूप का ज्ञान प्राप्ति और अनुवाद, भाषा कौशल में प्राविण्यता

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AECC	22AEN1T321	Conversation Practice in English	<ol style="list-style-type: none">1. Identify the barriers to listening and describe the key components that contribute to effective listening2. Use their grammatical knowledge to refine their speech and writing3. Analyse complex human situations and challenges that emerge from the prescribed texts.
AECC	21EVS1T221	Environmental Studies	<ol style="list-style-type: none">1. Understand the concept of Environment and ecosystems2. Gain knowledge on various components controlling the stability of ecosystem3. Understand the Policies and laws pertaining to the welfare of life forms.


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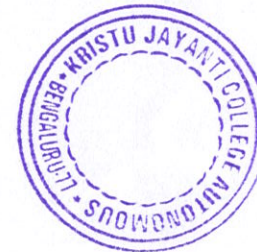
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III Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	23VCM2T331	Introduction to Film Art	<ol style="list-style-type: none"> 1. Examine the evolution of world cinema 2. Apply film grammar and appreciate film aesthetics in audio-video production 3. Evaluate critically the form and content of artistic films.
DSC	21VCM2L231	Introduction to Film Art Practical	<ol style="list-style-type: none"> 1. Deconstruct the aesthetic and technical components of films 2. Analyse the mise-en-scene and montage used in films 3. Create a short film by incorporating aesthetic and technical components
DSC	21VCM2T332	Advanced Photography	<ol style="list-style-type: none"> 1. Outline the artistic and technical components of advanced photography 2. Develop specialized portfolios in photography 3. Apply the post-production techniques in photography.
DSC	21VCM2L232	Advanced Photography Practical	<ol style="list-style-type: none"> 1. Calibrate professional still cameras, lenses, and lighting equipment 2. Compose images using aesthetic light settings 3. Manipulate images aesthetically in image processing software.
DSC	21VCM2T333	Media Law and Ethics	<ol style="list-style-type: none"> 1. Describe the concept of media freedom in India 2. Analyze the laws and provisions in the Indian Penal Code with reference to defamation, sedition, obscenity and its relation to media operations 3. Evaluate ethical issues related to the portrayal of women and children in media
AECC	21ENG1T331	Harmonies of English Literature	<ol style="list-style-type: none"> 1. Identify the themes and relevant issues through the study of prose and poetry 2. Develop the skill to identify the pertinent themes and characters in the novel 3. Implement new approaches in speaking and writing skills.
AECC	21KAN1T331	Saahithya Sambhrama III	<ol style="list-style-type: none"> 1: ಸಾಹಿತ್ಯದ ಹಿನ್ನೆಲೆ ಹಾಗೂ ಅವಶ್ಯಕತೆಯನ್ನು ತಿಳಿಯುವರು 2: ಮನುಷ್ಯ ಸಂಬಂಧಗಳನ್ನು ಕುರಿತು ಚರ್ಚಿಸುವರು 3: ನಂಬಿಕೆ ಹಾಗೂ ಸಂಪ್ರದಾಯಗಳನ್ನು ವಿಶ್ಲೇಷಣೆ ಮಾಡುವರು 4: ಪರಿಸರ ಜೀವಿಗಳು ಹಾಗೂ ಸಂರಕ್ಷಣೆ ಕುರಿತು ಚರ್ಚಿಸುತ್ತ ನಿಜವಾದ ಅಭಿವೃದ್ಧಿಯ ಅರ್ಥವನ್ನು ಗ್ರಹಿಸುವರು 5: ದೇವರು ಹಾಗೂ ಅಂಧ ಆಚರಣೆಗಳನ್ನು
AECC	21HIN1T331	Hindi Nibandh Sangrah, Aatmakatha aur Anuvad Kala	<ol style="list-style-type: none"> 1: हिन्दी साहित्य के गद्य विधा को समझ लेने की क्षमता का विकास 2: विद्यार्थियों में सामाजिक यथार्थ और मूल्यांकन करने का विकास 3: निबन्ध, जीवनी में सृजनात्मक कौशल्य और विश्लेषण करने की क्षमता का विकास 4: अनुवाद कला एवं व्याकरण बद्ध भाषा कौशल में प्रवीणता
AECC	21AEN1T331	Essential English Reading	<ol style="list-style-type: none"> 1. Recognize the techniques of effective reading and demonstrate their competence in comprehension. 2. Articulate their thoughts and structure written compositions as needed in official contexts 3. Formulate their responses to contemporary challenges that emerge from the prescribed texts.

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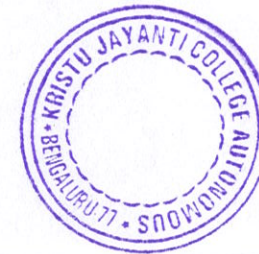


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IV Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	21VCM2T341	Screenplay Writing	<ol style="list-style-type: none"> 1. Outline the stages involved in developing a screenplay 2. Analyze the structure and components of a screenplay 3. Apply principles and techniques of screenplay writing.
DSC	21VCM2L241	Screenplay Writing Practical	<ol style="list-style-type: none"> 1. Originate story, characters, and plot points for a screenplay 2. Construct scenes and dialogues for a screenplay 3. Compose synopsis for pitching screenplay.
DSC	21VCM2T342	Sound Design for Visual Media	<ol style="list-style-type: none"> 1. Appraise the aesthetic and technical skills required in audio production 2. Develop audio recording and editing skills 3. Design audio for video production
DSC	21VCM2L242	Sound Design for Visual Media Practical	<ol style="list-style-type: none"> 1. Evaluate the artistic and technical abilities needed for making music 2. Develop audio editing and sound designing skills 3. Understand the equipment you need for great audio
DSC	21VCM2T343	Communication Theories	<ol style="list-style-type: none"> 1. Describe the process and traditions of communication 2. Appraise communication theories of post-positivism and semiotic traditions 3. Appraise the application of critical and cultural theories in visual communication.
AECC	21ENG1T341	Prismatics of English Literature	<ol style="list-style-type: none"> 1. Articulate the relevant social issues and thematic representation in prose and poetry 2. Analyse the characters, plot, setting and themes of novel 3. Acquire vital employability skills and employment opportunities with in-depth knowledge of writing skills.
AECC	21KAN1T341	Saahithya Sambhrama IV	<ol style="list-style-type: none"> 1: ವಚನಗಳ ಮೂಲಕ ಕಾಯಕ ಮಹತ್ವವನ್ನು ತಿಳಿಯುವರು 2: ಮನುಷ್ಯ ಸಂಬಂಧಗಳನ್ನು ಬಡತನದ ಮೂಲಕ ಚರ್ಚಿಸುವರು 3: ಮಾನವನ ಅತೀತನೆಯ ದುಷ್ಪರಿಣಾಮಗಳ ಬಗ್ಗೆ ಚರ್ಚೆ ಮಾಡುವರು 4: ಕಾಲವು ಮಾನವನ ಮೇಲೆ ನಡೆಸುವ ಕ್ರೌರ್ಯದ ಬಗ್ಗೆ ಚರ್ಚಿಸುವರು 5: ಕೀರ್ತನೆಗಳ ಮೂಲಕ ಮಾನವೀಯ ಸಂಬಂಧಗಳ ಕುರಿತು ಚರ್ಚಿಸುವರು
AECC	21HIN1T341	Hindi Khandakavya, Patralekhan aur Aalekhan	<ol style="list-style-type: none"> 1: हिंदी साहित्य के पद्य विधा का ज्ञान ग्रहण एवं समझने की योग्यता का विकास। 2: विद्यार्थियों में सामाजिक यथार्थ और मुल्यांकन करने का विकास। 3: खंड काव्य वाचन और पठन में रुचि एवं सृजनात्मक कौशल्य का विकास। 4: पत्रलेखन और आलेखन कौशल का विश्लेषण प्राविण्यता।


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AECC	21AEN1T341	Fundamentals of English Written Communication	<ol style="list-style-type: none">1. Examine the features of effective writing and demonstrate their skills in complex, non-formulaic writing2. Identify and fix common stylistic errors in written English3. Analyze the representation of cross-cutting issues in literary works.
AECC	21INC1T341	India and Indian Constitution	<ol style="list-style-type: none">1. Evaluate the philosophy of the Constitution and its structure2. Appraise the powers and functions of various offices under the Constitution3. Analyze the Indian values, Ideals and the role of Constitution in a Democracy.


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