



Excël

COLLEGE FOR COMMERCE AND SCIENCE



Approved by Government of TamilNadu & Affiliated with Periyar University, Salem
Pallakapalayam, Komarapalayam, Namakkal Dt-637 303

Tamilnadu, India

www.excelinstitutions.com

2021-22 REGULATION

DEPARTMENT OF VISUAL COMMUNICATION

Programme Outcome (POs)	
PO1	Apply the knowledge of visual communication and media fundamentals to the solution of problems in Visual Communication and media industry.
PO2	Identify, formulate, research literature, and analyze Media and Communication problems reaching substantiated conclusions using first principles of Media and Visual Communication theories and practice.
PO3	Design solutions for complex media and Visual Communication problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
PO4	Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions related to Media and Visual Communication
PO5	Create, select, and apply appropriate techniques, resources, and modern media and communication tools to Media and Visual Communication activities with an understanding of the limitations.
PO6	Understand the impact of the professional media and Visual communication solutions in societal and environmental contexts, and demonstrate the knowledge of media and communication and need for sustainable development.
PO7	Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.
PO8	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO9	Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.



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Program Specific Outcome (PSOs)

PSO1	To enable Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings
PSO2	To sensitize students to Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.
PSO3	To Design solutions for complex media and Visual Communication problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations
PSO4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO5	Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.



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DEPARTMENT OF VISUAL COMMUNICATION

2021-22 REGULATION - COURSE OUTCOMES

Course Code	Course Title	Course Outcomes	
SEMESTER-I			
21UVC01	FUNDAMENTALS OF COMMUNICATION	CO1	Define and differentiate between different types of communication.
		CO2	Analyse communication processes and barriers.
		CO3	Apply nonverbal communication and active listening skills to improve interpersonal relationships.
		CO4	Evaluate different communication styles and their effectiveness in managing conflicts.
		CO5	Develop and deliver persuasive public speeches and presentations.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

S- Strong M-Medium L-Low



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21UVC02	CONCEPT OF VISUALIZATION	CO1	To Understanding Role of Design in Society.
		CO2	To Analyze Principles of Design.
		CO3	To Knowing Essentials of Typography.
		CO4	To Evaluate Page Layout and Design.
		CO5	Develop and deliver business cards, letterheads, Brochure.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCA01	INTRODUCTION TO SOCIAL PSYCHOLOGY	CO1	To Understanding Methods of Social Psychology.
		CO2	To Analyze Social Learning Process.
		CO3	To Knowing Public opinion.
		CO4	To Evaluate Collective Behavior.
		CO5	To Different Group structure and group performance.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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SEMESTER-II

21UVC03	WRITING MEDIA	FOR	CO1	To understanding Nature and characteristics of a Newspaper.
			CO2	To knowing pictures and illustrations.
			CO3	To understanding News headlines and highlights.
			CO4	To Different – Language and Style of Presentation.
			CO5	To Applying educational and entertainment.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCA02	INDIAN CONSTITUTION AND MEDIA LAWS	CO1	To understanding Directive Principle Of State Policy.
		CO2	To knowing Role and Functions of union government.
		CO3	To understanding Press & Registrations of Books Act.
		CO4	To Different – Hackers and Cyber.
		CO5	To Knowing basic components of media ethics.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCP01	CONCEPT OF VISUALIZATION	CO1	To understanding Functions of Design.
		CO2	To knowing Graphic Design Process.
		CO3	To understanding Elements of Composition.
		CO4	To Different – Editing and Printing.
		CO5	To Applying Campaign Design.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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SEMESTER-III

21UVC04	PHOTOGRAPHY	CO1	To understanding characteristics of light.
		CO2	To knowing Basic Lighting- key light-fill light.
		CO3	To understanding filters and common faults.
		CO4	To Different sports and people.
		CO5	To Applying photo editing tools.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCA03	AUDIOGRAPHY	CO1	To understanding frequency range.
		CO2	To knowing equipment inter-connection.
		CO3	To understanding - recording session.
		CO4	To Different standard rules and 1/3 rule.
		CO5	To Applying networking of studio.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCSB01	MEDIA PRESENTATION SKILL	CO1	To understanding Common cases of infective presentation.
		CO2	To knowing Breathing & Voice relationship.
		CO3	To understanding - the Audience.
		CO4	To Different Voice Over for Audio Programs - Voice Over for Commercials.
		CO5	To Applying Commercial Projects.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCN01	SOCIAL MEDIA MANAGEMENT AND MARKETING	CO1	To understanding Characteristics of New Media.
		CO2	To knowing The Evolution of Social Media.
		CO3	To understanding - social bookmarking.
		CO4	To Different User-generated content (UGC) and Consumer-generated Media (CGM).
		CO5	To Applying Trends of Social Media.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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SEMESTER-IV

21UVC05	VIDEOGRAPHY	CO1	To understanding Basic Television Studio Structure.
		CO2	To knowing Camera parts.
		CO3	To understanding - Production crew.
		CO4	To Different Audio Sound Control.
		CO5	To Applying Multi Camera set up.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCP02	PRACTICAL II: PHOTOGRAPHY	CO1	To understanding Wildlife Photography.
		CO2	To knowing Advertising Photography.
		CO3	To understanding Architecture (Interior & Exterior).
		CO4	To Different Action photography (Pan & Freeze frame) and Indoor photography (Portrait – Single & Group).
		CO5	To Applying Multiple Exposures.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCP03	PRACTICAL III: AUDIO AND VIDEO PRODUCTION	CO1	To understanding Blend sound to create moods.
		CO2	To knowing Record live drums using multiple mikes.
		CO3	To understanding Signal processing to shape sound through the use of reverberation units.
		CO4	To Different limiters and compressors.
		CO5	To Create a signature tune.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCA04	VISUAL AESTHETICS	CO1	To understanding the psychology of the eye.
		CO2	To knowing Procedure for analysing a visual message.
		CO3	To understanding The language of photography.
		CO4	To Different Television and video.
		CO5	To knowing The language of cinema.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCSB02	ADVERTISING	CO1	To understanding process of communication.
		CO2	To knowing reading the advertisement.
		CO3	To understanding full service agencies.
		CO4	To Different pre testing and post testing.
		CO5	To Creating Advertise Standards Council.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCN02	CITIZEN JOURNALISM	CO1	To understanding Mediated communication.
		CO2	To knowing Inequalities of design.
		CO3	To understanding Activism and civil disobedience without media literacy.
		CO4	To Different Social Networks and participatory culture.
		CO5	To Creating tools for citizen journalist.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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SEMESTER-V

21UVC06	MEDIA MANAGEMENT AND ENTREPRENEURSHIP	CO1	To understanding Principles of Management.
		CO2	To knowing Types of Media Ownership.
		CO3	To understanding Media Organization.
		CO4	To Different Economics of Print & Electronic Media.
		CO5	To Creating Audio & Product Events.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVC07	GRAPHICS AND ANIMATION	CO1	To understanding cut out animation.
		CO2	To knowing emerging trends in Indian animation industry and outsourcing demands.
		CO3	To understanding Animation set designing.
		CO4	To Different Filters and animation.
		CO5	To Creating Extruding, Welding, bridging in animation.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVC08	DEVELOPMENT COMMUNICATION	CO1	To understanding Complexities of development indicators.
		CO2	To knowing Economic development.
		CO3	To understanding Case studies in agriculture.
		CO4	To Different Media and National Development.
		CO5	To Creating Ethical perspective.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCE01	MEDIA CAMPAIGN(PR, CC & CSR)	CO1	To Understanding Corporate Communication.
		CO2	To knowing Types and forms of reports.
		CO3	To understanding Purpose & Philosophy of Public Relations.
		CO4	To Different Scope of Public Relations, Professional Code-Public Relations.
		CO5	To Creating Component of Communication and Strategies.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVCSB03	DESIGNING FOR NEW MEDIA	CO1	To Understanding Basic Principles of Page Design.
		CO2	To knowing Psychology of Colours.
		CO3	To understanding Social media design overview.
		CO4	To Different – board covers – Image cut-outs.
		CO5	To Creating designing e-book.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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SEMESTER-VI

21UVC09	FILM STUDIES	CO1	To Understanding Characteristic of Film Studies.
		CO2	To knowing German Expressionism.
		CO3	To understanding Types of Non Narrative Cinema.
		CO4	To Different Emerging Trends of Digital Film & Short Films.
		CO5	To Creating Modern Theatres.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

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21UVC10	MEDIA SOCIETY AND CULTURE	CO1	To Understanding Historical Development of Mass Media.
		CO2	To knowing Public & Public Opinion.
		CO3	To understanding Characteristics of Feminism.
		CO4	To Different Popular Culture and People's Culture.
		CO5	To Creating Total Audience Rating & Cumulative Audience Rating.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

S- Strong M-Medium L-Low



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21UVCP04	GRAPHICS AND ANIMATION	CO1	To Create a Paper cut out Animation
		CO2	To knowing Public & Public Opinion
		CO3	To understanding Frame by frame animations
		CO4	To applying Animated web banners.
		CO5	To Creating a white board animation with stop motion technique

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

S- Strong M-Medium L-Low



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21UVCE02	E - CONTENT DEVELOPMENT	CO1	To Understanding development for the content.
		CO2	To knowing promotion & Include Influencers.
		CO3	To understanding Content Strategy.
		CO4	To Different upload and publish.
		CO5	To Creating Promoting through Email content.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

S- Strong M-Medium L-Low



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21UVCEP01	ELECTIVE PRACTICAL I: ADVERTISING	CO1	To Create Design ear panels.
		CO2	To knowing Design a copy dominant advertisement.
		CO3	To understanding corporate advertisement.
		CO4	To applying testimonial advertisement.
		CO5	To Creating advertisement with emotional appeal.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

S- Strong M-Medium L-Low



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21UVCSB04	E-MEDIA MARKETING	CO1	To Understanding Marketing Mix elements
		CO2	To knowing types of market
		CO3	To understanding Social media Sites
		CO4	To Different merging channels – merging tools
		CO5	To Creating – challenges in multinational marketing

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	H	H	L	L	L	H	H	L
CO2	L	H	M	H	H	H	H	L	L
CO3	H	H	H	H	M	H	L	H	H
CO4	H	H	L	L	H	L	H	H	H
CO5	H	H	H	H	H	M	H	H	H

S- Strong M-Medium L-Low