



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi and Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi and Accredited by NAAC with 'A' Grade)
Madagadipet, Puducherry



SCHOOL OF ARTS AND SCIENCE

BACHELOR OF SCIENCE IN VISUAL COMMUNICATION

**ACADEMIC REGULATIONS 2023
(R-2023)
CURRICULUM AND SYLLABI**

COLLEGE VISION AND MISSION

Vision

To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

Mission

M1: Quality Education:

To provide comprehensive academic system that amalgamates the cutting edge technologies with best practices.

M2: Research and Innovation:

To foster value based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

M3: Employability and Entrepreneurship:

To inculcate the employability and entrepreneurial skills through value and skill based training.

M4: Ethical Values:

To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society.

DEPARTMENT OF VISUAL COMMUNICATION

VISION AND MISSION

Vision

We seek to foster in depth knowledge to the students in the world of media and create development oriented, liable and steadfast media professionals.

Mission

M1: Quality Training:

To provide quality training in various fields of media and enable students to make meaningful career choices.

M2: Understanding of media:

To impart better understanding of media and provide knowledge about the changing trends of media.

M3: Develop technical skills:

To widen rational creativity, develop technical skills and create social awareness through media education.

STRUCTURE FOR UNDERGRADUATE PROGRAMME

| SI. No | Course Category | Breakdown of Credits |
|--------------|---|----------------------|
| 1 | Modern Indian Language (MIL) | 6 |
| 2 | English (ENG) | 6 |
| 3 | Discipline Specific Core Courses (DSC) | 77 |
| 4 | Discipline Specific Elective Courses (DSE) | 12 |
| 5 | Interdisciplinary courses (IDC) | 12 |
| 6 | Skill Enhancement Courses (SEC) | 12 |
| 7 | Employability Enhancement Courses (EEC*) | - |
| 8 | Ability Enhancement Compulsory Courses (AECC) | 4 |
| 9 | Open Elective (OE) | 4 |
| 10 | Extension Activity (EA) | 1 |
| 11 | Online Category Course (OOC) | - |
| Total | | 134 |

SCHEME OF CREDIT DISTRIBUTION – SUMMARY

| SI. No | Course Category | Credits per Semester | | | | | | Total Credits |
|--------------|---|----------------------|-----------|-----------|-----------|-----------|-----------|---------------|
| | | I | II | III | IV | V | VI | |
| 1 | Language | 3 | 3 | - | - | - | - | 6 |
| 2 | English | 3 | 3 | - | - | - | - | 6 |
| 3 | Discipline Specific Core Courses (DSC) | 12 | 12 | 12 | 14 | 12 | 15 | 77 |
| 4 | Discipline Specific Elective Courses (DSE) | - | - | 3 | 3 | 3 | 3 | 12 |
| 5 | Inter - Disciplinary courses (IDC) | 3 | 3 | 3 | 3 | - | - | 12 |
| 6 | Skill Enhancement Courses (SEC) | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 7 | Employability Enhancement Courses (EEC*) | - | - | - | - | - | - | - |
| 8 | Ability Enhancement Compulsory Courses (AECC) | 1 | 1 | 1 | 1 | - | - | 4 |
| 9 | Open Elective (OE) | - | - | 2 | 2 | - | - | 4 |
| 10 | Extension Activity (EA) | - | 1 | - | - | - | - | 1 |
| 11 | Online Category Course | - | - | - | - | - | - | - |
| Total | | 24 | 25 | 23 | 25 | 17 | 20 | 134 |

* EEC will not be included for the computation of "Total of credits" as well as "CGPA"

| SEMESTER – I | | | | | | | | | | |
|---|-------------|--|----------|---------|---|---|-----------|------------|------------|-------------|
| SI No | Course Code | Course Title | Category | Periods | | | Credits | Max. Marks | | |
| | | | | L | T | P | | CAM | ESM | Total |
| Theory | | | | | | | | | | |
| 1 | A23TAT101C | Tamil – I | MIL | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| | A23FRT101C | French-I | | | | | | | | |
| 2 | A23GET101C | General English – I | ENG | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| 3 | A23VCT101D | Introduction to Visual Communication | DSC | 4 | 0 | 0 | 4 | 25 | 75 | 100 |
| 4 | A23VCT102D | Fundamentals of Computer , Multimedia and Internet | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 5 | A23VCD101D | Design Principles | IDC | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| Practical | | | | | | | | | | |
| 6 | A23VCL101D | Drawing | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| 7 | A23VCL102D | Graphic Design | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| Skill Enhancement Course | | | | | | | | | | |
| 8 | A23ENSA02C | Soft Skills | SEC | 0 | 0 | 4 | 2 | 100 | 0 | 100 |
| Ability Enhancement Course | | | | | | | | | | |
| 9 | A23AETA01C | Public Administration | AEC | 1 | 0 | 0 | 1 | 100 | 0 | 100 |
| Employability Enhancement Course | | | | | | | | | | |
| 10 | A23VCC101D | Adobe Photoshop | EEC | 0 | 0 | 2 | - | 100 | 0 | 100 |
| I Semester Total Credits/Marks | | | | | | | 24 | 525 | 475 | 1000 |

| SEMESTER – II | | | | | | | | | | |
|---|-------------|--------------------------|----------|---------|---|---|-----------|------------|------------|-------------|
| SI No | Course Code | Course Title | Category | Periods | | | Credits | Max. Marks | | |
| | | | | L | T | P | | CAM | ESM | Total |
| Theory | | | | | | | | | | |
| 1 | A23TAT202C | Tamil – II | MIL | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| | A23FRT202C | French – II | | | | | | | | |
| 2 | A23GET202C | General English – II | ENG | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| 3 | A23VCT203D | Photography | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 4 | A23VCT204D | Visual Aesthetics | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 5 | A23VCD202D | Communication and Media | IDC | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| Practical | | | | | | | | | | |
| 6 | A23VCL203D | Drawing for Animation | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| 7 | A23VCL204D | Photography practical | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| Skill Enhancement Course | | | | | | | | | | |
| 8 | A23ENSA01C | Communication Skills Lab | SEC | 0 | 0 | 4 | 2 | 100 | 0 | 100 |
| Ability Enhancement Course | | | | | | | | | | |
| 9 | A23AETA02C | Environmental Studies | AEC | 1 | 0 | 0 | 1 | 100 | 0 | 100 |
| Employability Enhancement Course | | | | | | | | | | |
| 10 | A23VCC202D | Adobe Illustrator | EEC | 0 | 0 | 2 | - | 100 | 0 | 100 |
| Extension Activity | | | | | | | | | | |
| 11 | A23EAS201C | National Service Scheme | EA | 0 | 0 | 2 | 1 | 100 | 0 | 100 |
| II Semester Total Credits/Marks | | | | | | | 25 | 625 | 475 | 1100 |

| SEMESTER – III | | | | | | | | | | |
|---|-------------|---|----------|---------|---|---|-----------|------------|------------|-------------|
| SI No. | Course Code | Course Title | Category | Periods | | | Credits | Max. Marks | | |
| | | | | L | T | P | | CAM | ESM | Total |
| Theory | | | | | | | | | | |
| 1 | A23VCT305D | Television Production | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 2 | A23VCT306D | Film studies | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 3 | A23VCD303D | Online Journalism | IDC | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| 4 | A23XXO30XC | Open Elective – I** | OE | 2 | 0 | 0 | 2 | 25 | 75 | 100 |
| 5 | A23VCE302C | Video Jockey | DSE | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| Practical | | | | | | | | | | |
| 6 | A23VCL305D | Computer Graphic Design | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| 7 | A23VCL306D | Advertising Photography Practical | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| Skill Enhancement Course | | | | | | | | | | |
| 8 | A23MASA01C | Quantitative aptitude and Logical Reasoning | SEC | 0 | 0 | 4 | 2 | 100 | 0 | 100 |
| Ability Enhancement Course | | | | | | | | | | |
| 9 | A23AETA03C | Indian Constitution | AEC | 1 | 0 | 0 | 1 | 100 | 0 | 100 |
| Employability Enhancement Course | | | | | | | | | | |
| 10 | A23VCC303D | Autodesk 3ds Max | EEC | 0 | 0 | 2 | - | 100 | 0 | 100 |
| III Semester Total Credits/Marks | | | | | | | 23 | 525 | 475 | 1000 |

| SEMESTER – IV | | | | | | | | | | |
|---|-------------|-----------------------------|----------|---------|---|---|-----------|------------|------------|-------------|
| SI No. | Course Code | Course Title | Category | Periods | | | Credits | Max. Marks | | |
| | | | | L | T | P | | CAM | ESM | Total |
| Theory | | | | | | | | | | |
| 1 | A23VCT407D | Writing for Media | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 2 | A23VCT408D | Media Law and Ethics | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 3 | A23VCD404D | Advertising | IDC | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| 4 | A23XOX40XC | Open Elective – II** | OE | 2 | 0 | 0 | 2 | 25 | 75 | 100 |
| 5 | A23VCE404C | Film Criticism and Analysis | DSE | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| Practical | | | | | | | | | | |
| 6 | A23VCL407D | Documentary Production | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| 7 | A23VCL408D | Web Designing | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| Internship | | | | | | | | | | |
| 8 | A23VCN401D | Media Internship | DSC | 0 | 0 | 6 | 2 | 40 | 60 | 100 |
| Skill Enhancement Course | | | | | | | | | | |
| 9 | A23VCS401D | Radio Production | SEC | 0 | 0 | 4 | 2 | 100 | 0 | 100 |
| Ability Enhancement Course | | | | | | | | | | |
| 10 | A23AETA04C | Value Education | AEC | 1 | 0 | 0 | 1 | 100 | 0 | 100 |
| Employability Enhancement Course | | | | | | | | | | |
| 11 | A23VCC404D | Adobe After Effects | EEC | 0 | 0 | 2 | - | 100 | 0 | 100 |
| IV Semester Total Credits/Marks | | | | | | | 25 | 490 | 610 | 1100 |

| SEMESTER – V | | | | | | | | | | |
|---------------------------------------|-------------|--------------------------------|----------|---------|---|---|-----------|------------|------------|------------|
| SI No. | Course Code | Course Title | Category | Periods | | | Credits | Max. Marks | | |
| | | | | L | T | P | | CAM | ESM | Total |
| Theory | | | | | | | | | | |
| 1 | A23VCT509D | Media Culture and Society | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 2 | A23VCT510D | Development Communication | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 3 | A23JME509C | Folk Media | DSE | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| Practical | | | | | | | | | | |
| 4 | A23VCL509D | 3D Animation | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| 5 | A23VCL510D | Mini Project | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| Skill Enhancement Course | | | | | | | | | | |
| 6 | A23VCS502C | Visual Media Research Methods. | SEC | 0 | 0 | 4 | 2 | 100 | 0 | 100 |
| Online category Course | | | | | | | | | | |
| 7 | A23VCM501D | MOOC – Certification Course | OCC | 0 | 0 | 2 | 0 | 100 | 0 | 100 |
| V Semester Total Credits/Marks | | | | | | | 17 | 400 | 400 | 800 |

| SEMESTER – VI | | | | | | | | | | |
|--|-------------|---|----------|---------|---|----|-----------|------------|------------|------------|
| SI No. | Course Code | Course Title | Category | Periods | | | Credits | Max. Marks | | |
| | | | | L | T | P | | CAM | ESM | Total |
| Theory | | | | | | | | | | |
| 1 | A23VCT611D | Media management and entrepreneurship | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 2 | A23VCT612D | E- Learning and Designing | DSC | 3 | 1 | 0 | 4 | 25 | 75 | 100 |
| 3 | A23VCE612C | Advertising and Public Relations | DSE | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| Practical | | | | | | | | | | |
| 4 | A23VCL611D | Short film | DSC | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| Project | | | | | | | | | | |
| 5 | A23VCP601D | Phase I - Media Internship Phase II – Portfolio Making | DSC | 0 | 0 | 10 | 5 | 40 | 60 | 100 |
| Skill Enhancement Course | | | | | | | | | | |
| 6 | A23VCS603D | Digital Marketing | SEC | 0 | 0 | 4 | 2 | 100 | 0 | 100 |
| VI Semester Total Credits/Marks | | | | | | | 20 | 265 | 335 | 600 |

**Annexure - I
DISCIPLINE SPECIFIC ELECTIVE COURSES**

| Discipline Specific Elective – I (Offered in Semester III) | | |
|--|-------------|----------------------------------|
| SI No | Course Code | Course Title |
| 1 | A23VCE301C | Art Direction |
| 2 | A23VCE302C | Video Jockey |
| 3 | A23JME303C | Mass Media in India |
| Discipline Specific Elective – II (Offered in Semester IV) | | |
| 1 | A23VCE404C | Film Criticism and Analysis |
| 2 | A23VCE405C | Jingle Production |
| 3 | A23JME406C | Indian Broadcasting |
| Discipline Specific Elective – III (Offered in Semester V) | | |
| 1 | A23VCE507C | Media Presentation Skills |
| 2 | A23VCE508C | Media Aesthetics |
| 3 | A23JME509C | Folk Media |
| Discipline Specific Elective – IV (Offered in Semester VI) | | |
| 1 | A23VCE610C | Semiotics and Visual Analysis |
| 2 | A23JME611C | Ethnography |
| 3 | A23VCE612C | Advertising and Public relations |

B.Sc. VISUAL COMMUNICATION PROGRAMME OUTCOME (PO)

1. **Communication Skills:** Effective visual communication is about conveying ideas, messages, and information clearly to the intended audience. Students improve their ability to communicate visually, understanding how to use design elements to evoke specific emotions or reactions.
2. **Creativity and Innovation:** Encouraging creativity is often a crucial aspect of a Visual communication department. Students are encouraged to think outside the box and develop innovative solutions to visual communication challenges.
3. **Conceptual Thinking:** Students are encouraged to think conceptually and strategically about their design choices. They should be able to justify their decisions based on the target audience, context, and project objectives.
4. **Collaboration and Teamwork:** Working collaboratively is often emphasized in the programs since designers frequently work in teams or with clients and stakeholders.
5. **Professional Portfolio:** A successful outcome for students is to develop a strong portfolio showcasing their best work, which they can use to seek internships, jobs, or freelance opportunities in the field of visual communication.

Programme Specific Outcomes (PSO)

1. **Typography and Layout:** Understanding the principles of typography and layout is fundamental in visual communication. Students should learn how to use type effectively and create well-structured compositions.
2. **Multimedia Skills:** As the field of visual communication expands, students will be exposed to multimedia projects involving animation, interactive design and video production.
3. **Visual Design and Storytelling Skills:** Students develop proficiency in various visual design techniques, tools, and software. They understand how to use visuals to tell compelling stories, convey messages and communicate ideas effectively through images, illustrations, motion graphics and multimedia presentations.

BOS 6th Minutes of Meeting

| | | | | | | | | | | |
|-------------------|--|--|---|----------|--------------------|-----------------------------|-----------|------------|----------------------------|-----------|
| Department | Tamil | Programme: B.Sc Visual Communication | | | | | | | | |
| Semester | First | Course Category Code: MIL | | | | *End Semester Exam Type: TE | | | | |
| CourseCode | A23TAT101C | Periods/Week | | | Credit | MaximumMarks | | | | |
| Course Name | TAMIL – I | L | T | P | C | CAM | ESE | TM | | |
| | | 3 | - | - | 3 | 25 | 75 | 100 | | |
| | (Common to B.A., B.Sc., BBA., B.COM., BCA., B.COM CS.,) | | | | | | | | | |
| Prerequisite | +2 tFg;gpy; jkpio xU ghlkhf nfhz;bUf;f Ntz;Lk; | | | | | | | | | |
| Course Objectives | <ul style="list-style-type: none"> • nrt;tpyf;fpa jd;ik nfhz;l jkpo;nkhopapd; rpwg;gpid vLj;Jiug;gjhf ,g;ghlj;jpl;l; mikf;fg;gl;Ls;sJ. • ,uz;lhapuk; Mz;Lfhyj; jkpopd; njhd;ikiaAk; tuyhw;iwAk; mjd; tpOkpaq;fisAk; gz;ghl;ilAk; vLj;Jiug;gjhf ,g;ghlj;jpl;l; mikf;fg;gl;Ls;sJ. • jkpo; ,yf;fpak; cs;slf;fj;jpYk;> tbtj;jpYk; ngw;wkhw;wq;fs;> mjd; rpe;jidfs;> milahsq;fs; Mfpatw;iwf; fhye;NjhWk; vOjg;gl;l ,f;fpaq;fspd; topahff; \$Wtjw;F ,g;ghlj;jpl;l; mikf;fg;gl;Ls;sJ. • tho;tpay; rpe;jidfs;> xOf;ftpay; Nfh;l;ghLfs;> rkj;Jtk;> #oypay; vdg; gy \$Wfis khztHfSf;F vLj;Jiuf;Fk; tpjj;jpy; ,g;ghlj;jpl;l; cUthf;fg;gl;Ls;sJ. • rpe;jid Mw;wiyg; ngUf;Ftjw;Fj; jha;nkhopapd; gq;fspg;gpid czHj;j ,g;ghlj;jpl;l; mikf;fg;gl;Ls;sJ. | | | | | | | | | |
| | Course Outcome | On completion of the course, the students will be able to | | | | | | | BT Mapping (Highest Level) | |
| | | CO1 | yf;fpaq;fs; czHj;Jk; tho;tpay; newpKiwfisg; Ngzpelj;jy;. | | | | | | | K3 |
| | | CO2 | ekJ vz;zj;ij ntspg;gLj;Jk; fUpahfj; Jha;nkhopiag; gad;gLj;Jjy;. | | | | | | | K3 |
| | | CO3 | jfty; njlHGf;Fj; jha;nkhopapd; Kf;fpaj;Jtj;ij czHjy;. | | | | | | | K3 |
| CO4 | | jha;nkhopapd; rpwg;ig mwpjy;. | | | | | | | K3 | |
| CO5 | yf;fpa ,d;gg;fis EfUk; jpwd;fis tsHj;jy;. | | | | | | | K3 | | |
| UNIT-I | f;fhy ,yf;fpak;- kuGf;ftpijfs;- GJf;ftpijfs;- rpWfij | | | | Periods: 09 | | | | | |
| | kuGf;ftpijfs; - ghujpahH-nts;spg; gdpkiyapd; kPJyhTNthk;... (13 ghly;fs;)- ghujpjhrd;-Gul;rp;ftp (Ngud;Gf;nfhz;ItNu...Kjy; - ftpODf;Fk; fhjy;Fk; kPl;rpje;jhH tiu)jq;fg;gh - gdpg;ghiW Edpfs; - tho;f;if Xtpak;. GJf;ftpijfs;-mg;Jy; uFkhd; - tly}UK; thHjHtk; - Afp - capHg;G (,aw;ifapd; vYk;G Kwpg;G) – rpWfij -MH.#lhkzp - rhk;gYf;Fs;. | | | | | | | CO1 | | |
| UNIT-II | ehlfk; -ciueil- ehty; | | | | Periods: 09 | | | | | |
| | ehlfk; - gpugQ;rd; - Kl;il - ciueil - ,uh.Ntq;flhrygjp - me;jf; fhj;jpy; fhg;gp ,y;iy –ehty; - ,uh.KUfNts; - kpspHfy; | | | | | | | CO2 | | |
| UNIT-III | gf;jp ,yf;fpak; - irtk;- | | | | Periods: 09 | | | | | |
| | gf;jp ,yf;fpak; - irtk;-jpUQhdrk;ge;Jh - Kjy; jpUKiw - NjhLilanrtpad;...ghly; kl;Lk; - jpUehTf;furH - ehd;fhk; jpUKiw - \$w;whapdthW...ghly; kl;Lk;- Re;juH - Vohk; jpUKiw - gpj;jhgpiw#B...ghly; kl;Lk; - khzpf;fthrfH - jpUthrfk; - Gy;yha; GOtha;...ghly; kl;Lk; - jpU%yH - jpUke;jpuk; - MHf;Fk; ,Lkpd;...ghly; kl;Lk; - fhiuf;fhyk;ikahH-jpUtpul;il kzpkhiy - md;ghy; milntj;thW...ghly; kl;Lk; itztk; - ngha;ifaho;thH - itak; jfspaha;...ghly; kl;Lk; -G+jj;jho;thH - md;Ng jfspaha;...ghly; kl;Lk; - Ngaho;thH - jpUf;fz;Nld; nghd;Nkdp...ghly; kl;Lk; - ek;kho;thH - jpUtha;nkhop - csd; vdpd;...ghly; kl;Lk; - nghpaho;thH - nghpaho;thH jpUnkhop - thf;Fj; Jja;ik...ghly; kl;Lk; -Mz;lhs ; - ehr;rpahH jpUnkhop– vd;G cUfp ,dNty;...ghly; kl;Lk; - fpwpj;Jtk; - ,ul;rz;a kNdhfuk; - Mtpf;FWnte;JaH...Kjy; ciday;yJ gw;WNjh tiu - ,j;yhk; - Fzq;Fb k}jhd; rhfpG– uFkhd; fz;zp -milj;j kdf;Nfh;l;il...Kjy; vd;fz; tiu | | | | | | | CO3 | | |
| UNIT-IV | rpw;wpyf;fpak; - Kj;njhs;shapuk; - cyh- fyk;gfk;- gs;S;ilf;fhyg; GytHfs; | | | | Periods: 09 | | | | | |
| | rpw;wpyf;fpak; - Kj;njhs;shapuk; - 1.NtuWifgk;gpr; Riuaha;...2.khiy tpiygfHthH... 3.vd;id ciuay; ...vdj; njhlq;Fk; ghly;fs; kl;Lk; - cyh - FNyhj;Jq;fNrhod; cyh - jhis mutpe;jr; rhjp...Kjy; epyntd;whs; tiu - fyk;gfk; -jpUtuq;ff;fyk;gfk; - cUkhwpg; gygpw;Gk;...Kjy; MBH thry; tiu - gs;S - Kf;\$lw;gs;S - ehl;Ltsk; - fiwgl;Ls;S...vdj;njhlq;Fk; ghly; kl;Lk; -J}J-mofH fps;istpL J}J - ,d;nrhy;iy.....Kjy; cgNjrkhf ciug;gha; tiu ilf;fhyg; GytHfs; - ,uhkypq;f mbfs; - k'hNjtkhiy–gbj;Njd;...Kjy; ngha; cyfpay; tiu – tPukhKdptH jpUf;fhtY}Hf; fyk;gfk; - jio– Nghjtpo;g;...vdj;njhlq;Fk; ghly; kl;Lk; - K.K'k;kJ' h - /nfsJK' pa;apj;jPd; gps;isj; jkpo; - tapWGilf;f cz;fpd;wPH...ghly; kl;Lk;. | | | | | | | CO4 | | |

BOS 6th Minutes of Meeting

| | | |
|---|------------------------------|---------------------------|
| UNIT-V | nkhopg:gapw:rp-.yf:fpa tuyhW | Periods: 09 |
| nkhopg:gapw:rp - 1.typkpFk; ,lq;fs; >typkpfh ,lq;fs;- 2.mfuthpirg:gLj:Jjy;.-3.NeHfhzy; - ,yf:fpa tuyhW - ,f,fhy ,yf:fpak;> gf:jp ,yf:fpak;> rpw:wpyf:fpak; Fwpj;j ghlg:gFjpa xl;baJ. | | CO5 |
| Lecture Periods: 45 | Tutorial Periods:- | PracticalPeriods:- |
| TotalPeriods:45 | | |
| Text Books | | |
| <ol style="list-style-type: none"> 1. ghujpahH – ghujpahH ftpijfs;> Kindle Edition> Published June 2, 2020. 2. rptFkhH.v];.> - nfhq:FNjH tho:f;if> ghly; njhFg;G E)y; - njhFjp -1 Aidnll; iul;IH];> nrd;id -86. Kjw;gjpg;G 2003. 3. #lhkzp.MH. - jdpikj; jspH> NjHe;njLj;j rpWfijfs;> fhYr;RtL gjpg:gfk;> Kjy; gjpg;G: nrg;lk;gH 2013. 4. gpugQ:rd; - [Ptejp (ehlfq;fs;) – ftpjh gg:spNfd;> 8> khrpyhkzp njU> ghz;bg[hH> jp.efH> nrd;id -600 017 5. KUfNts;. ,uh.> - kpspHfy;> lk;ngcopy; gjpg:gfk;> jpUg;G+H> ,uz;lhk; gjpg;G> 2014. | | |
| Reference Books | | |
| <ol style="list-style-type: none"> 1. ty:ypf;fz;zd;> GJf;ftpijapd; Njhw;wKk; tsh;r:rpAk;> =nrz;gfh gjpg:gfk;> [dthp>1> 2020. 2. rpw;gpgghyRg;gpukzpak; kw;Wk; ePygj;kehgd; (g.Mrp.) – Gjpa jkpo; ,yf:fpa tuyhW> njhFjp-1>2>3> rhfpj;jpa mfhnjkp> GJnly:yp> 2013. 3. ghf;fpaNkhp> tifik Nehf;fpy; jkpo; ,yf:fpa tuyhW (nrk;ik kw;Wk; tphpTg; gjpg;G)> ghhppeiyak;. nrd;id> 4. Mde;jd;> KidtH.R.> - jkpo; ,yf:fpa tuyhW> fz;kzp gjpg:gfk;> jpUr;rp-2. ,Ugj;jp %d;whk; gjpg;G– 2015. 5. gue;jhkdhH> m.fp.> - ey:y jkpo; vOj Ntz;Lkh> ghhp epiyak;> nrd;id> 1998. | | |
| Web References | | |
| <ol style="list-style-type: none"> 1. http://www.tamilvu.org – 2.http://www.tamilweb.com – 3.http://www.tamilkodal.com – 4. www.store.tamillexican.com 5.www.kala.tamilforu.blogspot.com 6.www.noolagam.com | | |

COs/POs/PSOs Mapping

| COs | Program Outcomes (POs) | | | | | Program Specific Outcomes (PSOs) | | |
|-----|------------------------|-----|-----|-----|-----|----------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| 4 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 3 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

| Assessment | Continuous Assessment Marks (CAM) | | | | | End Semester Examination (ESE) Marks | Total Marks |
|------------|-----------------------------------|-------|------------|-------------|------------|--------------------------------------|-------------|
| | CAT 1 | CAT 2 | Model Exam | Assignment* | Attendance | | |
| Marks | 10 | 5 | 5 | 5 | 5 | 75 | 100 |

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

| | | | | | | | | |
|-------------|-------------------|---|---|---|--------|---------------------------------------|-----|----|
| Department | French | Programme: B. Sc. Visual Communication | | | | | | |
| Semester | First | Course Category Code:MIL | | | | *End Semester Exam Type: TE | | |
| Course Code | A23FRT101C | Periods/Week | | | Credit | Maximum Marks | | |
| | | L | T | P | C | CAM | ESE | TM |

BOS 6th Minutes of Meeting

| | | | | | | | | |
|------------------|--|---|----------|----------|-------------------|-----------|-----------|-------------------------------|
| Course Name | FRENCH I | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| | (Common to B.A., B.SC., AND BCA Branches) | | | | | | | |
| Prerequisite | Basic knowledge of French language | | | | | | | |
| Course Objective | To introduce the basics of French language to the students | | | | | | | |
| | To enable the students to read, understand and write simple sentences | | | | | | | |
| | To help them to grasp the fundamentals of French grammar | | | | | | | |
| | To make the students to formulate correct phrases | | | | | | | |
| | To introduce them French and Francophone countries and their cultures | | | | | | | |
| Course Outcomes | On completion of the course, the students will be able to | | | | | | | BT Mapping (Highest Level) |
| | CO1 | have a general understanding of the language | | | | | | K3 |
| | CO2 | analyze and interpret simple phrases written in French | | | | | | K3 |
| | CO3 | have the basics of French grammar | | | | | | K3 |
| | CO4 | communicate and ask basic questions in French language | | | | | | K3 |
| | CO5 | appreciate the diversity and multiplicity of French and Francophone world | | | | | | K3 |
| UNIT-I | S'introduire | | | | Periods:09 | | | |
| | <ol style="list-style-type: none"> 1. Le français, les Français, la France 2. Je m'appelle Elise, et vous ? 3. Saluer, se présenter, remercier 4. Vous dansez ? D'accord 5. Interroger quelqu'un et donner des informations | | | | | | | CO1 |
| UNIT-II | Demander des questions sur quelqu'un | | | | Periods:09 | | | |
| | <ol style="list-style-type: none"> 1. Monica, Yokiko et compagnie 2. Dire ce qu'on l'aime 3. Les voisins de Sophie 4. Demander des informations sur quelqu'un | | | | | | | CO2 |
| UNIT-III | Expliquer quelque chose | | | | Periods:09 | | | |
| | <ol style="list-style-type: none"> 1. Tu vas au Luxembourg ? 2. Dire où on va, dire d'où on vient 3. Nous venons pour l'inscription 4. A vélo, en train, en avion... 5. Expliquer un itinéraire, proposer quelque chose | | | | | | | CO3 |
| UNIT-IV | Poser des questions et commander | | | | Periods:09 | | | |
| | <ol style="list-style-type: none"> 1. Pardon monsieur, le BHV s'il vous plait 2. Au marché 3. Acheter quelque chose, demander le prix 4. On déjeune ici ? 5. Aller au restaurant, comprendre un menu | | | | | | | CO4 |
| UNIT-V | Inviter et proposer quelque chose | | | | Periods:09 | | | |
| | <ol style="list-style-type: none"> 1. On va chez ma copine ? 2. Proposer quelque chose 3. Demander et donner des informations sur quelqu'un 4. Chez Susana | | | | | | | CO5 |

| | | | |
|---|-------------------------|---------------------------|------------------------|
| 5. Etre invité chez quelqu'un | | | |
| LecturePeriods:45 | TutorialPeriods: | PracticalPeriods:- | TotalPeriods:45 |
| TextBooks | | | |
| 1. Sylvie Poisson Quinton and Michèle Maheo, <i>Festival 1 Méthode de Français</i> , CLE editions, 2009 | | | |
| 2. Nathalie Hirschsprung and Tony Tricot, <i>Cosmopolite 1</i> , Hachette editions, 2017 | | | |
| ReferenceBooks | | | |
| 1. Régine Mérieux and Yves Loiseau, <i>Latitudes 1</i> , Didier editions, 2017 | | | |
| 2. Annie Berthet and Emmanuelle Daili, <i>Alter Ego + A1</i> , Hachette editions, 2012 | | | |
| 3. Bruno Giradeau, <i>Réussir le Delf A1</i> , Didier editions, 2019 | | | |
| Web References | | | |
| 1. https://www.tv5monde.com | | | |
| 2. https://www.rfi.fr | | | |
| 3. https://www.lemonde.fr | | | |
| 4. https://www.frenchpodcasts.com | | | |
| 5. https://www.coursera.org | | | |

COs/POs/PSOs Mapping

| COs | Program Outcomes (PO) | | | | | Program Specific Outcomes (PSOs) | | |
|-----|-----------------------|-----|-----|-----|-----|----------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 |
| 1 | 3 | 3 | 3 | 3 | 1 | 3 | 1 | 2 |
| 2 | 3 | 3 | 2 | 3 | 1 | 3 | 1 | 3 |
| 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 |
| 4 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 2 |
| 5 | 3 | 3 | 3 | 3 | 2 | 1 | 2 | 3 |

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

| Assessment | Continuous Assessment Marks (CAM) | | | | | End Semester Examination (ESE) Marks | Total Marks |
|------------|-----------------------------------|--------|------------|-------------|------------|--------------------------------------|-------------|
| | CA T 1 | CA T 2 | Model Exam | Assignment* | Attendance | | |
| Marks | 10 | 5 | 5 | 5 | 5 | 75 | 100 |

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

BOS 6th Minutes of Meeting

| | | | | | | | | | |
|---|--|--|---|----------|----------|-----------------------------------|---------------|--------------------------|-------------------------------|
| Department | ENGLISH | | Programme: B. Sc. Visual Communication | | | | | | |
| Semester | FIRST | | Course Category Code: ENG | | | End Semester Exam Type: TE | | | |
| Course Code | A23GET101C | | Periods / Week | | | Credit | Maximum Marks | | |
| | | | L | T | P | C | CAM | ESE | TM |
| Course Name | GENERAL ENGLISH - I | | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| (Common to B.A., B.SC., AND BCA Branches) | | | | | | | | | |
| Prerequisite | Basic part-two language and knowledge gained from Grammar and Vocabulary | | | | | | | | |
| Course Objectives | To recognize the rhythms, metrics and other aspects of Literature | | | | | | | | |
| | To read a variety of texts critically and proficiently | | | | | | | | |
| | To enable the students to enjoy the flair of literature through the work of great writer | | | | | | | | |
| | To make the students to know the functions of basic grammar | | | | | | | | |
| | To enable them understanding the intrinsic nuances of writing in English language | | | | | | | | |
| Course Outcomes | On completion of the course, the students will be able to | | | | | | | | BT Mapping (Highest Level) |
| | CO1 | comprehend and discuss the various facets of selected poems | | | | | | | K3 |
| | CO2 | analyze and interpret texts written in English | | | | | | | K3 |
| | CO3 | read drama with graduate-level interpretive and analytical proficiency | | | | | | | K3 |
| | CO4 | improve the fluency and formation of grammatically correct sentence | | | | | | | K3 |
| | CO5 | enhance the writing skills for specific purposes | | | | | | | K3 |
| UNIT-I | POETRY | | | | | Periods: 09 | | | |
| 6. Rudyard Kipling – <i>IF</i> 7. William Wordsworth – <i>Daffodils</i> 8. Percy Bysshe Shelley – <i>Ozymandias</i> 9. William Ernest Henley – <i>Invictus</i> 10. Rabindranath Tagore – <i>On the Nature of Love</i> | | | | | | | | | CO 1 |
| UNIT-II | PROSE | | | | | Periods: 09 | | | |
| 5. Bertrand Russell – <i>The Road to Happiness</i> 6. Charles Lamb – <i>A Dissertation upon Roast Pig</i> | | | | | | | | | CO 2 |
| UNIT-III | SHORT STORIES | | | | | Periods: 09 | | | |
| 6. Oscar Wilde – <i>The Devoted Friend</i> 7. R. K. Narayan – <i>God and the Cobbler</i> | | | | | | | | | CO3 |
| UNIT-IV | DRAMA | | | | | Periods: 09 | | | |
| 6. H H Munro – <i>The Death Trap</i> 7. J.M. Synge – <i>Riders to the Sea</i> | | | | | | | | | CO 4 |
| UNIT-V | GRAMMAR AND COMPOSITION | | | | | Periods: 09 | | | |
| 6. Parts of Speech 7. Subject-Verb Agreement 8. Letter Writing 9. Essay Writing | | | | | | | | | CO 5 |
| Lecture Periods: 45 | | | Tutorial Periods: 0 | | | Practical Periods: - | | Total Periods: 45 | |

Text Books

1. Narayan, R.K, *Malgudi days*, Indian Thought Publication, 2019
2. Synge John Millington, *Riders to the Sea*, Sahitya Sarowar Publisher, 2022
3. P. C. Wren, H. Martin, *High School Wren and Martin English Grammar and Composition*, S. Chand & Company Pvt. Ltd, 2022.

Reference Books

1. Lamb, Charles, *Selected Prose*, Penguin Classics Publication, 2nd Edition, 2013.
2. S.C. Gupta, *English Grammar & Composition Very Useful for All Competitive Examinations*, Arihant Publications, 2014.
3. Saki, H. H. Munro, F. Carruthers Gould, *The Complete Works of Saki: Illustrated Edition: Novels, Short Stories, Plays, Sketches & Historical Works, including Reginald, The Chronicles of Clovis, ... The Death-Trap*, The Westminster Alice Kindle Edition, e-artnow, 2018.
4. J.M. Synge, S.C. Narula. *Riders to the Sea*. Surjeet Publication. 2018.
5. S.C.Gupta. *A Handbook for Letter Writing*. Arihant Publication. 2016.

Web References

1. <https://www.englishcharity.com/of-love-by-francis-bacon-explanation/>
2. <https://www.gradesaver.com/charles-lamb-essays/study-guide/summary-a-dissertation-upon-roast-pig>
3. <https://allpoetry.com/On-The-Nature-Of-Love>
4. <http://sittingbee.com/god-and-the-cobbler-r-k-narayan/>
5. <https://www.toppr.com/guides/essays/>

COs/POs/PSOs Mapping

| COs | Program Outcomes (POs) | | | | | Program Specific Outcomes (PSOs) | | |
|-----|------------------------|------|------|------|------|----------------------------------|-------|-------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PSO 1 | PSO 2 | PSO 3 |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| 4 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 2 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

Correlation Level:

| High | Moderate | Low |
|------|----------|-----|
| 3 | 2 | 1 |

Evaluation Method

| Assessment | Continuous Assessment Marks (CAM) | | | | | End Semester Examination (ESE) Marks | Total Marks |
|------------|-----------------------------------|-------|------------|-------------|------------|--------------------------------------|-------------|
| | CAT 1 | CAT 2 | Model Exam | Assignment* | Attendance | | |
| Marks | 10 | 5 | 5 | 5 | 5 | 75 | 100 |

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

BOS 6th Minutes of Meeting

| | | | | | | | | | |
|--|---|---|--|----------|--------------------|-----------------------------|----------------------------|------------|------------|
| Department | Media Studies | | Programme: B.Sc. Visual Communication | | | | | | |
| Semester | First | | Course Category Code: DSC | | | *End Semester Exam Type: TE | | | |
| Course Code | A23VCT101D | | Periods / Week | | | Credit | Maximum Marks | | |
| | | | L | T | P | C | CAM | ESE | TM |
| Course Name | Introduction to Visual Communication | | 4 | 0 | 0 | 4 | 25 | 75 | 100 |
| Prerequisite | Basic understanding of communication process | | | | | | | | |
| Course Objectives | • To understand the basics of Visual Communication | | | | | | | | |
| | • To acquire the concept of communication process | | | | | | | | |
| | • To infer about perception | | | | | | | | |
| | • To provide an understanding about the process of design. | | | | | | | | |
| | • Students will be able to understand how technology influences communication and the major characteristics of media. | | | | | | | | |
| Course Outcome | On completion of the course, the students will be able to | | | | | | BT Mapping (Highest Level) | | |
| | CO1 | Understand the various types of communication and the various factors that affect the communication system. | | | | | | K2 | |
| | CO2 | Acquire knowledge about various communication process and models. | | | | | | K2 | |
| | CO3 | Interpret on various interpret types of perceptions and illusions using Gestalt principles. | | | | | | K3 | |
| | CO4 | Analyse colour psychology and stages of design process | | | | | | K4 | |
| CO5 | Justify how creativity and innovation leads its role in the process of developing ideas to different medium. | | | | | | K4 | | |
| UNIT-I | Communication | | | | Periods: 12 | | | | |
| Communication: Definition, types of Communication, need for and the Importance of Human and Visual Communication, nature of communication, Communication as expression, skill and process, Understanding Communication: SMCR Model | | | | | | | | CO1 | |
| UNIT-II | Communication as a process | | | | Periods: 12 | | | | |
| Communication as a process: Message, Meaning, Connotation, Denotation, Culture/Codes etc. flow of Communication, barriers to Communication, Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation. | | | | | | | | CO2 | |
| UNIT-III | Perception | | | | Periods: 12 | | | | |
| Perception- definition & concept; Types of Perception- Visual Perception & Graphical. Perception; Visual Perception- definition & concept; Illusions- definition & basics; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation. Illusions; Gestalt theory- definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground. | | | | | | | | CO3 | |
| UNIT-IV | Design process | | | | Periods: 12 | | | | |
| Principles of Visual and other Sensory Perceptions. Colour psychology and theory (some aspects) Definition, Optical/ Visual Illusions, etc. Various stages of design process-problem identification search for solution, refinement, analysis, decision making, implementation. | | | | | | | | CO4 | |
| UNIT-V | Creativity and innovation | | | | Periods: 12 | | | | |
| Observation and Practical; Ideation- definition & concept; Creativity- definition & concept. Characteristics & Process of creativity; Creativity Tools; Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Lateral Thinking & Vertical Thinking; Creativity & Visual Communication; Process of developing ideas to | | | | | | | | CO5 | |

different medium.

Lecture Periods: 60 **Tutorial Periods: -** **Practical Periods: -** **Total Periods: 60**

Text Books

1. Keval J. Kumar , —Mass Communication in India, Jaico Publishing House, 5th edition, 2020.
2. John Fiske & Henry Jenkins, Introduction to Communication studies , Routledge, Oxon , 3rd edition,2011.
3. Seema Hasan, —Mass Communication- Principles & Concepts, CBS Publishers, New Delhi, 2nd edition, 2010.

Reference Books

1. Lester, E —Visual Communications: Images with MessagesII. Thomson Learning 8th edition 2000.
2. Schildgen, T —Pocket Guide to color with digital applicationsII. Thomson Learning 2nd edition 1998.
3. Philip Hayward, Arts Council of England, —Picture this: Media Representation of Visual Arts and artistsII University of Luton Press, 2nd edition,1998.
4. Denis McQuail, Mass Communication TheoryII, SAGE Publication, 6th edition, 2010
5. Jagdish Vachani, Principles and Practices of Mass CommunicationII, Kanishka Publishers, 1st edition,2007.

Web References

1. <https://www.cleverism.com/skills-and-tools/visual-communication/>
2. <https://businessjargons.com/visual-communication.html>
3. <https://visme.co/blog/visual-communication/>
4. <https://itidjournal.org/index.php/itid/article/download/1164/1164-3293-1-PB.pdf>
5. <https://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece>

COs/POs/PSOs Mapping

| COs | Program Outcomes (POs) | | | | | Program Specific Outcomes (PSOs) | | |
|-----|------------------------|-----|-----|-----|-----|----------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 |
| 1 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 |
| 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 |
| 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| 4 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| 5 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

| Assessment | Continuous Assessment Marks (CAM) | | | | | End Semester Examination (ESE) Marks | Total Marks |
|------------|-----------------------------------|-------|------------|-------------|------------|--------------------------------------|-------------|
| | CAT 1 | CAT 2 | Model Exam | Assignment* | Attendance | | |
| Marks | 10 | | 5 | 5 | 5 | 75 | 100 |

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

| | | | | | | | | | | |
|--|--|---|--|----------|----------|-----------------------------|---------------|----------------------------|------------|--|
| Department | Media Studies | | Programme: B.Sc. Visual Communication | | | | | | | |
| Semester | First | | Course Category Code: DSC | | | *End Semester Exam Type: TE | | | | |
| Course Code | A23VCT102D | | Periods / Week | | | Credit | Maximum Marks | | | |
| | | | L | T | P | C | CAM | ESE | TM | |
| Course Name | FUNDAMENTALS OF COMPUTER, MULTIMEDIA AND INTERNET | | 3 | 1 | 0 | 4 | 25 | 75 | 100 | |
| Prerequisite | Basic knowledge of computer | | | | | | | | | |
| Course Objectives | To learn about the fundamentals of computers. | | | | | | | | | |
| | To study about the history and components of multimedia. | | | | | | | | | |
| | To study about the applications of multimedia | | | | | | | | | |
| | To understand the Desktop publishing | | | | | | | | | |
| | To understand the concept of Internet | | | | | | | | | |
| Course Outcome | On completion of the course, the students will be able to | | | | | | | BT Mapping (Highest Level) | | |
| | CO1 | Understand the concept of hardware and software of the computer. | | | | | | | K2 | |
| | CO2 | Acquire the knowledge of multimedia and digital media. | | | | | | | K2 | |
| | CO3 | Interpret on applications of multimedia. | | | | | | | K3 | |
| | CO4 | Design new concepts using DTP software's. | | | | | | | K5 | |
| | CO5 | Appraise the concepts of Internet, Social Media and search engines. | | | | | | | K4 | |
| UNIT-I | Introduction and components of computer | | | | | Periods: 12 | | | | |
| Introduction to Computer- Information and Communication Technology: Meaning, importance and Concept- Central Processing Unit (CPU) -VDU (Visual Display Unit) Keyboard and Mouse - Other input/output Devices - Computer Memory -Storage device. | | | | | | | | | CO1 | |
| UNIT-II | Introduction to multimedia | | | | | Periods: 12 | | | | |
| What is multimedia? History of multimedia, Components of multimedia systems, Web and Internet multimedia applications, Transition from conventional media to digital media. | | | | | | | | | CO2 | |
| UNIT-III | Applications of multimedia | | | | | Periods: 12 | | | | |
| Applications of Multimedia in Business, Marketing and Advertising, Entertainment, Education, Bank, Hospital. Communication Technology and Multimedia Services, Trends in Multimedia. | | | | | | | | | CO3 | |
| UNIT-IV | DTP software | | | | | Periods: 12 | | | | |
| DTP Software- Features and their basic application: (a) Corel draw, (b) PageMaker, and (c) Photoshop | | | | | | | | | CO4 | |
| UNIT-V | Characteristics of internet | | | | | Periods: 12 | | | | |
| Characteristics of Internet, Brief Idea about ISP and browsers, Websites & its types, Email: Need & Importance, Web tools: Blogs, Social Media & Search Engine. | | | | | | | | | CO5 | |
| Lecture Periods: 45 | | | Tutorial Periods: 15 | | | Practical Periods: - | | Total Periods: 60 | | |
| Text Books | | | | | | | | | | |
| 1. Peter Shirley, Michael Ashikhmin & Steve Marschner ,Fundamentals of Computer Graphics - CRC Press, US, 3rd edition, 2015. | | | | | | | | | | |
| 2. Ramesh Bangia, —Computer Fundamentals and Information Technology, Firewall Media, New Delhi, 2nd edition 2008. | | | | | | | | | | |
| 3. Erika Kendra —Adobe Photoshop CS3: The Professional Portfolio, Against The Clock, London, 2nd edition 2008 | | | | | | | | | | |
| Reference Books | | | | | | | | | | |
| 1. Ze-Nian Li, Mark S. Drew, Jiangchuan Liu, —Fundamentals of Multimedia Springer Nature; 2nd ed. 2014 | | | | | | | | | | |
| 2. Anita Goel, —Computer Fundamentals, Pearson, 2nd edition, 2010. | | | | | | | | | | |
| 3. Jeff Johnson, —Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules, Morgan | | | | | | | | | | |

Kaufmann Publishers, USA, 2010.

4. Interactive Multimedia Learning: Shared Reusable Visualization-based Modules - Abdulmotaleb El Saddik, Springer Science & Business Media, New York, 2013
5. Multimedia Encryption and Authentication Techniques and Applications Internet and Communications - Borko Furht, Darko Kirovski, CRC Press, US, 2006

Web References

1. http://saintangelos.com/studentdesk/Download/Introduction_to_visual_communication.pdf
2. <https://issuu.com/ademing/docs/typographybook>
3. https://users.dimi.uniud.it/~antonio.dangelo/MMS/materials/Fundamentals_of_Multimedia.pdf
4. https://www.unapcict.org/sites/default/files/2018-12/Academy%20Module_Overview%20of%20ICT-SD.pdf
5. <https://guidelines.india.gov.in/activity/search-engine-optimization-seo/>

COs/POs/PSOs Mapping

| COs | Program Outcomes (POs) | | | | | Program Specific Outcomes (PSOs) | | |
|-----|------------------------|-----|-----|-----|-----|----------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 |
| 1 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3 |
| 2 | 1 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| 3 | 1 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

| Assessment | Continuous Assessment Marks (CAM) | | | | | End Semester Examination (ESE) Marks | Total Marks |
|------------|-----------------------------------|-------|------------|-------------|------------|--------------------------------------|-------------|
| | CAT 1 | CAT 2 | Model Exam | Assignment* | Attendance | | |
| Marks | 10 | 5 | 5 | 5 | 5 | 75 | 100 |

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

| | | | | | | | | | |
|--|--|--|--|----------|----------|-----------------------------|---------------|----------------------------|--------------------------|
| Department | Media Studies | | Programme: B.Sc. Visual Communication | | | | | | |
| Semester | First | | Course Category Code: IDC | | | *End Semester Exam Type: TE | | | |
| Course Code | A23VCD101D | | Periods / Week | | | Credit | Maximum Marks | | |
| | | | L | T | P | C | CAM | ESE | TM |
| Course Name | DESIGN PRINCIPLES | | 3 | 0 | 0 | 3 | 25 | 75 | 100 |
| Prerequisite | Basic understanding of colours and design. | | | | | | | | |
| Course Objectives | To understand the basics of colour wheel. | | | | | | | | |
| | To apply the techniques in Graphic Design. | | | | | | | | |
| | To understand the Perspectives and composition | | | | | | | | |
| | To understand the characteristics of light and shadow. | | | | | | | | |
| | To learn about the digital platforms. | | | | | | | | |
| Course Outcome | On completion of the course, the students will be able to | | | | | | | BT Mapping (Highest Level) | |
| | CO1 - Understand the colour wheel, primary, secondary, tertiary colours. | | | | | | | K2 | |
| | CO2 - Interpret the design principles from line, shape, space, texture, etc. | | | | | | | K3 | |
| | CO3 - Analyse the composition organization like horizontals, verticals & diagonals lines, types of frames and dimension. | | | | | | | K4 | |
| | CO4 - Examine the shapes, space and light. | | | | | | | K4 | |
| | CO5 - Assess the design for digital platforms. | | | | | | | K5 | |
| UNIT-I | Colour theory | | | | | Periods: 9 | | | |
| Colour Theory — Primary and Secondary Colours, Addictive and Subtractive Colours & CIE Colour System, Colour Wheel, Colour Mixing , Colour Harmonies & the interaction of Colour 12 step Colour wheel , Hue, Saturation, Value. | | | | | | | | | CO1 |
| UNIT-II | Elements of design | | | | | Periods: 9 | | | |
| Elements of Design – line, shape, form, space, texture, color, value; Principle of Design – Balance, variety, rhythm , emphasis, proportion, contrast, unity, Visual Tension, Anatomy of typography. | | | | | | | | | CO2 |
| UNIT-III | Composition | | | | | Periods: 9 | | | |
| Composition –Forces of Visual Organization , Line, The Sinuous, Horizontals, Verticals & Diagonals, Open & Closed Frame Balanced and Unbalanced Frame, Positive and Negative Space , Composition Triangles Abstract, Aesthetic, Golden Ratio, Rule of Third, Symmetry, Dynamic Symmetry, Perspective, Gestalt principles, Vanishing Point, Viewpoint, Dimension. | | | | | | | | | CO3 |
| UNIT-IV | Lights and human response | | | | | Periods: 9 | | | |
| Lights – Nature of Light, characteristics of Light, Lighting as Story Telling - Light and Shadow, High – Key lighting Low Key Lighting. Human Responses to Colour- Psychophysical Response, Socio-Cultural Response, Individual Response, Symbolic Response, colour culture, colour semiotics. | | | | | | | | | CO4 |
| UNIT-V | Design for the digital platforms | | | | | Periods: 9 | | | |
| Understanding user experience for the Web, Static vs. dynamic design, Issues of file size and load time, Type of typography for the Web, Making GIF animation, User-friendly designs, Compression techniques: Lossy and Lossless, Color choices. | | | | | | | | | CO5 |
| Lecture Periods: 45 | | | Tutorial Periods: - | | | Practical Periods: - | | | Total Periods: 45 |

Text Books

1. Alex W. White, ||The Elements of Graphic Design||, Allworth Press, New York, 1st Edition, 2011.
2. Connie Malamed, || Visual Language for Designers||, Rockport Publishers, USA, 1st Edition, 2011
3. Chris Weston, —Lighting|| Ava Pub, 2nd edition, 2007.

Reference Books

1. Per Arnoldi, —Color is Communication: Selected Projects for Foster + Partners|| Birkhauser. 1st edition, 2006.
2. Laurence King, —Colour: How to Use Colour in Art and Design|| Publishing, 3rd edition, 2006.
3. Richard Hickman, —Critical Studies in Art and Design Education||, Intellect Books, 1st edition, 2005
4. Graham, L, The principles of Interactive Design. Thomson Learning, 1999
5. Timothy Samara, Design Elements: A Graphic Style Manual Rockport Publishers, 2007

Web References

1. <https://www.smashingmagazine.com/2020/10/principles-visual-communication/>
2. <https://libguides.mhs.vic.edu.au/viscommdesign/principlesofdesign>
3. <https://dl.acm.org/doi/10.1145/1924421.1924439>
4. <https://designsystem.digital.gov/design-principles/>
5. <https://www.oreilly.com/content/gds-design-principles-new/>

COs/POs/PSO2s Mapping

| COs | Program Outcomes (POs) | | | | | Program Specific Outcomes (PSOs) | | |
|-----|------------------------|-----|-----|-----|-----|----------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 |
| 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 4 | 1 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| 5 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

| Assessment | Continuous Assessment Marks (CAM) | | | | | End Semester Examination (ESE) Marks | Total Marks |
|------------|-----------------------------------|-------|------------|-------------|------------|--------------------------------------|-------------|
| | CAT 1 | CAT 2 | Model Exam | Assignment* | Attendance | | |
| Marks | 10 | | 5 | 5 | 5 | 75 | 100 |

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

| | | | | | | | | |
|---|--|---|----------|------------------------------|----------|-----------------------------|-----------|----------------------------|
| Department | Media Studies | Programme: B.Sc. Visual Communication | | | | | | |
| Semester | First | Course Category Code: DSC | | | | *End Semester Exam Type: LE | | |
| Course Code | A23VCL101D | Periods / Week | | | Credit | Maximum Marks | | |
| | | L | T | P | C | CAM | ESE | TM |
| Course Name | Drawing | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| Prerequisite | Basic understanding of drawing | | | | | | | |
| Course Objectives | The students will gain a control of representational drawing skills. | | | | | | | |
| | To understand and manipulate the proportional relationships from actual objects. | | | | | | | |
| | To manipulating the formal elements and principles to achieve better design solutions. | | | | | | | |
| | Interpret the Importance and control of good craftsmanship and presentation skills in drawing. | | | | | | | |
| | To analyse on how to draw landscapes and portrait. | | | | | | | |
| Course Outcome | On completion of the course, the students will be able to | | | | | | | BT Mapping (Highest Level) |
| | CO1 | Implement the basics of drawing and material handling | | | | | | K3 |
| | CO2 | Apply the light and dark and transition of the total value. | | | | | | K3 |
| | CO3 | Analyse the usage of positive and negative space in a design composition. | | | | | | K4 |
| | CO4 | Interpret the composing of landscape and cityscape drawing and painting. | | | | | | K3 |
| | CO5 | Create face feature and its measurements. | | | | | | K6 |
| <p>The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.</p> <p>All exercises must be in pencil and in different medium - charcoal, watercolour, pastels, and oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and in different medium -charcoal, watercolour, pastels, and oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}</p> | | | | | | | | |
| <ul style="list-style-type: none"> • Line, Shape, Texture, Curves, Human Anatomy, Line Sketching, Pencil Sketching. • Forms-humans, animals, birds, • Live models • Landscapes • Monuments • Environmental Exposure | | | | | | | | |
| Lecture Periods: - | | Tutorial Periods: - | | Practical Periods: 30 | | Total Periods: 30 | | |
| Text Books | | | | | | | | |
| <ol style="list-style-type: none"> 1. Wolf Rachel, —Basic Drawing Techniques, North Light Books, Sept. 15 1991. 2. Ernest.R.Norling, Perspective made easy,DoverPublications,13th August 1999. 3. Nongdamba Leitanthem,Learn Pencil Drawing and Shadingll,Notion Press,2017. | | | | | | | | |
| Reference Books | | | | | | | | |
| <ol style="list-style-type: none"> 1. Philip W. Metzger —The Art of Perspective, North Light Books; illustrated edition, 2007. 2. Wayne Enstice and Melody Peters, —Drawing: Space, Form, and Expression, Pearson, 2nd edition, Aug. 7. 1995. 3. Novak and Henry C. Spencer, —Basic Technical Drawing, Student Text,Glencoe/McgrawHill; 6th Revised edition, March1994. | | | | | | | | |

4. Betty Edwards, The New Drawing on the Right Side of the Brain Workbook: Guided Practice in the Five Basic Skills of Drawing, Tarcher / Putnam, 2002.
5. Brian Curtis, Drawing from Observation: An Introduction to Perceptual Drawing, McGraw-Hill, 2009

Web References

1. <https://artjournalist.com/how-to-start-an-art-journal/>
2. <https://www.artistsnetwork.com/art-mediums/drawing/pen-drawing-art-journal/>
3. <https://theartofeducation.edu/2018/04/27/50-visual-journal-prompts-to-promote-drawing-and-creative-thinking-skills/>
4. Story boards: <https://youtu.be/RQsvhq28sOI>
5. Cartooning: <https://youtu.be/T52UliUtozA>

COs/POs/PSOs Mapping

| COs | Program Outcomes (POs) | | | | | Program Specific Outcomes (PSOs) | | |
|-----|------------------------|-----|-----|-----|-----|----------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 |
| 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 2 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 3 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 4 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| 5 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

| Assessment | Continuous Assessment Marks (CAM) | | | | End Semester Examination (ESE) Marks | Total Marks |
|------------|-----------------------------------|----------|------------|----------------|--------------------------------------|-------------|
| | Model Exam | Record * | Attendance | Internal Marks | | |
| Marks | 30 | 10 | 10 | 50 | 50 | 100 |

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

| | | | | | | | | | |
|---|--|--|--|----------|--------------------------|------------------------------|---------------|----------------------------|------------|
| Department | Media Studies | | Programme: B.Sc. Visual Communication | | | | | | |
| Semester | First | | Course Category Code: DSC | | *End Semester Exam Type: | | | | |
| Course Code | A23VCL102D | | Periods / Week | | | Credit | Maximum Marks | | |
| | | | L | T | P | C | CAM | ESE | TM |
| Course Name | Graphic Design | | 0 | 0 | 4 | 2 | 50 | 50 | 100 |
| Prerequisite | Basic understanding of designs | | | | | | | | |
| Course Objectives | Students will demonstrate proficiency in design principles, design process. | | | | | | | | |
| | Analyse and understand contemporary design practice. | | | | | | | | |
| | Students will develop an interpretation of design process and problem solving methods. | | | | | | | | |
| | To explore the effect of graphic design has upon the human environment | | | | | | | | |
| | To analyse social responsibility, sustainability and interdisciplinary perspectives. | | | | | | | | |
| Course Outcome | On completion of the course, the students will be able to | | | | | | | BT Mapping (Highest Level) | |
| | CO1 | - understand about graphic design - its history and evolution along with its technology, and concepts. | | | | | | K2 | |
| | CO2 | - Interpret about Principles of Graphic Design. | | | | | | K3 | |
| | CO3 | - Analyse the relationship of graphic design to other disciplines and to society.. | | | | | | K4 | |
| | CO4 | - Analyse and implement Typography designs through principle for typography. | | | | | | K4 | |
| | CO5 | - Create new pattern design and logo as per industry trends | | | | | | K6 | |
| Record should contain at least THREE exercises each with written briefs, scribbles I and final artwork). Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering etc.) created by the students themselves (cutting and pasting from magazine or any other secondary sources will not be allowed). | | | | | | | | | |
| <p>Record</p> <ol style="list-style-type: none"> 1. Typography Designs 2. Logo design 3. Letterhead 4. Visiting Cards 5. Brochures 6. Print Advertisements-Black & White, Colour. | | | | | | | | | |
| Lecture Periods: - | | | Tutorial Periods: - | | | Practical Periods: 30 | | Total Periods: 30 | |
| Text Books | | | | | | | | | |
| <ol style="list-style-type: none"> 1. Ellen Lupton & Jenfer Cole Phillips, —Graphic Design: The New Basicsll Princeton Architectural Press Revised and updated edition 2015 2. David Dabner & Sandra Stewar t& Eric Zempol, —Graphic Design School: A Foundation Course for Graphic DesignersWorking in Print, Moving Image and Digital Media, Thames & Hudson Ltd; 5th Revised edition 2014 3. Ji Yong Park, —Visual Communication in Digital Designll ,YoungJin, 1st edition, May 1, 2008 | | | | | | | | | |
| Reference Books | | | | | | | | | |
| <ol style="list-style-type: none"> 1. Peter Dawson & John Foster& Tony Seddon, —Graphic Design Rules: 365 Essential Design Dos and Don'ts, Frances Lincoln Publishers Ltd, Flexi bound edition, 2012. 2. Steven Heller, —Typography Sketchbooks, Thames & Hudson Ltd, 2012 3. Malamed Connie, —Visual Language for Designers: Principles for Creating Graphics that People Understandll, Rockport Publishers, 1st edition, 2011 4. Alex W. White, The Elements of Graphic Design, First Edition, Allworth Press, New York 2011. 5. Timot by Samaka , Design Elements- a Graphic Style Manual, Second Edition, Rock Port, USA 2010. | | | | | | | | | |

Web References

1. <https://www.creativebloq.com/digital-art/illustrator-tutorials-1232697>
2. https://www.pgisd.org/cms/lib07/PA01916597/Centricity/Domain/202/illustrator_for_beginners_tastytut s.pdf
3. http://ptgmedia.pearsoncmg.com/images/9780134663449/samplepages/9780134663449_CH04.pdf
4. <http://cs.wellesley.edu/~cs110/lectures/M01-color/graphics.pdf>
5. <https://docs.gimp.org/en/>

COs/POs/PSOs Mapping

| COs | Program Outcomes (POs) | | | | | Program Specific Outcomes (PSOs) | | |
|-----|------------------------|-----|-----|-----|-----|----------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 |
| 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

| Assessment | Continuous Assessment Marks (CAM) | | | | End Semester Examination (ESE) Marks | Total Marks |
|------------|-----------------------------------|----------|------------|----------------|--------------------------------------|-------------|
| | Model Exam | Record * | Attendance | Internal Marks | | |
| Marks | 30 | 10 | 10 | 50 | 50 | 100 |

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

| | | | | | | | | | | |
|--|---|---|---|----------|----------|----------------------------|---------------|----------------------------|------------|--|
| Department | ENGLISH | | Programme: B. Sc. Visual Communication | | | | | | | |
| Semester | FIRST | | Course Category Code: SEC | | | End Semester Exam Type : - | | | | |
| Course Code | A23ENSA02C | | Periods / Week | | | Credit | Maximum Marks | | | |
| Course Name | SOFT SKILLS | | L | T | P | C | CAM | ESE | TM | |
| | | | 0 | 0 | 4 | 2 | 100 | 0 | 100 | |
| Prerequisite | Knowledge gained from Journal reading and Newspaper reading | | | | | | | | | |
| Course Objectives | To train students in Soft skills in order to enable them to be professionally competent | | | | | | | | | |
| | To facilitate the students for Goal setting and Goal Achieving skills | | | | | | | | | |
| | To enrich the sense of social responsibility and accountability of the students | | | | | | | | | |
| | To help the students to train them for Stress Management and Time Management | | | | | | | | | |
| | To train the students to work with team environment and Creative thinking | | | | | | | | | |
| Course Outcomes | On completion of the course, the students will be able to | | | | | | | BT Mapping (Highest Level) | | |
| | CO1 | enhance the Soft skills and compete professionally | | | | | | | K3 | |
| | CO2 | achieve Goal setting and Goal Achieving skills | | | | | | | K3 | |
| | CO3 | improve their social responsibility and accountability skills | | | | | | | K3 | |
| | CO4 | enrich Stress Management and Time Management | | | | | | | K3 | |
| | CO5 | demonstrate the quality of a Team ship and Creative thinking | | | | | | | K3 | |
| UNIT-I | POSITIVE ATTITUDE | | | | | Periods: 06 | | | | |
| Skills-Personal Skills: Knowing Oneself/Self-Discovery - Confidence Building - Defining Strengths of Attitude - formation of attitudes - psychological factors - the power of positive attitude - the benefits of positive attitude – developing positive attitude - negative attitude – the causes of negative attitude - the consequences of negative attitude - how to change negative attitude | | | | | | | | | CO1 | |
| UNIT-II | GOAL SETTING | | | | | Periods: 06 | | | | |
| Introduction - importance of goal setting - goal definition - types of goals - what exactly goal setting - why people don't set goals - how to choose the right goals - SMART GOALS - Career goals - benefits of career goalsetting - goal setting tips | | | | | | | | | CO2 | |
| UNIT-III | STRESS AND TIME MANAGEMENT | | | | | Periods: 06 | | | | |
| Definition of Stress management - types of stress - causes of stress - stress management and reduction techniques - Definition of Time management - Setting goals, planning – prioritizing - setting deadlines - multi-tasking - practicing self-discipline - overcoming procrastination | | | | | | | | | CO3 | |
| UNIT-IV | TEAMWORK SKILLS | | | | | Periods: 06 | | | | |
| Communication as Social Construction - Dynamics of professional Group communication - Group and Team - Team Building Process - Managing conflict and appreciating/respecting differences - Decision making & effective negotiation - Types of teams - Understanding, Identity and nurturing sensitivity (in terms of gender, orientation, language) | | | | | | | | | CO4 | |
| UNIT-V | PROBLEM SOLVING THROUGH CREATIVE THINKING | | | | | Periods: 06 | | | | |
| Thinking Creatively - Improving Perceptions - Creative thinking as an essential skill - Techniques of creative thinking (such as brainstorming, lateral thinking, mind mapping, rich pictures, role play) - Practical problem solving through creative thinking - Case Study | | | | | | | | | CO5 | |

| | | | |
|--|----------------------------|------------------------------|--------------------------|
| Lecture Periods: - | Tutorial Periods: - | Practical Periods: 30 | Total Periods: 30 |
| Text Books | | | |
| 1. Sabina Pillai, Agna Fernandez, <i>Soft Skills and Employability Skills</i> , Cambridge University Press, 2017. | | | |
| 2. Jeff Butterfield, <i>Soft Skills for Everyone</i> , Cengage India Private Limited, 2 nd Edition, 2020. | | | |
| 3. Alex K, <i>Soft Skills</i> , S Chand & Company, 1 st Edition, 2014. | | | |
| Reference Books | | | |
| 1. Barun Mitra, <i>Personality Development and Soft Skills 2</i> , Oxford University Press, 2016. | | | |
| 2. Prashant Sharma, <i>Soft Skills 3rd Edition: Personality Development for Life Success</i> , BPB Publications, 2021. | | | |
| 3. Ghosh, B.N, <i>Managing Soft Skills for Personality Development</i> , Tata McGraw Education Publication, 1st Edition, 2012. | | | |
| 4. R.S.Aggarwal. <i>A Modern Approach to Non-Verbal</i> . S Chand Publication. 2017. | | | |
| 5. K. K. Sinha, <i>Business Communication</i> , Galgotia Publishing, 4th Edition, 2011. | | | |
| Web References | | | |
| 1. https://www.mindtools.com/a5ykiuq/personal-goal-setting | | | |
| 2. https://www.healthlinkbc.ca/health-topics/stress-management-managing-your-time | | | |
| 3. https://www.herzing.edu/blog/7-important-teamwork-skills-you-need-school-and-your-career | | | |
| 4. https://online.hbs.edu/blog/post/what-is-creative-problem-solving | | | |
| 5. https://www.lucidchart.com/blog/7-steps-to-creating-better-goals | | | |

COs/POs/PSOs Mapping

| COs | Program Outcomes (POs) | | | | | Program Specific Outcomes (PSOs) | | |
|-----|------------------------|------|------|------|------|----------------------------------|-------|-------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PSO 1 | PSO 2 | PSO 3 |
| 1 | 1 | 3 | 3 | 1 | 1 | 1 | 3 | 3 |
| 2 | 3 | 3 | 3 | 1 | 1 | 1 | 3 | 2 |
| 3 | 3 | 3 | 3 | 1 | 2 | 1 | 3 | 3 |
| 4 | 3 | 3 | 3 | 1 | 2 | 1 | 3 | 1 |
| 5 | 3 | 3 | 3 | 1 | 3 | 1 | 3 | 3 |

Correlation Level:

| High | Moderate | Low |
|------|----------|-----|
| 3 | 2 | 1 |

Evaluation Method

| Assessment | Continuous Assessment Marks (CAM) | | | | | End Semester Examination (ESE) Marks | Total Marks |
|------------|-----------------------------------|-------|------------|-------------|------------|--------------------------------------|-------------|
| | CAT 1 | CAT 2 | Model Exam | Assignment* | Attendance | | |
| Marks | 80 | - | 10 | 10 | - | 100 | |

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

| | | | | | | | | | | |
|-------------------|--|--|--|----------|----------|-------------------------------|---------------|-------------------------------|------------|--|
| Department | Media Studies | | Programme: B.Sc. Visual Communication | | | | | | | |
| Semester | First | | Course Category Code: AEC | | | *End Semester Exam Type: - | | | | |
| Course Code | A23AETA101C | | Periods / Week | | | Credit | Maximum Marks | | | |
| | | | L | T | P | C | CAM | ESE | TM | |
| Course Name | Public Administration | | 1 | 0 | 0 | 1 | 25 | 75 | 100 | |
| | (Common to all UG Branches) | | | | | | | | | |
| Prerequisite | Basic knowledge of public administration | | | | | | | | | |
| Course Objectives | The main objectives of the course are, | | | | | | | | | |
| | To introduce the elements of public administration | | | | | | | | | |
| | To help the students obtain a suitable conceptual perspective of public administration | | | | | | | | | |
| | To introduce them the growth of institution devices to meet the need of changing times | | | | | | | | | |
| | To instill and emphasize the need of ethical seriousness in contemporary Indian Public Administration | | | | | | | | | |
| Course Outcome | On completion of the course, the students will be able to | | | | | | | BT Mapping (Highest Level) | | |
| | CO1 | Understand the concepts and evolution of Public Administration. | | | | | | | K2 | |
| | CO2 | Be aware of what is happening in the Public Administration in the country. | | | | | | | K1 | |
| | CO3 | Explain the Territory Administration in the State and the Centre. | | | | | | | K2 | |
| | CO4 | Appreciate emerging issues in Indian Public Administration. | | | | | | | K6 | |
| UNIT-I | INTRODUCTION TO PUBLIC ADMINISTRATION | | | | | Periods: 07 | | | | |
| | Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline — Woodrow Wilson, Henry Fayol , Max Weber and others - Evolution of Public Administration in India – Arthashastra – Colonial Administration upto 1947 | | | | | | | | CO1 | |
| UNIT-II | PUBLIC ADMINISTRATION IN INDIA | | | | | Periods: 08 | | | | |
| | Enactment of Indian Constitution - Union Government – The Cabinet – Central Secretariat – All India Services – Training of Civil Servants – UPSC – NitiAyog – Statutory Bodies: The Central Vigilance Commission – CBI - National Human Rights Commission – National Women’s Commission –CAG | | | | | | | | CO2 | |
| UNIT-III | STATE AND UNION TERRITORY ADMINISTRATION | | | | | Periods: 08 | | | | |
| | Differential Administrative systems in Union Territories compared to States Organization of Secretariat: - Position of Chief Secretary, Functions and Structure of Departments, Directorates – Ministry of Home Affairs supervision of Union Territory Administration – Position of Lt.Governor in UT – Government of Union Territories Act 1963 – Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island. | | | | | | | | CO3 | |
| UNIT-IV | EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION | | | | | Periods: 07 | | | | |

| | | | | |
|--|----------------------------|-----------------------------|-------------------------|------------|
| Changing Role of District Collector – Civil Servants – Politicians relationship – Citizens Charter – Public Grievance Redressal mechanisms — The RTI Act 2005 – Social Auditing and Decentralization – Public Private partnership. | | | | CO4 |
| Lecture Periods: 30 | Tutorial Periods: - | Practical Periods: - | Total Periods:30 | |
| Text Books | | | | |
| <ol style="list-style-type: none"> 1. Avasthi and Maheswari, “Public Administration”, Lakshmi Narain Agarwal, 1st Edition, 2016. 2. Ramesh K.Arora, “Indian Public Administration: Institutions and Issues”, New Age International Publishers, 3rd Edition, 2012. 3. Rumki Basu, “Public Administration: Concept and Theories”, Sterling, 1st Edition, 2013. | | | | |
| Reference Books | | | | |
| <ol style="list-style-type: none"> 1. Siuli Sarkar, “Public Administration in India”, Prentice Hall of India, 2nd Edition, 2018. 2. M. Laxmikanth, “Public Administration”, McGraw Hill Education, 1st Edition, 2011. 3. R.B.Jain, “Public Administration in India, 21st Century Challenges for Good Governance”, Deep and Deep Publications, 2002. | | | | |
| Web References | | | | |
| <ol style="list-style-type: none"> 1. http://cic.gov.in/ 2. http://www.mha.nic.in/ 3. http://rti.gov.in/ 4. http://www.cvc.nic.in/ | | | | |

COs/POs/PSOs Mapping

| COs | Program Outcomes (POs) | | | | | | | | | | | | Program Specific Outcomes (PSOs) | | |
|----------|------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|----------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
| 1 | - | - | - | - | - | 2 | - | - | 3 | 3 | 2 | 3 | 2 | 2 | 3 |
| 2 | - | - | - | - | - | 3 | - | - | 2 | 3 | 2 | 2 | 2 | 2 | 3 |
| 3 | - | - | - | - | - | 2 | - | - | 2 | 3 | 2 | 2 | 2 | 2 | 3 |
| 4 | - | - | - | - | - | 2 | - | - | 3 | 2 | 3 | 2 | 2 | 1 | 3 |
| 5 | - | - | - | - | - | 1 | - | - | 2 | 2 | 2 | 2 | 2 | 1 | 3 |

Correlation Level: 1 - Low, 2 - Medium, 3 – High