



Report  
Value Added Course  
2021-22  
Certificate Course in Visual Communication & Design

ACTIVITY: Value Added Course

TITLE: Certificate Course in Visual Communication & Design

VALUES: Visual Hierarchy, Composition, Typography, Color Theory, Visual Consistency, Simplicity, User-Centric Design, Ethical Considerations, Research and Concept Development, and Critical Thinking and Problem-Solving.

LEARNING OUTCOMES: Understanding the concepts of graphic design & vector illustration in adobe illustrator and its application using various tools, Understanding the uses of advance tools of adobe illustrator in creation of advertisement and info graphics, Analyzing the elements used for graphics designing and print media in adobe illustrator, Applying the techniques and tools in adobe illustrator, Understanding the basics of motion graphics, Understanding the Text tool and masking using Adobe after effects, Understanding the basic of advance visual effects using adobe after effects.

Organized by: Department of Journalism & Mass Communication

| Name of Resource person  | Batch   |
|--------------------------|---------|
| Mr. Rinku Sethi          | Batch 1 |
| Dr. Sheel Nidhi Tripathi | Batch 2 |
| Dr Rajnesh Kumar Pandey  | Batch 3 |
| Mr. Karan Singh          | Batch 4 |

Date : 11/04/2022 – 23/07/2022

Time :

| Batch   | Timings                  |
|---------|--------------------------|
| Batch 1 | Thursday 1.00 pm-3.00 pm |
| Batch 2 | Thursday 1.00 pm-3.00 pm |
| Batch 3 | Thursday 4.00 pm-6.00 pm |
| Batch 4 | Thursday 4.00 pm-6.00 pm |

Venue :

| Batch   | Room No.       |
|---------|----------------|
| Batch 1 | Room no.- 2303 |
| Batch 2 | Room no.- 2403 |
| Batch 3 | Room no.- 2404 |



**TECNIA**  
INSTITUTE OF ADVANCED STUDIES  
BANGALORE UNIVERSITY, ACHARYANAGAR  
BANGALORE

Department of Journalism  
& Mass Communication

Value Added Course  
Session 2021-22

Certificate Course in Visual Communication & Design



**Preface:**

Visual Communication & Design is designed to create an enhanced design citizenship throughout the globe. Our aim is to not just create designers but create individuals who can visualize, a blend of creativity, imagination with social and environmental responsibilities. The course inculcates research based methodologies to enhance the designers towards a successful, responsible, culturally sound and inventive Visionaries.

**Learning Outcomes:**

- Understanding the anatomy of Graphic Design & vector illustration in Adobe Illustrator and its applications in print & web.
- Understanding the use of various tools of Adobe Illustrator to creation of advertisement and web graphics.
- Applying the elements used in graphics designing tool print media to web & mobile.
- Applying the techniques used in Adobe Illustrator.
- Understanding the basics of motion graphics.

**Note:**

- Interested students must fill in the registration form by 1<sup>st</sup> March, 2022 by 5:00pm.
- Registration form can be collected from the Course Coordinator.
- 75% percentage attendance is mandatory to get the certificate.
- There will be 4 batches of 60 students each.
- Assessment will be held on the basis of viva voce and written/practical exam.
- Successful learners after assessment will get certificate of the VAC.
- For any queries related to the course, kindly coordinate with Undergrad.

**Duration: 30 Hours**

**Timings:** Batch 1 & 2 (Thursday)  
01.00-3.00 P.M  
Batch 3 & 4 (Thursday)  
04.00- 6.00 P.M

**Resource Persons:**

Mr. Rinku Sethi  
Dr. Sheel Nidhi Tripathi  
Dr. Rajneesh Kumar Pandey  
Mr. Karan Singh

**Registration Dates:**  
07.03.2022-to- 18.03.2022



**Module:**

- Introduction to Adobe Illustrator (4hrs)
- Drawing & Painting with Illustrator (3hrs)
- Creating 3D object, text and typing (3hrs)
- Clipping mask, Create outlines, templates and graphic style (2hrs)
- Introduction to motion graphics (4hrs)
- Case study of motion graphics video (4hrs)
- Introduction to Camera, 3D layers, Filters, Transition & Application of filters (10hrs)

For any queries related for the VAC Certification course, Please Feel Free to Contact  
Ms. Ritika Choudhary - VAC Coordinator Mob 9875602592

Poster/Flyer :

**Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)**

<http://www.facebook.com/tecniaofficial>  
<http://instagram.com/tecniaofficial>

**No. of Students\* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)**

193

| Batch   | No. of Students |
|---------|-----------------|
| Batch 1 | 60              |
| Batch 2 | 60              |
| Batch 3 | 60              |
| Batch 4 | 13              |

**No. of Faculty\* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)**

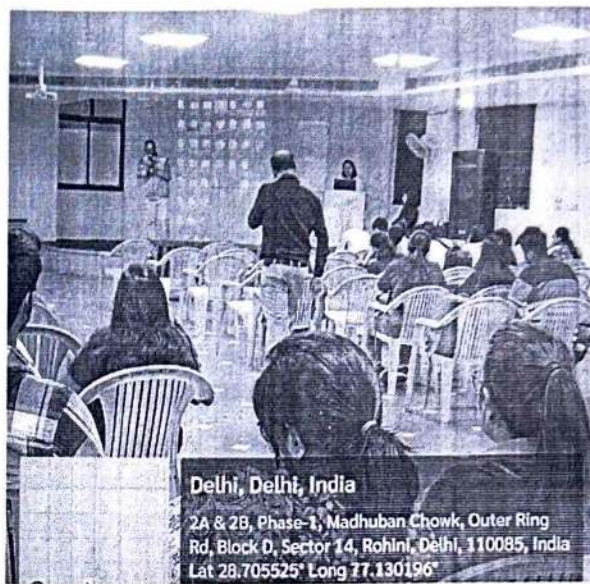
04

( Photograph\*





Delhi, Delhi, India  
2A & 2B, Phase-1, Madhuban Chowk, Outer Ring Rd, Block D, Sector 14, Rohini, Delhi, 110085, India  
Lat 28.705525° Long 77.130196°



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Students attending Communication & design session in MPH

Photographs

Report

There is an enormous need for qualified graduates and professionals with domain-specific skill sets in the current era of transition of Indian economy from manual to digital, from paper to paper less, from contact to contact less, along with technology-based infrastructure. To meet this demand, the Department of Journalism and Mass Communication at the Tecnia Institute of Advanced Studies (TIAS) has developed a Value-Added **Certificate Course in Visual communication and design** for all TIAS students. Students participated in value added course with great zeal.

The Certificate Course in Visual Communication &

Design was conducted at TIAS (Tecnia Institute of Advanced Studies) from 11/04/2022 to 23/07/2022 . The course aimed to provide students with the necessary skills and knowledge essential to become proficient in the values and skills required in Visual Communications and Design. The skills learnt by students in this course includes enhanced ability to conceptualize, develop and communicate design ideas. To better interpret graphical information and skills to combine communication with art and technology. The course outcome was positive, with students showing a significant improvement in their visual designing skills and knowledge, and several receiving recognitions for their work.

#### **Batch 1 Resource Person Profile**

**Mr. Rinku Sethi** is an accomplished educator with a wealth of experience in the field of Journalism and Mass Communication. Currently serving as an Assistant Professor at Tecnia Institute of Advanced Studies since 2020, he demonstrates a commitment to nurturing the next generation of media professionals. With a tenure that began in 2009, Mr. Sethi previously held the position of Additional Professor in the same department at Tecnia Institute of Advanced Studies until 2020. Mr. Sethi contributed to the educational landscape as a faculty member at Fairfield Institute of Management & Technology.

#### **Batch 2 Resource Person Profile**

**Dr. Sheel Nidhi Tripathi** is a distinguished faculty member at Tecnia Institute of Advanced Studies, affiliated with GGSIPU, specializing in Journalism and Mass Communication. With a profound understanding of the field, Dr. Tripathi brings a wealth of knowledge and expertise to his role. His dedication to academic excellence and passion for empowering students is evident through his commitment to nurturing the next generation of media professionals. With a focus on innovation and critical thinking, Dr. Tripathi inspires students to explore the dynamic landscape of journalism and mass communication. As a respected educator,

#### **Recourse Persons Profile**



researcher, and mentor, he plays a pivotal role in shaping the future of the media industry.

### Batch 3 Resource Person Profile

**Dr. Rajnesh Kumar Pandey**, Associate Professor. He has more than 6 years of academic experience. Dr. Rajnesh did his Ph.D. from Assam university Silchar. The research areas where he published research papers and chapter is Sports Journalism, Development Communication, New Media, Digital communication, and agriculture development in India and many more.

### Batch 4 Resource Person Profile

**Mr. Karan Singh** is an Assistant Professor specializing in Journalism & Mass Communication, Design & Graphics, with a focus on Hindi Journalism and Print Media. With a passion for both the artistry and technicalities of the field, he brings a unique blend of creativity and expertise to his role. As an educator, Mr. Singh is dedicated to equipping students with the skills and knowledge necessary to excel in the fast-paced world of media. His commitment to innovation and his keen understanding of industry trends make him an invaluable asset in shaping the future of journalism and mass communication. Through his guidance and mentorship, Mr. Singh empowers aspiring media professionals to realize their full potential and make meaningful contributions to the field.

Report Submitted by VAC Coordinator (write faculty coordinator name)

Ms. Ritika Choudhary

Ritika

Signature of VAC Coordinator

Dr. Vipul Pant  
Vipul  
HoD  
BA(JMC)-TIAS

Name and Signature of Department Head