

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) -105

COURSE NAME: Basics of Design and Graphics

LEARNING OBJECTIVES: This course will provide the learners the following:-

1. Understand the fundamental principles of design and graphics
2. Develop skills in using design software and tools
3. Apply design concepts to create visually appealing graphics
4. Evaluate the effectiveness of design elements in communication

PRE-REQUISITES:

- To have a basic understanding of visual communication.

COURSE OUTCOMES (COs): After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Understand the fundamental principles of design and graphics	BTL-2	PO1, PO4
CO2	Develop skills in using design software and tools	BTL-3	PO2, PO5
CO3	Apply design concepts to create visually appealing graphics	BTL-3	PO3, PO6
CO4	Evaluate the effectiveness of design elements in communication	BTL-5	PO4, PO7

Mapping of Course Outcomes to Program Outcomes: (Scale - 1: Low, 2: Medium, 3: High)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	1	1	2	1	1
CO2	3	3	2	3	2	2	2	2	1
CO3	3	2	2	2	1	1	2	1	1
CO4	2	2	2	3	2	3	1	2	2
Average	2.75	2.5	2	2.5	1.5	1.75	1.75	1.5	1.25


HoD
BA(JMC)-TIAS
HOD- Dept. of J&MC