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) -156
COURSE NAME: Design and Graphics Lab – II

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

1. Develop advanced skills in graphic design and visual communication
2. Gain hands-on experience with advanced design software and tools
3. Apply design principles to create professional-grade graphics
4. Evaluate the effectiveness of design elements in various media formats

PRE-REQUISITES: None

- To have completed Design and Graphics Lab – I or have equivalent knowledge.

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	Develop advanced skills in graphic design and visual communication	BTL-3	PO1, PO4
CO2	Gain hands-on experience with advanced design software and tools	BTL-4	PO2, PO5
CO3	Apply design principles to create professional-grade graphics	BTL-3	PO3, PO6
CO4	Evaluate the effectiveness of design elements in various media formats	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