

# 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 2024-25)

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

(Dec 2022): GGSIP University, Delhi

**COURSE CODE: BA(JMC) –DSC-105**

**COURSE NAME: DESIGN AND GRAPHICS**

**LEARNING OBJECTIVES:**

This course will provide the learners the following:-

1. Describe basics of Design and Graphics
2. Utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media

**PRE-REQUISITES:**

- Computer literacy.
- Ability to install graphic design software.
- Basic understanding of color and typography.
- Interest in design and visuals.
- Access to graphic design tools and learning resources.
- Basic knowledge of image and file formats.
- Attention to detail and a creative mindset.

**COURSE OUTCOMES (COS):**

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO
CO1	Explain the basics of Design & Graphics
CO2	Analyse various desktop publishing layout & their related designs.
CO3	Elaborate various visual designs.
CO4	Appraise contemporary printing methods in the context of emerging trends.
CO5	Elaborate the current trends in media through effective communication strategies.

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	1	1	1	1	1
CO2	3	2	3	1	1	1	1	1	1
CO3	3	2	2	1	1	1	1	1	1
CO4	1	1	2	1	1	3	1	2	1
CO5	2	3	2	1	1	2	1	1	1
Average	2.4	1.8	1.8	1	1	1.6	1	1.2	1