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-153
COURSE NAME: DESIGN AND GRAPHICS LAB

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Apply design principles, use layers and manipulate images.
2. Create a consistent layout, use typography, and optimize for print or digital.
3. Master filters, enhance photos, and maintain a natural look.
4. Layout understanding, manage multiple pages, and effectively organize content.

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	Apply photo editing skills for quality enhancement.
CO2	Apply photo editing skills for quality enhancement.
CO3	Make use of appropriate DTP software tools to create various layouts for several media platforms.
CO4	Design an e-newspaper, in a team, to demonstrate the design and graphics concepts.
CO5	Design a poster for any specified scenario.

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	2	1	1	1	1	1	1
CO2	3	2	2	1	1	1	1	1	1
CO3	2	3	3	1	1	1	1	1	1
CO4	3	3	2	2	2	2	1	1	1
CO5	2	2	2	1	1	1	1	1	1
Average	2.6	2.4	2.4	1.2	1.2	1.2	1	1	1