MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Bachelor of Arts (Honours) Visual Communication - 3rd Semester - Recommendations for modifications to the Course Outcomes and Course Content - Academic Council Resolution - Orders issued.

ACA 16

No. 7503/ACA 16/2025/MGU   Priyadarsini Hills,Dated: 12.08.2025

Read:-1. U.O. No. 5797/AC A16/2024/MGU, dated. 27.06.2024

2. Item No: OA 4/AC A16, of the minutes of the meeting of the Academic Council held on 04.07.2025.

ORDER

The syllabi of various Under Graduate Programmes coming under the MGU-UGP (Honours) Regulations, 2024, have been approved vide paper read as (1) above and published on the website of the University.

The Expert Committee on Multimedia, at its meeting, discussed the need to modify the Course Outcomes and Course Content of various courses in the Third Semester syllabus of the Bachelor of Arts (Honours) Visual Communication programme and has submitted recommendations for the same.(Recommendations are attached as Annexure.)

The said recommendations were placed before the Academic Council for consideration as Out of Agenda item as per the orders of the Vice Chancellor.

The Academic Council meeting, vide paper read as (2) above, has resolved to approve the recommendations of the Expert Committee on Multimedia.

Hence, the Course Outcomes and Course Content of the said courses in the Third Semester syllabus of the Bachelor of Arts (Honours) Visual Communication programme stands modified to this extent.

Orders are issued accordingly.

SUDHA MENON J

ASSISTANT REGISTRAR III

(ACADEMIC)

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For REGISTRAR

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1. PS to VC
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5. Convenor, Expert Committee, Multimedia
6. Tabulation, Academic Sections Concerned
7. AC C1/ AC C2 Sections
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File No: 64750/AC A16-2/2025/ACA 16.

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Section Officer

Annexure

Semester 3

Course Name : Graphic Design for Publication I

Course Code : MG3DSCVCN201

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units	Course Description	Hrs.	CO No. (Modified)	Page Number
1	1.1	No Change	No Change	No Change	41, 42
	1.2				
	1.3				
2	2.1				
	2.2				
3	3.1			3	
	3.2			No Change	
	3.3			4	
4	4.1			No Change	
	4.2			5	
	4.3			5	

Course Name : Introduction to Advertising

Course Code : MG3DSEVCN200

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No.	Page Number
1	Recall foundational concepts, key terminology, and the historical development of advertising.	K		

2	Explain the functions, objectives, and various forms of advertising in traditional and contemporary media.	U		
3	Apply core advertising principles to create basic ad content for print, broadcast, and online platforms.	A		
4	Analyse the psychological, social, and cultural factors that influence consumer behaviour in response to advertising.	An	No Change	45
5	Evaluate the changing patterns of consumer behaviour in the digital age and their impact on advertising strategies	E		

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units	Course Description	Hrs.	CO No. (Modified)	Page Number
1	1.1			1	
	1.2			1	
	1.3			1	
2	2.1			2	
	2.2			2	
	2.3			2	
	2.4			2	
	2.5			2	
3	3.1			3	
	3.2	No Change	No Change	3	45, 46
	3.3			3	
	3.4			3	
4	4.1			4	
	4.2			4	
	4.3			4	
	4.4			4	
	4.5			5	

Course Name : Scripting for New Media

Course Code : MG3DSEVCN201

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No.	Page Number
1	Recall the basic structure, elements, and formats used in scripting news stories across different media platforms.	K	No Change	49
2	Explain the essential qualities of a reporter and the role of ethical and responsible storytelling in media.	U		
3	Apply scripting techniques to create television news stories on a variety of current and relevant topics.	A		
4	Analyse the structure and components of radio programs to develop effective audio scripts for target audiences.	An		
5	Evaluate the relevance and impact of blogging in the digital media landscape and its role in personal and professional communication.	E		

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units	Course Description	Hrs.	CO No. (Modified)	Page Number
1	1.1	No Change	No Change	1	49, 50
	1.2			1	
	1.3			1	
	1.4			1	
2	2.1			1	
	2.2			2	

	2.3			2	
3	3.1			4	
	3.2			3	
	3.3	No Change	No Change	3	49, 50
4	4.1			5	
	4.2			5	
	4.3			2	

Course Name : Visual Effects Basics

Course Code : MG3DSCVCN202

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units		Course Description	Hrs.	CO No. (Modified)	Page Number
1	1.1					
	1.2					
	Existing	Modified			No Change	
	1.1 (Second one)	1.3				
2	2.1		No Change	No Change		53, 54
	2.2					
3	3.1					
	3.2				3, 4	
4	4.1				4, 5	
	4.2				4, 5	