

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Sandeep Kumar

Course BAMC , EVEN Semester

**Govt PG College, AmbalaCantt**

**Department of Mass Communication & Journalism**

**B.A. Mass Communication**

**PROGRAMME OUTCOMES**

On successful completion of the programme, the student will be able to:-

- PO1-** Acquire knowledge related to the discipline under study.
- PO2 -** Communicate and reflect effectively and efficiently on the issues related to the discipline.
- PO3-** Exhibit the professional skills and competencies acquired during the Programme of study.
- PO4-** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.
- PO5-** Explore, analyze and provide solutions to the problems related to the discipline and life.
- PO6 -** Develop exposure to actual working environment leading to employability and entrepreneurship.
- PO7-** Exhibit scientific & research capabilities in academic, professional and general life pursuits.
- PO8-** Recognize, appreciate and follow ethical issues relating to the discipline and Society

**Programme Specific Outcomes (PSOs)**

After completing the undergraduate programme, a learner will be able to:

- PSO1 -** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.
- PSO2 –** Learn communication and professional skills related to various fields of mass communication.
- PSO3 -** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.
- PSO4 -** Become ethically committed media professional adhering to the human values and the values of the Indian culture.
- PSO5 -** Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

**B23-JMC-204**  
**CC-M1**  
**INTRODUCTION TO GRAPHICS DESIGN**

**Time-3Hours**  
**TotalCredits-02**  
**Theory-35**  
**InternalAssessment-15**  
**TotalMarks-50**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q.No.1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO1: To understand basic concept of Graphic Design.

CLO2: To know about the level of colours.

CLO3: To develop ability to explore, discover and understand the fundamentals used in design.

CLO4: To enhance image editing by using design application.

UNIT	Topic	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Graphic Design: concept and scope</li> <li>• Types of Graphics: raster &amp; vector</li> <li>• Info-Graphics: concept and scope</li> <li>• Visual Perception</li> </ul>	<b>CLO1</b> <b>12</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Elements of Graphic Design</li> <li>• Colour: Concept and Uses</li> <li>• Colour Wheel: Concept &amp; Uses</li> <li>• Colour Psychology</li> </ul>	<b>CLO2</b> <b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Design Process</li> <li>• Principles of Design: Contrast, Balance, Emphasis, Proportion, Repetition, Rhythm, Unity</li> </ul>	<b>CLO3</b> <b>12</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• Interface of Photoshop</li> <li>• Editing Tools: Cropping, Resizing and Page-setup</li> <li>• Selection Tools: Types and Concept</li> <li>• Image Enhancement: Types and Concept</li> <li>• Retouching: Concept and use</li> </ul>	<b>CLO4</b> <b>12</b>

## **COURSE OBJECTIVES:**

- CLO1: Understand basic concept of Graphic Design
- CLO2: Know about the levels of colours
- CLO3: Develop ability to explore, discover and understand the fundamentals used in design
- CLO4: Enhance image editing by using design application.

## **COURSE Outcomes:**

- 1: Understand basic concept of Graphic Design
- 2: Know about the levels of colours
- 3: Develop ability to explore, discover and understand the fundamentals used in design
- 4: Enhance image editing by using design application.

**BAMC SEMESTER \_II\_ Introduction to Graphic Design**  
15-02-2024 to 20-05-2024

<b>Week 1</b>	GraphicDesign:conceptandscope, Typesof Graphics:raster&vector
<b>Week 2</b>	Info-Graphics:conceptandscope, VisualPerception
<b>Week 3</b>	Elementsof GraphicDesign,Colour:ConceptandUses
<b>Week 4</b>	ColourWheel:Concept&Uses, • ColourPsychology
<b>Week 5</b>	DesignProcess
<b>Week 6</b>	Principlesof Design:Contrast,Balance,Emphasis,Proportion,Repetition,Rhythm,
<b>Week 7</b>	HoliVacations
<b>Week 8</b>	InterfaceofPhotoshop
<b>Week 9</b>	EditingTools:Cropping,ResizingandPage-setup
<b>Week 10</b>	SelectionTools:TypesandConcept
<b>Week 11</b>	ImageEnhancement:TypesandConcept
<b>Week 12</b>	Retouching:Conceptanduse
	ExamStarts20-05-2024