

**J.J. College of Arts and Science (Autonomous), Pudukkottai**

**Programme Specific Outcomes (2023– 2024)**

**Department of Visual Communication**

| <b>B.Sc. Visual Communication USVC</b>                         |                                                                                                                                                     |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Upon Completion of the course students would be able to</b> |                                                                                                                                                     |
| PSO1                                                           | Understand the fundamental concepts in core and allied areas.                                                                                       |
| PSO2                                                           | Able to clearly communicate the content and context of their work visually, orally and in written form to the audiences.                            |
| PSO3                                                           | Exhibit contemporary knowledge in visual communication and students will be eligible for doing successful jobs in various sectors of media industry |
| PSO4                                                           | Pursue higher studies/jobs in various fields of visual communication.                                                                               |
| PSO5                                                           | Develop their competence to work and complement their creative knowledge in media industry                                                          |

**HEAD OF THE DEPARTMENT**

*[Signature]*  
**K. S. BHARATHIRAJA M.C.A., M.Phil., B.Ed.,**  
Assistant Professor and Head,  
Department of Visual Communication,  
J.J. College of Arts and Science (Autonomous)  
Pudukkottai - 622 422.

**PRINCIPAL**

*[Signature]*  
**Dr.J.PARASURAMAN, M.A., M.B.A., M.C.A.,**  
M.Phil., B.Ed., Ph.D.  
**PRINCIPAL**  
J.J. College of Arts and Science  
(Autonomous)  
J.J. Nagar, Sivapuram Post,  
PUDUKKOTTAI - 622 422

