

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD**

**COURSE DESCRIPTIONS**

Course title	VISUAL ART AND DESIGN
Category (Mention the appropriate category (a/b/c) in the course description.)	a. New course
Course code	BADCC302
Semester	V
Number of credits	5
Maximum intake	06
Day/Time	
Name of the teacher/s	Mr G Srikanth
Course description	<p>Include the following in the course description</p> <p>i) Overview of the course: The course provides a hands-on experience in understanding the importance of layouts and the differences in online and offline layouts.</p> <p>Basic software is taught to the students to help understand the nuances of designing newspaper stories both as stand alone stories and as part of enhancing the visual elements in story telling.</p> <p>ii) Objectives of the course in terms of Programme Specific Outcomes</p> <p>PO2 To learn the principles of design and page layouts.</p> <p>PO4 To explore and experience the software in writing, editing and publishing stories using visual medium only.</p> <p>PO5 To learn the skills required to make up pages, use colours, pictures for layout and design.</p> <p>iii) Learning outcomes— At the end of the course the student will be able to</p> <p>a) understand the different formats in writing and page layouts</p>

	<p>c) Will be able to independently handle making a page and designing it.</p> <p>d) become an entrepreneur to run his/her own website or online podcast or news portal.</p>
Course delivery	Experiential learning through practical and hands-on training
Evaluation scheme	<p>Internal (modes of evaluation): continuous evaluation</p> <p>End-semester (mode of evaluation): Final test</p>
Reading list	<p>Essential reading : Adobe Photoshop, In design -Basics for beginners</p> <p>Additional reading</p> <p>Youtubevideos :<a href="https://www.youtube.com/watch?v=RXRT3dHu6_o">https://www.youtube.com/watch?v=RXRT3dHu6_o</a></p>