



Jamal Mohamed College (Autonomous) Trichy

Media Production

B.Voc.

Students will be able to

- ✚ Explain the scope of Media and Entertainment, its meaning, significance, basics of advertising, graphic design, visual communication, media production with the sense of aesthetics.
- ✚ Create various art forms and develop as interactive designers, social media managers, motion graphics designers and managing events by way of effective transference of ideas.
- ✚ Discover and analyze visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas within a specific historical, cultural, and commercial context.
- ✚ Utilize professional equipment and techniques to capture images and video adhering to industry standards, analysis of visuals, adding visual effects, content creating for print, electronic, new media content by abiding to the media laws and ethics.
- ✚ Devise employment projection as media personnel, photographer, sound designer, social media manager, digital marketing manager, advertising agencies and any other position relevant to the field and/or pursue higher education.