PROGRAMME OUTCOMES

PO1: To develop the aptitude to use analytical, critical and profound thinking and exploration in visual communication.

PO2: Media studies and it's reproduce on moral and social responsibilities in scholars' professional life.

PO3: To gain self-confidence and knowledge in the distribution of project/research outputs in the fields of Media, Arts, Design, Film, Animation and Visual Effects.

PO4: Work creatively and responsibly as a distinct or leader or as a member of a team and in all the multidisciplinary situations.

PO5: To communicate effectively by written, oral, graphical and technical means and to have competency in visual languages

PO6: Independently reach and obtain knowledge, and develop gratitude of the need for continuous learning.

PO7: Apply knowledge of visual communication, film making, art history, theories and principles to traditional and digital drawing and design skills for relevant modern applied art markets.

PO8: To provide suitable basic understanding about Media and Art Education among the scholars and to develop language abilities of scholars to inculcate writing skills and Business correspondence.

PROGRAMME SPECIFIC OUTCOMES

PSO1: A better understanding on art, film making, photography, animation and communication elements and process

PSO2: Enable the scholars to handle still, video and different types of cameras

PSO3: Enable the students to use workstations, web designs and create graphic

PSO4: An enhanced understanding on film production and appreciation

PSO5: Enable the scholars to produce the mass media text as their own

COURSE OUTCOMES

SEMESTER I

MM1CRT01: ART AND VISUAL PERCEPTION I (THEORY)

CO1: To strengthen the artistic background of the student to a cognizable level.

CO2: To enlighten the student with the knowledge of recreation with memory and imagination.

CO3: To understand the nature and purpose of art.

CO4: To attempt the art of codification.

CO5: To understand the art and architecture of the origin.

MM1CRT02: INTRODUCTION TO COMMUNICATION (THEORY)

CO1: To introduce basic concepts of communication and its role in society

CO2: To introduce students to various processes and theories of communication

CO3: To introduce the students to basics of journalism and its role in society

CO4: To introduce different types of media their characteristics, merits and demerits

CO5: The students can understand various types of journalism and their importance

CO6: The units provide students an understanding of the importance of public opinion and role of journalism in framing it.

VC1CRP01: CRAFT FOR STILL IMAGE I (PRACTICAL)

CO1: Basic knowledge of image of image making using digital camera students will be introduced to basic DSLR camera features.

CO2: Understanding the camera exposure settings

CO3: To analyze and observe situations

CO4: To understand colour aspect of photography

CO5: To understand the texture and pattern of camera settings

VC1CRP02: VISUALIZATION AND ILLUSTRATION (PRACTICAL)

CO1: Developing drawing skills and Shading skills using Pencil and Colours.

CO2: Well knowledge in Human Anatomy and Constructive Drawings.

CO3: Develop aptitude in Indoor and Outdoor Sketching.

CO4: Well knowledge about Perspective Drawings.

SEMESTER II

MM2CRT05: ART AND VISUAL PERCEPTION II (THEORY)

CO1: To understand the growth of Art trough ages

CO2: To understand the classical theatrical forms

CO3: To understand the concept of Western art.

CO4: To understand the concept of Indian art.

CO5: To introduce the Islamic and Christian art of India.

VC2PRP01: MOTION PICTURE PHOTOGRAPHY (PROJECT)

CO1: To explore the principles, mechanism and aesthetics of videography.

CO2: To help students learn to use video as an effective form of communication.

CO3: To make students understand the importance of video making.

CO4: To understand the early attempts to perceive motion.

CO5: To understand the usage of the media equipment.

VC2CMP03: FUNDAMENTALS OF ANIMATION (PRACTICAL)

CO1: Students will be able to understand all the process in 2D Hand drawn Animation.

CO2: Students will learn to practice 2D Animation film making and different stages of 2D
      Animation.

CO3: Very good knowledge about Animation production pipeline.

VC2CRP04: GRAPHIC DESIGN I (PRACTICAL)

CO1: To provide the students the initial information on designing what is seen in a frame.

CO2: To understand the application of basic elements and principles in design

CO3: To understand designing in raster graphics application and also image editing or enhancing
      techniques.

SEMESTER III

VC3PRPO2: SOUND AND COMMUNICATION (PROJECT)

CO1: Physiology of Sound.

CO2: Sound recording.

CO3: Different types of sound in cinema.

CO4: Different components of sound sound.

VC3PRP03: SCREEN PLAY WRITING – CONTENT CREATION (PROJECT)

CO1: Writing for fiction

CO2: Story structure.

CO3: Unity of Time & space.

CO4: Visuals to technical methods.

CO5: Use of verbal expressions.

VC3CMT05: ADEVERTISING PAPER I (THEORY)

CO1: Advertising is the Best way to communicate to the customers.

CO2: Advertising helps informs the customers about the brands available in the market and the variety of products useful to them.

CO3: Teaches consumers about new products.

CO4: To understand PR and PR campaign

CO5: To explore the concepts and practice of advertising and public relations.

CO6: Create awareness of products & brands

VC3CRP06: PRINCIPLES OF VISUAL EDITING (PRACTICAL)

CO1: Create an awareness on the need of visual editing & the role of a visual editor

CO2: Create an awareness on time & continuity concepts

CO3: To identify different types of cables, connecters & different media formats

CO4: To Introduce a Non-Linear Editing Software (Adobe Premiere)

CO5: Editing using a video editing software

MM3PRP03: ELEMENTS OF DIRECTION (PROJECT)

CO1: Camera angles.

CO2: Sound perspective.

CO3: Scene construction.

CO4: Documentary films.

CO5: friction and non-friction

SEMESTER IV

VC4PRP04: ADVERTISING II (PROJECT)

CO1: To enable students to integrate the learning of various courses while conceptualizing,
  planning and producing campaigns in groups

CO2: Practical knowledge of advertising production areas

CO3: Creative process and the role of creativity in brand building

CO4: To understand different types of advertising

CO5: Developing creative skills

VC4PRP05: GRAPHIC DESIGN II (PRACTICAL)

CO1: understand the basic idea and advantages of Vector graphics in Graphic Designing

CO2: develop a professional skill in using Adobe Illustrator

CO3: understand the basic idea about Corporate Identity designs

CO4: study about designing creative logos in professional way

CO5: develop the skills in creating Digital Illustrations, Poem and Story Illustrations

CO6: ability to design various Publications, Journals etc.

CO7: To know about new trends and applications in Graphic Designing

VC4CRP07: DIGITAL 2D (PROJECT)

CO1: Students will be able to understand all the process in 2D Digital Animation.

CO2: Very good knowledge in 2D animation software and can create Cartoon Animations using
  Software.

CO3: Students will learn to practice 2D Animation film making and different stages of 2D

Animation.

CO4: Very good knowledge about Animation production pipeline.

MM4CMT13: MEDIA MANAGEMENT (THEORY)

CO1: Management concepts.

CO2: Quality of leadership.

CO3: Public relations.

CO4: Management theories.

CO5: Mass media impact.

VC4CRT13: MOVING IMAGES VISUAL COMMUNICATION (THEORY)

CO1: To introduce basic concepts of still images

CO2: To introduce students to various processes and theories of new wave cinema, experimental films and intellectual entertainment

SEMESTER V

CO5CRT15: ENVIRONMENTAL STUDIES AND HUMAN RIGHTS (THEORY)

CO1: understand the importance of environmental resources and energy sources its need for conservation allocation

CO2: to identify the environmental issues and learn how to reduce these issues

CO3: understanding about sound pollution and its effect.

CO4: develop a knowledge to students about media management.

CO5: create an awareness on human rights, it helps the students socially committed and upright

VC5CMP14: VISUAL EFFECTS (PRACTICAL)

CO1: Compositing.

CO2: Key frames.

CO3: Chromo key.

CO4: Effects from software.

CO5: Tracking motion

VC5PRP06: TELEVISION PRODUCTION (PROJECT)

CO1: Video systems.

CO2: Programme Structure.

CO3: Studio floors ideas.

CO4: Basic lighting methods.

CO5: Script writing for Television

MM5CMP15: 3D ANIMATION STUDIO (PRACTICAL)

CO1: Students will get an insight in animation production, especially in 3D Modelling.

CO2: Students will learn to practice animation film making in a different perspective.

CO3: Understand the various trends 3D Set Designing.

VC6PRP07: CREATIVE PAINTING

CO1: This course is intended to provide the student an understanding of different painting techniques. To develop the knowledge and skill in creative painting through various exercises.

SEMESTER VI

INTERNSHIP

CO1: To acquire practical industry based experience.

VC6PRP07: ADVERTISING PROJECT

CO1: Creative process and the role of creativity in brand building

CO2: To understand different types of advertising

CO3: Developing creative skills

CO4: Advertising is the Best way to communicate to the customers.

MM6PRP07: ENG PRODUCTION (PROJECT)

CO1: Television production

CO2: Camera techniques.

CO3: News reading.

CO4: Gestures and speech.

CO5: teleprompter.

VC6PRP08: ANIMATION/GRAPHIC DESIGN PROJECT (PROJECT)

CO1: A short brief about branding.

CO2: The visual tool of brand is a unique logo.

CO3: Brand Promotional Designs.

CO4: Visualization of Design.

CO5: Different promotional elements for a selected Brand.

CHOICE BASED COURSE (VIDEO PROJECT)

CO1: To provide the students with the fulfilment of the process of study through a graduation
       film presentation.

VC2PRP01: ANALYSIS OF A FICTION / NON FICTION FILM (PROJECT)

CO1: To understand the major film theories.

CO2: To understand the art of watching.

CO3: To understand the use of technology fir artistic purpose.

CO4: To understand the aspects of story structure.

CO5: To understand the contribution of the crew members.