



B. A MULTIMEDIA

PROGRAMME OUTCOMES

PO1: The programme will give students the capacity to observe events, gather information, write news reports and News releases, report on events, and edit other people's writings.

PO2: Will develop the ability to comprehend the media basically and perceive how media shapes and is formed by legislative issues, society, culture, financial matters and everyday lives.

PO3: Students will make the capacity to perceive the power of persuasion and ethical responsibilities of communicators in communication at all levels.

PO4: The programme will make an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.

PO5: Students will obtain a significant knowledge on crucial and propelled parts of Visual Communication.

PO6: The programme provides knowledge in top to bottom information on pre- production, production and post-production process in Film Making.

PROGRAMME SPECIFIC OUTCOMES

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

PSO2: Students will gain capability in studio techniques such as Photography, Autography and Videography.

PSO3: Grasp the major ideas of Documentary Film Making.

PSO4: Gain knowledge into the various aspects of script writing, direction and editing.

PSO5: Assimilate specialized abilities on photography, cinematography, sound editing and video Editing, 2D &3D Animation and Dubbing.



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: INTRODUCTIONS 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.

MM1CRP03: STILL PHOTOGRAPHY (PRACTICAL)

- CO1: Basic knowledge 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 color aspect of photography
- CO5: To understand the texture and pattern of camera settings

MM1CMP04: BASIC DRAWING TECHNIQUES (PRACTICAL)

- CO1: understand the basic skills and qualities needs for an artist
- CO2: acquire the skill of make drawing from observation to reality



CO3: understand the importance of perspective in drawing.

CO4: develop the skill of creating story boards for films, advertisement and animations

CO5: create and develop Cartoon characters for animations

CO6: develop the skill for drawing humane characters with dynamics and rhythm

SEMESTER II

MM2CRT05: ART AND VISUAL PERCEPTION II (THEORY)

CO1: To understand the growth of Art through ages

CO2: To understand the classical theatrical forms

CO3: To understand the concept of Western art.

CO4: To understand the concept of Indian art. To introduce the Islamic and Christian art of India

MM2CRP06: ADVANCED PHOTOGRAPHY (PRACTICAL)

CO1: Encourage students to study and develop independently in the major areas of advanced photography

CO2: To understand different flashlights

CO3: Basic knowledge of lighting

CO4: Introduction to using different filters

CO5: Experience the indoor and outdoor photography

MM2CMP07: MEDIA AND ACTOR: TRAINING FOR ACTING (PRACTICAL)

CO1: Art of Acting.

CO2: Stanislavsky System (Method Acting).

CO3: Story Telling.

CO4: spontaneous reaction.

CO5: Tracking motion.

MM2CRT08: STUDY OF FICTION (THEORY)

CO1: To provide the students the insight into the various aspects of literary expression

CO2: To understand the formulation of fiction



CO3: To understand the art of dramatic writing

CO4: To understand the aspects and structure of modern short story.

CO5: To understand the relation between fiction and life.

SEMESTER III

MM3PRP01: VIDEOGRAPHY (PROJECT)

CO1: To know the history and identify the basic features of a video camera

CO2: To learn the video camera operations

CO3: To learn the image composition

CO4: To learn how to make a scene through shots

CO5: To learn how to 2minute continuous sequence

MM3CRT09: AUDIOGRAPHY I (THEORY)

CO1: Basic knowledge of sound.

CO2: Frequency perception.

CO3: Acoustic transducers.

CO4: Digital recording.

CO5: Public and community radio broadcast

MM3CMP10: INTRODUCTION TO GRAPHIC DESIGN-I (PRACTICAL)

CO1: develop the creativity and skill for designing

CO2: understand the basic elements and principles in design

CO3: acquire the sense of using colors in a design

CO4: understand and develop the skills using text in design in professional style

CO5: develop the skills in raster designing software, Adobe Photoshop

CO6: ability to work professionals designing firms in industry

CO7: develop the skill for creating various designs like Posters, Advertisements, Corporate

Identity Designs and Branding in professional way

CO8: To know about new trends and applications in Graphic Designing



MM3PRP02: SCRIPT WRITING (PROJECT)

CO1: Visual writing

CO2: Differences with a theatre play and film.

CO3: Factors for writing a shooting script.

CO4: visual storytelling.

CO5: Designing and composing the frame.

MM3PRP03: ELEMENTS OF DIRECTION (PROJECT)

CO1: Camera angles.

CO2: Sound perspective.

CO3: Scene construction.

CO4: Documentary films.

CO5: friction and non-friction.

SEMESTER IV

MM4CRP11: EDITING PRINCIPLES (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, connectors & different media formats

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

CO5: Editing using a video editing software

MM4CRP12: AUDIOGRAPHY II (PRACTICAL)

CO1: Basic knowledge of sound.

CO2: Frequency perception.

CO3: Characteristics of Cables.

CO4: Equipment Operation Techniques.

CO5: Public and community radio broadcast.



MM4PRP04: ART OF STORYBOARDING (PROJECT)

CO1: To introduce basic concepts of storyboarding and the process of storytelling.

CO2: To introduce students to various processes and theories of Image composition.

MM4CMT13: MEDIA MANAGEMENT (THEORY)

CO1: Management concepts.

CO2: Quality of leadership.

CO3: Public relations.

CO4: Management theories.

CO5: Mass media impact.

MM4CMP14: INTRODUCTION TO 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

SEMESTER V

AG5CRT14: 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.



MM5CMP15: 3D 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.

MM5CMT16: SCENIC DESIGN I (THEORY)

CO1: Importance of set design

CO2: Knowledge about architecture

CO3: Create an awareness of Indian culture

CO4: Cinema and television set design

CO5: Give awareness of theatre and Stages

MM5PRP05: ELECTRONIC JOURNALISM (PROJECT)

CO1: To provide the students with the basic requirements of electronic journalism.

CO2: To understand the writing for Television and Radio

CO3: To understand the fundamentals of Communication medium.

CO4: To understand the features of Broadcasting

CO5: To understand the ethics in news casting.

MM50PP1.2: 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

MM60JP01: INTERNSHIP

CO1: To acquire practical industry-based experience

MM6PRP06: SCENIC DESIGN II (PROJECT)

CO1: To introduce the fundamental principles inherent to scenic design for the theatre, including collaboration, accommodation of creative expression and literary values, integration of



form and function, and the elicitation of emotional, intellectual and aesthetic response

CO2: To introduce the fundamental design processes inherent to scenic design for the theatre, including: script analysis, planning, period and style research, graphic communication and expression ideas or concepts.

CO3: Well knowledge of the principles of modern scene design for the theatre

MM6PRP08: 3D VISUALIZATION / DESIGN PROJECT

CO1: 3D Modelling Artist, 3D Visualizer

CO2: Graphic Designer

MM6CBP1.1: CHOICE BASED COURSE (VIDEO PROJECT)

CO1: Create an awareness on the different stages of Pre-production

CO2: To make a shooting plan

CO3: To prepare a production schedule

CO4: To prepare continuity log sheet, ok shot list etc.

CO5: Prepare a five-minute video project

MM6PRP09: 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 for artistic purpose.

CO4: To understand the aspects of story structure.

CO5: To understand the contribution of the crew members.