Bachelor of Arts (Honours) in Communication Design

Programme Outcomes (POs)

PO1. Demonstrate a deep, comprehensive, and coherent understanding of theoretical frameworks and concepts of the chosen discipline, its different learning areas and application to ideate, develop, and propose new, unique, and viable concepts and products, strategies, and solutions.

PO2. Demonstrate communication skills required to articulate thoughts and ideas clearly/effectively to specialists and non-specialists using verbal and non-verbal communication.

PO3. Apply appropriate methodologies to explore, critically analyse, and synthesize theory and concepts of the chosen discipline; apply relevant knowledge and skills to seek functional and aesthetical aspects of outcomes and creative solutions to problems that emerge from the relevant field.

PO4. Use the information and appropriate technologies to research, plan, execute, critically evaluate, and communicate the results/findings of the research as it relates to the chosen field.

PO5. Apply and demonstrate the knowledge of new/emerging technologies and ICT tools in the execution of a project to combine technical proficiency with original and innovative thinking in a creative environment.

PO6. Develop the ability to work in a team with a forward-thinking ability in an efficient manner and acquire leadership principles and attitude.

PO7. Develop the ability to embrace moral/ethical/sustainable values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism.

PO8. Develop a high level of professional and transferable skills in order to maximize employment, further education and career-long development opportunities. Influence and enhance the learning experience of students as they prepare to enter the ever-evolving and challenging world of their chosen discipline.

Programme Specific Outcomes (PSOs)

PSO1. Apply deep, comprehensive and diagnostic understanding of theoretical frameworks and concepts of Fashion & Lifestyle Design theory and practice to ideate, develop and propose new, unique and viable design concepts and products, strategies and solutions.

PSO2. Explore and critically analyze and synthesize theories and concepts of the functions and aesthetic aspects of design solutions, materials of Fashion and their end use; current and future lifestyle and market trends; historical and contemporary issues related to global and local environments; user requirements; and quality standards as per the norms of professional practice within the Fashion and Lifestyle industry.

Course Outcomes (COs)

Semester	Course Code	Course Name	Course Outcomes (COs)
I	**20BAHCD1C03**	**Design Theory and Context**	**CO1:** Demonstrate a critical understanding of the design process and the visual language of design. **CO2:** Demonstrate research skills. **CO3:** Demonstrate the ability to analyses and contextualize research findings by gathering visual source material and recording ideas as a means of communication. **CO4:** Organize Visually communicate ideas and concepts using various industry standard media.
	20BCD103T	**Visual communication**	**CO1:** Demonstrate an understanding of the process involved in the development of idea, concept and design. **CO2:** Identify the cultural scenario of society and how visual are influence in it. **CO3:** Understanding visual communication as cultural making. **CO4:** Demonstrate the ability to analyse and contextualise research findings by gathering visual source material and recording ideas as a means of communication. **CO5:** Demonstrate critical and innovative thinking.
	20BAHCD1C02	**Introduction to art practice**	**CO1:** Design a fully consolidated output that justifies the story, thematic, illustration and narrative devices. **CO2:** Illustrate developed stories into pictorial forms, using visualisation techniques and clear conceptualization. **CO3:** Identify the structure and development of stories along with the classification of narrative techniques **CO4:** Tell stories from memory and experience and take inspiration from them to make creative work.

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	20BAHCD1G42	**Creative Technology and Practices**	**CO1:** Students would be able to understand and familiarize themselves with different concepts and definitions of new media, new media terminology, theory and vocabulary. **CO2:** Students would be able to understand the basic elements of New media technology and its usage in media creation. **CO3:** Students would be able to discuss, explain the theories and relations between the old Media, and new media applications successfully. **CO4:** Students would be able to critically evaluate the power of new media, also be able to probe and acquaint themselves with the process of new media function, convergence and content formation. **CO5:** Students would be able to create, design and publish digital content for social media/new media.
	20BAHCD1G42 L	**Creative Technology & Practices - Lab**	**CO1:** Demonstrate an in-depth understanding of specific digital technologies and software. **CO2:** Understand the opportunities presented by combining multiple software and techniques. **CO3:** Demonstrate professional competence in communicating a conveying a complex visual narrative **CO4:** Demonstrate effective time and project management. **CO5:** Read, understand and communicate in the language of design

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II	20BAHCD2G42	**Product and Cultural Study**	**CO1:** Students would be able to understand and familiarize themselves with the basics of culture, sub-culture in general and understanding the complex cultural elements of India particularly. **CO2:** Students would be able to apply the elements of culture, sub-culture, and product ideas and their conceptual work process in a cohesive manner. **CO3:** Students would be able to analyse the key skills, theories and relations while working on the pre-production, production and marketing of the cultural product. **CO4:** Students would be able to explore and synthesise the culture product domain which includes design process tools and techniques, the relation between culture and conceptual culture product, research methods and methodology. **CO5:** Students would be able to evaluate all the ideas and would be able to create a new cultural product in a digital environment.
	20BAHCD2C03	**Application of Digital Technology**	**CO1:** Reproduce the concept of Visualisation, Design,Animation and the tools, skills and terminologies required in the process of creating a promotional campaign in line with different industries. **CO2:** Infer various creative and technical concepts that are required in developing a Photorealistic Output in line with a chosen industry. **CO3:** Apply creative and technical concepts along with design thinking approach while generating project ideas and their feasibility in line with the chosen industry and design problem. CO4: Design a Product with use of project management skills, technical skills and other management skills while working on different stages of the project. CO5: Test out your product by presenting your solution for Industrial Evaluation.

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	20BAHCD2C02	**Understanding Visual Research**	**CO1:** Design assigned work collaboratively by identifying and fulfilling roles within a team to produce resolved outcomes that demonstrate perseverance and commitment to ideas. **CO2:** illustrate investigative and analytical skills in the body of work produced with visual and conceptual clarity. **CO3:** Identify the role of art and its influence on art, culture, politics, social thinking and industry in graphic design and visual communication **CO4:** Discover the value of primary and secondary visual sources and associated techniques **CO5:** Design assigned work collaboratively by identifying and fulfilling roles within a team to produce resolved outcomes that demonstrate perseverance and commitment to ideas.
III	20BAHCD3C01	**COMMUNICATION AND MEDIA PRODUCTION**	**CO1:** Reproduce the concept of Visualization, Design, Animation and the tools, skills and terminologies required in the process of creating a promotional campaign in line with different industries. **CO2:** Infer various creative and technical concepts that are required in developing a Photorealistic Output in line with a chosen industry. **CO3:** Apply creative and technical concepts along with design thinking approach while generating project ideas and their feasibility in line with the chosen industry and design problem. **CO4:** Design a Product with use of project management skills, technical skills and other management skills while working on different stages of the project. **CO5:** Test out your product by presenting your solution for Industrial Evaluation.

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	20BAHCD3C02	**DEVELOPING VISUAL NARRATIVE**	**CO1:** Design a fully consolidated output that justifies the story, thematic, illustration and narrative devices. **CO2:** Illustrate developed stories into pictorial forms, using visualization techniques and clear conceptualization. **CO3:** Identify the structure and development of stories along with the classification of narrative techniques **CO4:** Tell stories from memory and experience and take inspiration from them to make creative work **CO5:** Experiment and integrate creative concepts, images, color and type in the development of the design
	20BAHCD3C03	**INTELLECTUAL PROPERTY AND COPYRIGHT**	**CO1:** Design a fully consolidated output that justifies the story, thematic, illustration and narrative devices. **CO2:** Illustrate developed stories into pictorial forms, using visualization techniques and clear conceptualization. **CO3:** Identify the structure and development of stories along with the classification of narrative techniques. **CO4:** Tell stories from memory and experience and take inspiration from them to make creative work. **CO 5:** Demonstrate with products and ask the student to identify the different types of IPR's.
	20BAHCD3C04	**INDIAN AESTHETICS**	**CO1:** Appraise attributes of various art and aesthetics from Indian art. **CO2:** Interpret various kinds of art principles and aesthetics. **CO3:** Demonstrate the fundamental knowledge of aesthetics and be able to place an aesthetical product in its Historical context. **CO4:** Identify the significant movements, innovations, and figures in India cultural history. **CO 5:** Understand some of the Indian aesthetic theories in a comparative context with respect to Western theories

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	20BAHCD3D15L	**BRANDING**	**CO1:** Define the concept of Branding and the tools, skills and terminologies required in the process of starting a new Brand in line with different industries. **CO2:** Distinguish various creative and technical concepts that are required in developing a Professional Design in line with a chosen industry. **CO3:** Classify creative and technical concepts along with design thinking approach while generating project ideas and their feasibility in line with the chosen industry and design problem. **CO4:** Design a Brand with use of project management skills, technical skills and other management skills while working on different stages of the project. **CO 5:** Propose out your Brand and present for Industrial Evaluation
	20BAHCD3D35L	**CREATING GAME ASSETS**	**CO1:** Identify genre specific game asset requirement. **CO2:** Breakdown the high poly asset for low poly game ready assets. **CO3:** Assess the significance of UV space optimization and texture set. **CO4:** Outline the types of game ready assets. **CO 5:** Describe the impact of optimization of assets on game performance
	20BAHCD3D55L	**INTRODUCTION TO OBSERVARTIONAL IMAGE CAPTURING TECHNIQUES**	**CO1:** Distinguish: Students will be able to use a variety of brainstorming techniques to generate novel ideas of value to solve problems. **CO2:** Compose: Students will have sufficient mastery of one or more tools to complete the technical and formal challenges pertinent to a body of original work. **CO3**: Illustrate: Students will be able to clearly communicate the content and context of their work visually, orally and in writing. **CO4:** Support: Students will be able to work independently or collaboratively to achieve stated goals.

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	20BAHCD3D65L	**UI-UX THEORY AND PRACTICE**	**CO1:** Understand the definition and principles of UI/UX Design in order to design with intention. **CO2:** Achieve a deep understanding of the entire life-cycle of design—the process, purpose, and tools. **CO3:** Learn the HCI (human-computer interaction) and the psychology behind user decision-making. **CO4:** Discover the industry-standard tools and specific project deliverables in UI/UX.
	20BAHCD3D75L	**CGI - TECHNIQUES**	**CO1:** Describe physical laws behind dynamics and its implementation in CG environment. **CO2:** Demonstrate · The knowledge in different types of emitters and particles for fluid simulation. **CO3:** Experiment with Dynamic bodies based on physics and their collisions. **CO4:** Assess of post-production processes and be able to discern and determine appropriate technologies to accomplish desired outcomes. **CO 5:** Produce work that demonstrates a critical understanding of the role of 3D special effects, Compositing and the way it is used effectively to enhance a visual experience.
	20PSYDGE07	**PSYCHOLOGY**	**CO1:** To develop an understanding of the influence of behavior, cognition, sub-cognition and the environment on the bodily system and how the body and brain contribute to motivation. **CO2:** To develop an understanding of the scientific aspect behind the mind and behavior. **CO3:** To enable the students to analyze and understand mental processes, brain functions behind a behavior and attitude. **CO4:** To enable the students to analyze and understand different personality types and what mental processes contribute; and finally, how material incentives, goals, and their mental representations motivate individuals. **CO 5:** To make a foundation on experience of emotions and how they impact the interpersonal, intrapersonal and social culture.

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IV	20BAHCD4C01	**PROJECT MANAGEMENT**	**CO1:** Critically review the project phases, processes, tools and techniques and the broader environment in which projects take place. **CO2:** Critically evaluate the project objectives of cost, quality and time and the trade−offs and interaction between these objectives. **CO3:** Evaluate the relationship between change management and project management and be able to establish a change management process. **CO4:** Develop a broad outline for a case project, a Project Plan. **CO 5:** Understand describe the nature of a project and its life cycles
	20BAHCD4C02L	**STORYTELLING AND COMMUNICATION MEDIUMS**	**CO1:** Develop a Graphic narrative by utilizing the possibilities of visual communication mediums. **CO2:** Experiment with formal aspects of Different artistic styles and movements while image-making. **CO3:** Illustrate a story from written or oral to visual format by using elements in art practice **CO4:** Find the structure and format of written or oral narratives **CO 5:** Identify story ideas ("what's the angle?") and the best media formats to convey them
	20BAHCD4D14L	**ONLINE ADVERTISING AND SOCIAL MEDIA**	**CO1:** Define the concept of online Branding and social media tools, skills and terminologies required in the process of starting strategy in line with different industries **CO2:** Distinguish Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics. **CO3:** Classify Recognize Key Performance Indicators tied to any digital marketing program **CO4:** Design Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing. **CO 5:** Propose Develop a digital marketing plan that will address common marketing challenges.

Semester	Course Code	Course Name	Course Outcomes (COs)
	20BAHCD4D24L	**3D CHARACTER CONTROLS AND MOTION DEVELOPMENT**	**CO1:** Relate animation sequences that embody the basic principles of the industry. Use storytelling skills to create, develop and execute animated sequences. **CO2:** Describe hand-drawn or computer-generated drawings using the basic principles of art, design, and composition. **CO3**: Apply performance theory to create animation. Create Layout and backgrounds in composition, perspective, and color. **CO4**: Experiment different tools and technologies to create, capture, and animate elements. **CO 5:** Organize out your animation project for Industrial Evaluation
	20BAHCD4D54L	**INTERACTIVE MEDIA GRAPHICS**	**CO1:** Design any website work on any mobile device, no matter the design and layout **CO2:** Evaluate Make decisions regarding your choices, ability to code a variety of websites with HTML, CSS, WordPress, and other tools **CO3:** Illustrate uses well-established website components and layout patterns in order to come up with professional-looking designs. **CO4:** Identify Important developer skills such as reading documentation, fixing code errors on your own, and using professional web development tools. **CO5:** Appreciate different forms of responsive design technique.
	20BAHCD4D64L	**UI - UX WEB DESIGN AND DEVELOPMENT**	**CO1:** Understand the User Experience and Information Architecture document for a web site. **CO2:** Be familiar with different web design theories and understand web terminology. **CO3:** To create Web applications using tools and techniques used in industry. **CO4:** Plan, develop, implement, and resolve ethical issues involved in creating and publishing a web site. **CO 5:** Create a fully functioning website with research, planning.

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	20BAHCD4S08	**DESIGN THINKING AND CONTEXTUAL APPLICATION**	**CO1:** Understanding of the Design Process and how it can be applied in a variety of business settings. **CO2:** Research and analyzing the unique needs of a company around specific challenges. **CO3:** Learn to develop and test innovative ideas through a rapid iteration cycle. **CO4:** Design a Product with use of project management skills, technical skills and other management skills while working on different stages of the project **CO 5:** Create physical prototypes / a visual representation of an idea
V	20BAHCD5D15L	**BROADCAST ADVERTISING**	**CO1 :** Students would be able to understand the development of Broadcast Media. Impart knowledge about the concepts and methods of Advertising & Public Relations. **CO2:** To learn to write in Broadcast Format conforming to the ethical and practical principles that guide it. **CO3:** To briefly introduce the concepts of Convergence, Social Media & Online Advertising. **CO4:** Students would be able to create, design and publish digital content for social media/new media. **CO5:** Provide students with an understanding of the discipline of account planning and strategy development, and advertising research methods.
	20BAHCD5C01L	**COLLABORATIVE PROJECT**	**CO1:** Communicating with team members and making significant contributions. **CO2:** Create innovative solutions to given problems **CO3:** fundamental processes related to managing projects from initiation through planning, execution, and closing **CO4:** Principles, tools, and methods used in project management. **CO5:** Understand the multidisciplinary fields.

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	20BAHCD5D25L	PROJECT DEVELOPMENT FOR ANIMATION	**CO1:** Reproduce the techniques of Animation in different mediums **CO2:** Infer various creative and technical concepts that are required in developing an Animation Project in line with a chosen industry **CO3:** Apply creative and technical concepts along with design thinking approach while generating project ideas and their feasibility in line with the chosen industry and design problem **CO4:** Design a project with use of project management skills, technical skills and other management skills while working on different stages of the project **CO5:** Test out your product by printing it in 3D and present for Industrial Evaluation
	20BAHCD5C02	**RESEARCH COMPONENT**	**CO1:** Develop and implement an advanced original research or creative project **CO2:** Learn to understand and critically evaluate theories, practices, and/or research on a chosen topic by conducting a thorough literature review and submitting a written integrative, critical summary of the current literature. **CO3:** Develop advanced discipline-relevant skills and competencies including **CO4:** Understanding and applying Research Methodology for various design research needs.
	20BAHCD5S06L	**Creative intervention**	**CO1:** Understanding of historical and contemporary practice in the area of intervention focused new media art **CO2:** An advanced level of competence in applying contextually relevant media to a chosen location/platform and Demonstrate autonomous working practices and willingness to work in a collaborative environment **CO3:** Criticize creative, technical and/or conceptual choices regarding your decisions in the execution of the exhibit **CO4:** Composition of the works and Show through critical reflection how your research has informed your practice and outputs

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	20BAHCD5D75L	**ADVANCE VFX COMPILING TECHNIQUES**	**CO1:** Describe physical laws behind dynamics and its implementation in CG environment. **CO2:** Demonstrate · The knowledge in different types of emitters and particles for fluid simulation **CO3:** Experiment with Dynamic bodies based on physics and their collisions **CO4:** Assess of post-production processes and be able to discern and determine appropriate technologies to accomplish desired outcomes **CO5:** Produce work that demonstrates a critical understanding of the role of 3D special effects, Compositing and the way it is used to effectively to enhance a visual experience
	20BAHCD5D74L	**ON SET SHOOT EXPERIENCE**	**CO1:** Describe physical laws behind dynamics and its implementation in CG environment. **CO2:** Demonstrate · The knowledge in different types of emitters and particles for fluid simulation **CO3:** Experiment with Dynamic bodies based on physics and their collisions **CO4:** Assess of post-production processes and be able to discern and determine appropriate technologies to accomplish desired outcomes **CO5:** Produce work that demonstrates a critical understanding of the role of 3D special effects, Compositing and the way it is used to effectively to enhance a visual experience
	20BAHCD5D34L	**3D Game Design and Development Practice**	**CO1:** Identify the concepts of the game engine. **CO2:** Breakdown the full finished using the game engine **CO3:** Assess the significance of level designings **CO4:** Outline the publishing the game **CO5:** Describe the impact of optimization of games on other platform performance
	20BAHCD5D35L	**Virtual Studio**	**CO1:** Identify genres based on the mechin games. **CO2:** Breakdown the VR and AR games for the multiplayer **CO3:** Assess the optimization for the mobile and PC **CO4:** Outline the VR and AR game in other genres **CO5:** Describe the impact of optimization of game performance

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	20BAHCD5D65L	**UI – UX MOBILE APPS**	**CO1:** Understand the definition, difference, and similarities of user experience and usability and apply these to design, research, and testing practices in field of interaction design for digital interfaces. **CO2:** Practice a sketching session for an existing website or mobile application of your choice. Start with sketching on a whiteboard or your notebook. **CO3:** Learn Adobe XD/Figma to create wireframes/prototypes **CO4:** Undertake individual assignments and select readings to help students reflect on their experience and help assess for the class learning objectives. **CO5:** Test assumptions and prototype potential design solutions while creating professional goals.
	20BAHCD5D64L	**UI – UX TECHNOLOGY IN HUMAN CONTEXT**	**CO1:** Develop skills, to learn the blending of multiple software to develop a particular outcome, which will be linked to further process of production **CO2:** Be able to enhance their technical skills further by developing an interactive application, with effective implementation of UI and UX design. **CO3:** Gain knowledge and understanding various theories such as cognitive psychology, information architecture and content strategy. **CO4:** Be exposed to different industrial practices when working on large scale projects
VI	20BAHCD6C01L	CREATIVE PROJECT	**CO1:** Choose a concept to explore its potential through progressive learning. **CO2:** Demonstrate The acquired knowledge through practical outcomes. **CO3:** Experiment with the tools and techniques that has been taught **CO4:** Assess the working processes and be able to discern and determine appropriate technologies to accomplish desired outcomes. **CO5:** Produce work that demonstrates a critical understanding of the role of appropriate technologies and techniques

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	20BAHCD6C02L	PROFESSIONAL PRACTICE - INTERNSHIP	**CO1:** Choose a concept to explore its potential through progressive learning. **CO2:** Demonstrate The acquired knowledge through practical outcomes. **CO3:** Experiment with the tools and techniques that has been taught **CO4:** Assess the working processes and be able to discern and determine appropriate technologies to accomplish desired outcomes. **CO5:** Produce work that demonstrates a critical understanding of the role of appropriate technologies and techniques
	21PC4ED68	PCL 4 - RESEARCH AND ENTREPRENEURSHIP PROJECT	**CO1:** Choose a concept involving the latest tools and techniques to work on. **CO2:** Demonstrate · clearly show the results by giving proof or evidence. **CO3:** Experiment to conduct experiment with the toolset involving arts and science. **CO4:** Assess considers the potential magnitude of change which will result from the nature of a proposed development and its potential visibility. **CO5:** Produce work to demonstrates a critical understanding of the chosen concept
	20BAHCD6S04L	PORTFOLIO DEVELOPMENT	**CO1:** Arrange and refine projects for inclusion in a design portfolio. **CO2:** Identify industry requirements for employment. **CO3:** Identify current events, skills, attitudes and behaviors pertinent to the industry **CO4:** Create a presentation portfolio. **CO5:** Learn Presentation techniques.