

## **Master of Arts (Communication Design)**

### **Programme Outcomes (POs)**

- PO1. **Critical Reasoning and Problem Solving:** The potential to actively and ingeniously conceptualize, examine and assess beliefs and ideas and how it relates to contemporary issues and debates in a local and an international design context by illustrating to them at an early stage in their professional design career the importance of their chosen subject to the wellbeing of society.
- PO2. **Creativity and Design:** Explore and envision state-of-art creative designs to exceed the evolving needs of the contemporary world.
- PO3. **Technical Knowledge:** Master the skills and techniques to apply them for effective reproduction of ideas into final form as a solution to solve the ever-evolving needs.
- PO4. **Software and Technology:** Recognize and execute new technologies and tools for development of concepts, to combine technical proficiency with original and innovative thinking in a digital environment.
- PO5. **Organized Planning and Management:** To be able to manage projects efficiently and effectively as an individual, team member or leader of the team. To nurture individual creativity and originality, foster an understanding of professional design practice.
- PO6. **Communication:** Express the thoughts effectively through Verbal and Non-Verbal communication and prepare graduates for a career in the emerging creative industries.
- PO7. **Learning:** Enable graduates to develop a high level of professional and transferable skills in order to maximise 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 communication design in their chosen specialisation

### **Programme Specific Outcomes (PSOs)**

- PSO1. Apply learnt research, analysis and conceptualisation skills and digital inputs to deliver output that is of technical soundness and appropriate professional quality.
- PSO2. Conduct himself/ herself as a reflexive and responsible citizen with awareness of the local and global world one works in and practises aesthetic and functional design to solve problems and for common good.

**Course Outcomes (COs)**

Semester	Course Code	Course Name	Course Outcomes (COs)
I	20MCD101T	<b>Business management for Creative and Design Domains</b>	<p><b>CO1:</b> Understanding creative business and its challenges.</p> <p><b>CO2:</b> Research business strategies and how they are developed.</p> <p><b>CO3:</b> Research business planning and development.</p> <p><b>CO4:</b> Acquire an understanding of business finance.</p> <p><b>CO5:</b> Develop a discerning knowledge of costing and pricing.</p>
	20MACD1H03	<b>DESIGN THINKING AND CONTEXTUAL APPLICATION</b>	<p><b>CO1:</b> Understanding of the Design Process and how it can be applied in a variety of business settings.</p> <p><b>CO2:</b> Research and analyzing the unique needs of a company around specific challenges</p> <p><b>CO3:</b> Learn to develop and test innovative ideas through a rapid iteration cycle.</p> <p><b>CO4:</b> Create physical prototypes / a visual representation of an idea.</p>
	20MACD1H05	<b>Digital Visual Communication</b>	<p><b>CO1:</b> To Remember and Understand the various forms of communication</p> <p><b>CO2:</b> To Understand the functions and nature of the various types of communication</p> <p><b>CO3:</b> Display competence in oral, written, and digital visual communication</p> <p><b>CO4:</b> To Analyze the global media content and their impact on various media industries Apply communication theories in various media</p> <p><b>CO5:</b> Apply communication theories in various media</p>
	20MACD1H04	<b>Product Design and Lean Design Principles</b>	<p><b>CO1:</b> Create a level product development process flow</p> <p><b>CO2:</b> Analyzes, evaluates and recommends the opportunities of market that could be turn into potential ideas for successful products</p> <p><b>CO3:</b> Evaluates the attractiveness of the market for a new product, applying methods of forecasting to estimate the market demand</p> <p><b>CO4:</b> Designs, analyzes and interprets research and products or concepts tests.</p> <p><b>CO5:</b> Developing the skills of speaking and writing, as well as the argumentation and the effective presentation of proposals</p>

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II	20MACD2S05	CGI Foundation For VFX	<p><b>CO1:</b> Describe in Special Effects that demonstrates a professional quality of work.</p> <p><b>CO2:</b> Demonstrate a critical understanding of the tools, techniques, procedures and presentation skills necessary to design and implement look dev in visual effects.</p> <p><b>CO3:</b> Experiment with the ability to design and produce creative and innovative 3D effects.</p> <p><b>CO4:</b> Assess of post-production processes and be able to discern and determine appropriate technologies to accomplish desired outcomes</p> <p><b>CO5:</b> Produce work that demonstrates a critical understanding of the role of 3D special effects.</p>
	20MACD2H01	STRATEGIC DESIGN FRAMEWORK	<p><b>CO1:</b> Illustrate the real time problems &amp; root cause</p> <p><b>CO2:</b> Examine the various factors through research analysis &amp; identify key factors of cause into potential ideas for successful products</p> <p><b>CO3:</b> Assess the solution by brainstorming &amp; ideation then prototyping through best design framework</p> <p><b>CO4:</b> Outline all such solutions which will give real time problem solving &amp; help us in better decision making.</p> <p><b>CO5:</b> Describe the impact of different factors of change and generate solutions for overcoming the negative impact or minimizing the loss some times</p>
	20MACD2H03	Digital Design technology	<p><b>CO1:</b> Explain design concepts and apply them to project briefs.</p> <p><b>CO2:</b> Interpret research findings and translate them into feasible ideas.</p> <p><b>CO3:</b> Test designs to develop, refine and implement appropriate design strategies suitable to the market.</p> <p><b>CO4:</b> Defend design decisions and outputs to make convincing arguments</p> <p><b>CO5:</b> Design appropriate collaterals and propose divergent approaches using research resources.</p>

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	20MACD2S04	MOTION GRAPHICS	<p><b>CO1:</b> 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.</p> <p><b>CO2:</b> Infer various creative and technical concepts that are required in developing a Photorealistic Output in line with a chosen industry.</p> <p><b>CO3:</b> 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.</p> <p><b>CO4:</b> Design a Product with use of project management skills, technical skills and other management skills while working on different stages of the project</p> <p><b>CO5:</b> Test out your product by presenting your solution for Industrial Evaluation.</p>
	20MACD2H02	BUSINESS OPPORTUNITY AND DEVELOPMENT	<p><b>CO1:</b> Illustrate the real time problems &amp; root cause, create a problem statement.</p> <p><b>CO2:</b> Examine the various factors through research &amp; feasibility analysis.</p> <p><b>CO3:</b> Assess the solution by brainstorming &amp; ideation then prototyping through brainstorming sessions and selection of best idea.</p> <p><b>CO4:</b> Outline all such solutions which will give real time problem solving &amp; help us in better decision making &amp; creating a Business plan</p> <p><b>CO5:</b> Describe all the parameters in the business plan in a detailed manner, &amp; ability to think like an entrepreneur.</p>
	20MCD206T	Branding Elements	<p><b>CO1:</b> Explain branding concepts and apply them to project briefs.</p> <p><b>CO2:</b> Interpret research findings and translate them into feasible ideas.</p> <p><b>CO3:</b> Test brand to develop, refine and implement appropriate branding strategies suitable to the market.</p> <p><b>CO4:</b> Defend brand decisions and outputs to make convincing arguments</p> <p><b>CO5:</b> Design appropriate collaterals and propose divergent approaches using research resources.</p>

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	20MACD2S01	<b>Developing Visual Narrative (Theory)</b>	<p><b>CO1:</b> Design a fully consolidated output that justifies the story, thematic, illustration and narrative devices to arrive at resolved outputs.</p> <p><b>CO2:</b> Make decisions regarding your choices, use of material and medium of production demonstrating clarity and resolution.</p> <p><b>CO3:</b> Illustrate developed stories into pictorial forms, using visualization techniques and clear conceptualization.</p> <p><b>CO4:</b> Identify the structure and development of stories along with the classification of narrative techniques.</p>
	20MACD2S02	<b>3D MODELING TEXTURING &amp; RIGGING</b>	<p><b>CO1:</b> Understanding the tools, techniques, procedures and presentation skills necessary to produce professional 3D objects as per the requirement.</p> <p><b>CO2:</b> Apply concept design skills with production technique methods.</p> <p><b>CO3:</b> Demonstrate professional quality 3d work which showcases the look development of the model.</p> <p><b>CO4:</b> Analyze production reference image, and industry standard mesh flow lines.</p> <p><b>CO5:</b> Creating nextgen characters using Professional tools.</p>
	20MACD2S03	<b>ASSET PIPELINE FOR GAMES</b>	<p><b>CO1:</b> Identify genre specific game asset requirement.</p> <p><b>CO2:</b> Breakdown the high poly asset for low poly game ready assets.</p> <p><b>CO3:</b> Assess the significance of UV space optimization and texture set.</p> <p><b>CO4:</b> Outline the types of game ready assets.</p> <p><b>CO5:</b> Describe the impact of optimization of assets on game performance.</p>
<b>III</b>	20MACD3H01	<b>IP Law for Design</b>	<p><b>CO1:</b> Analyze ethical and professional issues which arise in the intellectual property law context.</p> <p><b>CO2:</b> Develop insights of evolution of management concepts and recent Management trends</p> <p><b>CO3:</b> Apply intellectual property law principle.</p> <p><b>CO4:</b> Develop insights to intellectual property rights with special reference to Indian Laws and its practices.</p> <p><b>CO 5:</b> Analyze ethical and professional issues which arise in the intellectual property law context.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
	20MACD3S15	<b>Digital Marketing and Advertising</b>	<p><b>CO1:</b> Develop an in-depth understanding of top-of-mind digital marketing functions such as inbound marketing, paid marketing, social media marketing, and web analytics</p> <p><b>CO2:</b> Become competent in planning, managing, and executing integrated multi-channel campaigns.</p> <p><b>CO3:</b> Skill to Lead digital marketing teams and digital marketing initiatives for your organization</p> <p><b>CO4:</b> Understand how digital marketing disciplines all work together and how to optimize your use of each one.</p> <p><b>CO5:</b> Develop the Skills of Brand Management</p>
	20MACD3S25	<b>Animation Lighting &amp; Compositing</b>	<p><b>CO1:</b> Demonstrate Knowledge of the forces and motion, Working with center of mass, keys and keyframes.</p> <p><b>CO2:</b> Develop insights of, creating facial expressions, animating a quick exit, adding lights, Rendering in Maya.</p> <p><b>CO3:</b> Exhibit developed use Arnold rendering in Maya to improve your shots of architectural exteriors.</p> <p><b>CO4:</b> Develop insights to understand Matching levels with proportions, desaturating with tint, creating depth of field, Reducing or removing grain</p> <p><b>CO 5:</b> Understand different types of lighting that you can use in daytime shots</p>
	20MACD3S35	<b>2D &amp; 3D Game Engine</b>	<p><b>CO1:</b> Create optimized code for given tasks based on the target platform.</p> <p><b>CO2:</b> Able to use physic, light and sound utilities efficiently.</p> <p><b>CO3:</b> Able to use Animation system</p> <p><b>CO4:</b> Use Profiler to resolve processing and memory overhead.</p> <p><b>CO 5:</b> Develop 2D and 3D basic games using Engine.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
	20MACD3S45	<b>Interactive Media Design</b>	<p><b>CO1:</b> Demonstrate Knowledge of the basic concepts of UX in Web design</p> <p><b>CO2:</b> Develop insights of evolution of Technology</p> <p><b>CO3:</b> Exhibit developed personality with effective planning and decision-making skills</p> <p><b>CO4:</b> Develop insights to understand website components and layout patterns in order to come up with professional-looking designs</p> <p><b>CO5:</b> Develop skills such as reading documentation, fixing code errors on your own, and using professional web development tools</p>
	20MACD3S55	<b>Adv. Compositing Theory &amp; Technique</b>	<p><b>CO1:</b> Discover the tools and techniques in compositing and its evolution</p> <p><b>CO2:</b> Develop insights of the tools and techniques to create Animation and VFX shots.</p> <p><b>CO3:</b> Integration of 3D and live shot for Animation and VFX content</p>
<b>IV</b>	20MACD4H02L	<b>PORTFOLIO PRESENTATION</b>	<p><b>CO1:</b> polish and refine his/her previous work</p> <p><b>CO2:</b> create a self-identity system, including business card, stationery, and résumé.</p> <p><b>CO3:</b> demonstrate job seeking, self-promotion and interviewing skills</p> <p><b>CO4:</b> design and produce collateral to support a portfolio show.</p>
	20MACD4H03L	<b>PROFESSIONAL PRACTICE - INTERNSHIP</b>	<p><b>CO1:</b> Choose a concept to explore its potential through progressive learning.</p> <p><b>CO2:</b> Demonstrate The acquired knowledge through practical outcomes.</p> <p><b>CO3:</b> Experiment with the tools and techniques that has been taught</p> <p><b>CO4:</b> Assess the working processes and be able to discern and determine appropriate technologies to accomplish desired outcomes.</p> <p><b>CO5:</b> Produce work that demonstrates a critical understanding of the role of appropriate technologies and techniques</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
	20MACD404P	FINAL PROJECT	<p><b>CO1:</b> Choose a concept to explore its potential through progressive learning.</p> <p><b>CO2:</b> Demonstrate The acquired knowledge through practical outcomes.</p> <p><b>CO3:</b> Experiment with the tools and techniques that has been taught</p> <p><b>CO4:</b> Assess the working processes and be able to discern and determine appropriate technologies to accomplish desired outcomes.</p> <p><b>CO5:</b> Produce work that demonstrates a critical understanding of the role of appropriate technologies and techniques</p>