St Joseph College of Communication
Media Village, Changanassery


# BA (Hons)
# Animation & Graphic Design

Programme Outcome
Course Outcome

St Joseph College of Communication

Media Village, Changanassery

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

Vision: Transforming Media for a Wholesome World

Founded in 2004

# BA ANIMATION & GRAPHIC DESIGN (HONOURS)

## PROGRAMME OUTCOME

## COURSE OUTCOME

**PROGRAMME OUTCOMES (PO)**

PO1: Critical Thinking and Analytical Reasoning: Capability to analyze, evaluate and interpret evidence, arguments, claims, and beliefs based on empirical evidence; reflect relevant implications to the reality; formulate logical arguments; critically evaluate practices, policies and theories to develop knowledge and understanding; able to envisage the reflective thought to the implication on the society.

PO2: Scientific Reasoning and Problem-Solving: Ability to analyze, discuss, interpret and draw conclusions from quantitative/qualitative data and experimental evidence; and critically evaluate ideas, evidence and experiences from an unprejudiced and reasoned perspective; capacity to extrapolate from what one has learned and apply their competencies to solve problems and contextual is into research and apply one's learning to real-life situations

PO3: Multidisciplinary/ Interdisciplinary/ Transdisciplinary Approach: Acquire interdisciplinary /multidisciplinary/transdisciplinary knowledge base as a consequence of the learning they engage with their programme of study; develop a collaborative - multidisciplinary/ interdisciplinary/transdisciplinary approach for formulating constructive arguments and rational analysis for achieving common goals and objectives.

PO4: Communication Skills: Ability to reflect and express thoughts and ideas effectively in verbal and nonverbal ways; Communicate with others using appropriate channels; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner and articulate in a specific context of communication

PO5: Leadership Skills: Ability to work effectively and lead respectfully with diverse teams; setting direction, formulating a goal, building a team that can help achieve the goal, motivating and inspiring team members to engage with that goal, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO6: Social Consciousness and Responsibility: Ability to contemplate the impact of research findings on conventional practices, and a clear understanding of responsibility towards societal needs and reaching the targets for attaining inclusive and sustainable development.

PO7: Equity, Inclusiveness and Sustainability: Appreciate equity, inclusiveness and sustainability and diversity; acquire ethical and moral reasoning and values of unity, secularism and national integration to enable to act as dignified citizens; able to understand and appreciate diversity, managing diversity and use of an inclusive approach to the extent possible.

PO8: Moral and Ethical Reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work and living as a dignified person in the society

PO9: Networking and Collaboration: Acquire skills to be able to collaborate and network with scholars in an educational institution, professional organizations, research organizations and individuals in India and abroad.

PO10: Lifelong Learning: Ability to acquire knowledge and skills, including “learning how to learn”, that is necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of the workplace through knowledge/skill development/deskilling.

# Course Outcomes
# B.A (Honours) Animation and Graphic Design
# (2024 Admission Onwards)

| Semester I | | |
|---|---|---|
| **FUNDAMENTAL DRAWING TECHNIQUES**<br><br>**Major**<br>Discipline Specific Core (DSC-A) | CO-1 | Students will master using diverse drawing tools and surfaces for effective artistic expression. |
| | CO-2 | Learners will develop fundamental drawing skills and will learn the proper techniques for using the tools. |
| | CO-3 | Learners will gain a deep understanding of the elements and principles of composition in visual arts. |
| | CO-4 | Learners will explore various aspects in perspective drawing. |
| | CO-5 | Evaluate scene construction competence, demonstrating proficiency in blocking, spatial arrangement, and dynamics for compelling storytelling with multiple characters |

| | | |
|---|---|---|
| **EXPLORING ANIMATION**<br><br>**Minor**<br>Discipline Specific Core (DSC-B) | CO-1 | Learners will understand animation's scope, applications, and career paths, demonstrating comprehensive knowledge. |
| | CO-2 | Students will enhance their animation analysis skills through film reviews, refining their discernment in evaluation. |
| | CO-3 | Learners will master animation production pipelines for diverse types, understanding industry workflows thoroughly. |
| | CO-4 | Students will distinguish between drama and animation acting, mastering basics to infuse characters with emotion. |
| | CO-5 | Students will practice animation techniques, applying theory to produce creative animations in practical exercises. |

| | | |
|---|---|---|
| **ELEMENTS OF GRAPHIC DESIGN**<br><br>**Minor**<br>Discipline Specific Core (DSC-C) | CO-1 | Comprehensive Understanding of the core elements andprinciples of graphic design |
| | CO-2 | Apply Design Principles in Practice |
| | CO-3 | Develop Visual Literacy and Aesthetics |
| | CO-4 | Solve Graphic Communication Challenges |
| | CO-5 | Collaborate and Communicate Effectively |

| | | |
|---|---|---|
| **HISTORY OF ART AND DESIGN**<br><br>Multi-Disciplinary Course (MDC) | CO-1 | Identify the prehistoric and historical visual representation of Art |
| | CO-2 | Identify the aesthetic and cultural value of artworks and architectural monuments across different time periods and civilizations |
| | CO-3 | Recognize the distinguishing features and characteristics of different art movements across the world |
| | CO-4 | Interpreting the history of Printing and Design and Differentiate various printing methods |
| **Semester II** | | |
| **RASTER AND VECTOR GRAPHICS**<br><br>**Major**<br>Discipline Specific Core (DSC-A) | CO-1 | Comprehend the theoretical foundations of raster and vector graphics, including their applications and limitations. |
| | CO-2 | Demonstrate the ability to create, edit, and manipulate raster and vector graphics using industry-standard software tools. |
| | CO-3 | Evaluate when to use raster or vector graphics based on resolution, scalability, and file size. |
| | CO-4 | Assess raster and vector graphics for design projects based on visual impact and communication goals. |
| | CO-5 | Produce high-quality designs using raster and vector graphics, demonstrating mastery of course techniques. |

| | | |
|---|---|---|
| **INTRODUCTION TO 2D ANIMATION**<br><br>**Minor**<br>Discipline Specific Core (DSC-B) | CO-1 | Learners will be equipped to use animation tools and various mediums to create aesthetically pleasing animations. |
| | CO-2 | Learners will learn and apply key animation concepts to produce coherent and visually engaging animations. |
| | CO-3 | Learners will proficiently utilize animation reference documents to plan and organize the animation creation process. |
| | CO-4 | Students learn animation testing, compositing techniques, and relevant software for animation production. |
| | CO-5 | Students will apply 12 basic animation principles, showcasing comprehension of fundamental animation concepts. |

| | | |
|---|---|---|
| **DIGITAL IMAGING AND EDITING**<br><br>**Minor**<br>Discipline Specific Core (DSC-C) | CO-1 | Students will demonstrate expertise in photography,videography, and video editing software principles. |
| | CO-2 | Students will creatively use analysis to excel in narrativecomposition in photography and videography. |
| | CO-3 | Students will utilize skills for advanced post-production,including photo retouching and video editing. |
| | CO-4 | Learners will build a diverse portfolio showcasing adaptabilityin photography genres and video production. |
| | CO-5 | The course equips learners to create professional-quality photography, videography, and video editing content. |

| | | |
|---|---|---|
| **HISTORY OF ANIMATION AND VFX**<br><br>Multi-Disciplinary Course (MDC) | CO-1 | Articulate the attempts and optical devices of Animation in its historical context. |
| | CO-2 | Understand the role of Pioneers of Animation and Visual effects |
| | CO-3 | Develop ideas for Visual effects and Special Effects inspired by the pioneering works in the industry. |

| **Semester III** | | |
|---|---|---|
| **SCRIPTWRITING AND STORYBOARDING**<br><br>**Major**<br>Discipline Specific Core (DSC-A) | CO-1 | Learners will apply knowledge of basic story elements, characterization, and dialogue to develop well-structured narratives. |
| | CO-2 | Learners will be able to understand the nuances of animation script writing and storyboarding. |
| | CO-3 | Learners will craft storyboards, integrating design elements like color, light, perspective, and composition principles. |
| | CO-4 | Learners will use various storyboards to illustrate character and camera movements effectively. |
| | CO-5 | Learners will utilize exposure sheets and animatics for visual storytelling and pre-visualization. |

| | | |
|---|---|---|
| **TYPOGRAPHY**<br><br>**Major**<br>Discipline Specific Core (DSC-A) | CO-1 | Recall and identify fundamental typographic principles, terminology, and historical developments. |
| | CO-2 | Comprehend the theoretical foundations of typography, including principles of hierarchy, grid systems, and typographic relationships. |
| | CO-3 | Apply typographic techniques in design projects using knowledge of type anatomy, layout, and composition. |
| | CO-4 | Evaluate typographic designs for usability, readability, and visual impact, and offer constructive feedback to peers. |
| | CO-5 | Generate innovative and well-crafted typographic designs that highlight the best typographic concepts and tools. |

| | | |
|---|---|---|
| **VISUAL DEVELOPMENT FOR ANIMATION**<br><br>Discipline Specific Elective (DSE) | CO-1 | Learners will grasp human anatomy, crafting body parts with fundamental shapes. |
| | CO-2 | Learners excel in crafting cartoon characters through construction, development, and basic shape drawing skills. |
| | CO-3 | Students will grasp animal anatomy, shape construction, and movement portrayal for artistic expression. |
| | CO-4 | Students will learn character design, props, turnarounds, and size comparisons for diverse animation character attitudes. |
| | CO-5 | Master animation layout drawing, character and background layout design for compelling visual storytelling in animation. |

| | | |
|---|---|---|
| **ART OF GRID AND LAYOUT**<br><br>Discipline Specific Elective (DSE) | CO-1 | Analyse and Apply Advanced Grid Concepts |
| | CO-2 | Implement Experimental Layouts |
| | CO-3 | Design for Editorial and Multi-Page Layouts |
| | CO-4 | Integrate Advanced Typography in Layout Design |
| | CO-5 | Apply Design Principles to Real-World Scenarios |

| | | |
|---|---|---|
| **BASICS OF 3D ANIMATION**<br><br>**Minor**<br>Discipline<br>Specific Core (DSC-B) | CO-1 | Mastering 3D production requires understanding its aspects and continuous practice with software tools. |
| | CO-2 | Develop proficiency in basic and advanced 3D modeling techniques for diverse visual asset creation. |
| | CO-3 | Master complex texturing and lighting techniques for 3D props to enhance visual presentations effectively. |
| | CO-4 | Assess and critique intricate projects encompassing modeling, lighting, and rendering indoor and outdoor environments. |

| | | |
|---|---|---|
| **WEB DEVELOPMENT WITH CMS**<br><br>Multi-Disciplinary Course (MDC) | CO-1 | Explain the fundamental concepts of Content Management Systems (CMS). |
| | CO-2 | Create and manage web content using a chosen CMS platform. |
| | CO-3 | Apply acquired knowledge in customizing CMS themes/templates and extending website functionality using plugins/extensions. |
| | CO-4 | Apply advanced features and management techniques to security measures, and access controls for effective protection. |

| | | |
|---|---|---|
| **INTRODUCTION TO WEB DEVELOPMENT**<br><br>Multi-Disciplinary Course (MDC) | CO-1 | Create well-structured web pages using HTML. |
| | CO-2 | Apply styling to web pages using CSS for enhanced design. |
| | CO-3 | Apply responsive web design principles |
| | CO-4 | Develop a website to showcase their acquired skills. |

| | | |
|---|---|---|
| **USER INTERFACE DESIGN FUNDAMENTALS**<br><br>Multi-Disciplinary Course (MDC) | CO-1 | Understand the fundamentals of user interface design. |
| | CO-2 | Apply design principles to create intuitive and aesthetically pleasing interfaces. |
| | CO-3 | Develop wireframes, prototypes, and mockups to visualize UI designs. |
| | CO-4 | Design and prototype interactive user interfaces for various digital platforms. |

| | | |
|---|---|---|
| **HUMAN VALUES AND ANIMATION**<br><br>Value Addition Courses (VAC) | CO-1 | Learners will understand and apply ethical principles in animation throughout production, reflecting societal values. |
| | CO-2 | Learners will create culturally sensitive, inclusive animated media free from stereotypes, analyzing and addressing cultural diversity and representation. |
| | CO-3 | Learners will understand legal and ethical aspects of intellectual property in animation content creation. |
| | CO-4 | Learners will create animated stories that entertain while promoting social justice and positive messages. |

| **Semester IV** | | |
|---|---|---|
| **STOPMOTION ANIMATION**<br><br>**Major**<br>Discipline Specific Core (DSC-A) | CO-1 | Learners will understand stop motion animation history, workflow, and prepare scripts, storyboards, characters, and sets. |
| | CO-2 | Learners will apply various mediums to enhance the visual appeal of characters in cutout animation, showcasing creativity and attention to detail. |
| | CO-3 | Learners will gain proficiency in creating animation with different types of puppets. |
| | CO-4 | Learners will creatively design sets, lighting, and animations for visually engaging and dynamic pixilation sequences. |
| | CO-5 | Learners will master set design, lighting, and animation techniques specific to sand animation. |

| | | |
|---|---|---|
| **USER INTERFACE DESIGN**<br><br>**Major**<br>Discipline Specific Core (DSC-A) | CO-1 | Understand the fundamentals of user interface design. |
| | CO-2 | Apply design principles and best practices to create effective user interface layouts. |
| | CO-3 | Conduct user research and apply the findings to improve your design decisions and ensure accessibility. |
| | CO-4 | Critically analyze and evaluate the user interfaces, identifying strengths and weaknesses. |

| | | |
|---|---|---|
| | CO-5 | Design and prototype interactive user interfaces for various digital platforms. |

| | | |
|---|---|---|
| **ACTING FOR ANIMATION**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | Learners in a group activity observe, learn and practice warm up exercises, creative activities and games. |
| | CO-2 | Movie Analysis, Silent era movies to analyze how visual performance communicates ideas. |
| | CO-3 | Develop proficiency in fundamental acting techniques, including body language, physical expression, facial communication and voice modulation. Methods or approaches in practise |
| | CO-4 | Gain proficiency in crafting well-rounded, dynamic characters with depth, complexity, and a clear sense of identity. A mime performance should be developed, practiced and performed by a group of 5 to 10 students. |
| | CO-5 | Learners in a group activity observe, learn and practice warm up exercises, creative activities and games. |

| | | |
|---|---|---|
| **INFORMATION GRAPHICS**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | Identify key concepts in information graphics, such as chart types, data visualization principles, and design terminology. |
| | CO-2 | Understand the theory of information graphics, including visual perception, colour theory, and data storytelling. |
| | CO-3 | Apply information graphic techniques to data sets using proper tools and design principles. |
| | CO-4 | Evaluate information graphics for effectiveness, considering data accuracy, visual hierarchy, and audience engagement. |
| | CO-5 | Create innovative and well-crafted information graphics that effectively communicate complex data to diverse audiences. |

| | | |
|---|---|---|
| **CORPORATE IDENTITY DESIGN**<br><br>**Minor**<br>Discipline Specific Core (DSC C) | CO-1 | Understand the fundamentals of branding and itsimportance in society. |
| | CO-2 | Apply design principles to develop brand identity. |
| | CO-3 | Critically assess brand communication across differentmediums. |
| | CO-4 | Create visual identity systems that effectivelycommunicate brand values and personality |
| | CO-5 | Collaborate effectively in a team environment to executebranding projects |

| | | |
|---|---|---|
| **DESIGN THINKING**<br><br>**Major**<br>Discipline Specific Core (SEC) | CO-1 | Define the fundamental principles and stages of the Design Thinking process |
| | CO-2 | Explain the significance of empathy in user-centered design. |

| | | |
|---|---|---|
| | CO-3 | Demonstrate the application of Design Thinking principles in solving real-world challenges. |
| | CO-4 | Analyse and interpret user feedback to inform the design of innovative solutions |
| | CO-5 | Assess the strengths and weaknesses of different DesignThinking approaches. |

| | | |
|---|---|---|
| **SUSTAINABILITY DESIGN**<br><br>**Major**<br>Discipline Specific Core (VAC) | CO-1 | Identify key principles of sustainable design, includingecological, social, and economic factors. |
| | CO-2 | Understand sustainable design theory, including life cycleassessments, eco-design, and ethical considerations. |
| | CO-3 | Apply sustainable design principles in projects, consideringmaterial selection, production processes, and end-of-lifeaspects. |
| | CO-4 | Critically assess design choices' environmental and socialimpacts, proposing sustainable solutions. |
| | CO-5 | Create innovative sustainable design projects demonstratingmastery of concepts and practices. |

| **Semester V** | | |
|---|---|---|
| **3D CHARACTER ART**<br><br>**Major**<br>Discipline Specific Core (DSC-A) | CO-1 | Master 3D modeling of human, animal, and bird characters for professional success in the field. |
| | CO-2 | Develop expertise in diverse character modeling, expressive blend shapes, and advanced texturing techniques. |
| | CO-3 | Develops precise and efficient character rigging skills for animation, game development, and related fields. |
| | CO-4 | Learn key frame animation to craft lifelike, emotive character movements with precise frame-by-frame techniques. |

| | | |
|---|---|---|
| **DESIGN FOR WEB**<br><br>**Major**<br>Discipline Specific Core (DSC A) | CO-1 | Define the fundamental components of the World Wide Web and explain their roles in web development. |
| | CO-2 | Create well-structured HTML documents using appropriate tags, attributes, and elements. |
| | CO-3 | Apply CSS for styling and layout purposes, utilizing selectors, properties, and values effectively. |
| | CO-4 | Design responsive websites that adapt to various screen sizes using media queries. |
| | CO-5 | Apply acquired knowledge to complete a final project: designing and developing a responsive website. |

| | | |
|---|---|---|
| **ADVANCED TEXTURING**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | Learners can master advanced UV unwrapping techniques for complex 3D models. |
| | CO-2 | Learners can develop proficiency in creating detailed and realistic textures using industry tools. |
| | CO-3 | Learners can explore procedural and non-destructive texturing workflows within the tool. |
| | CO-4 | Learners can learn industry-standard techniques for UV mapping and texture creation. |
| | CO-5 | Learners can apply learned skills to produce high-quality 3D assets suitable for professional projects |

| | | |
|---|---|---|
| **PACKAGING DESIGN**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | Understanding package design encompasses function, branding, marketing, and audience-centered design principles. |
| | CO-2 | Students proficient in packaging design encompassing 3D drawing, structure, materials, sustainability, and prototype creation. |
| | CO-3 | Master graphic design software, layout, brand alignment, and creative packaging for competitive markets. |
| | CO-4 | Gain practical skills in production, mock-ups, brand integration, and portfolio diversification through packaging studies. |

| | | |
|---|---|---|
| **3D CHARACTER ANIMATION**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | Master 3D modeling of human, animal, and birdcharacters for professional success in the field. |
| | CO-2 | Develop expertise in diverse character modeling,expressive blend shapes, and advanced texturingtechniques. |
| | CO-3 | Develops precise and efficient character rigging skills foranimation, game development, and related fields. |
| | CO-4 | Learn key frame animation to craft lifelike, emotivecharacter movements with precise frame-by-frametechniques. |

| | | |
|---|---|---|
| **DIGITAL ILLUSTRATION**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | To develop a strong technical proficiency |
| | CO-2 | Conceptual Understanding: principles of composition, and design aesthetics as they apply to different illustration genres. |
| | CO-3 | Learners will exhibit creative problem-solving tailored to each illustration genre's challenges. |
| | CO-4 | Students evaluate and reflect on illustration styles, offering constructive feedback to enhance creative skills. |
| | CO-5 | Students will effectively express artistic concepts through diverse illustration genres using visual communication skills. |

| | | |
|---|---|---|
| **ADVANCED 2D ANIMATION**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | After the completion of this course, learners can effectively animate a wide range of human characters. |
| | CO-2 | Learners will animate various non-human characters realistically and creatively upon course completion. |
| | CO-3 | After the successful completion of this course, Learners become experts in the art of animal animation. |
| | CO-4 | After the completion of this course, learners will be able to create compelling dialogue animations. |
| | CO-5 | After the completion of this course, learners will be able to apply these advanced animation techniques in professional projects. |

| | | |
|---|---|---|
| **PUBLICATION DESIGN**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | The Learner will possess good layout design skills, efficiently arranging content on a page to produce aesthetically beautiful and harmonious designs. |
| | CO-2 | Applicants must excel in graphic design software, adept at integrating graphics, pictures, and text layouts. |
| | CO-3 | Participants learn to create impactful publication designs with clear visual hierarchy, emphasis, and color elements. |
| | CO-4 | Students will gain proficiency in integrating brand identity aspects and publishing magazines. |
| | CO-5 | Students will be able to develop and exhibit mastery of print production techniques. |

| | | |
|---|---|---|
| **ICONOGRAPHY & SEMIOTICS**<br><br>**Major**<br>Discipline Specific Core (SEC) | CO-1 | Define key concepts of iconography and semiotics |
| | CO-2 | Application of semiotic theories in graphiccommunication |
| | CO-3 | Examine the use of symbols in different mediaplatforms |
| | CO-4 | Create signs and symbols from a concept |
| | CO-5 | Effectively communicate idea through signs andsymbols. |

| **Semester VI** | | |
|---|---|---|
| **ANIMATED SHORT FILM**<br><br>**Major**<br>Discipline Specific Core (DSC-A) | CO-1 | Students will produce a 90-second animated short film, showcasing pre-production skills learned by sixth semester. |
| | CO-2 | Learners efficiently execute production, adapting techniques to specific requirements, demonstrating flexibility and proficiency. |
| | CO-3 | Learners will complete an animated short film, gaining faculty approval, meeting industry standards, and submitting on time. |

| | | |
|---|---|---|
| **GRAPHIC DESIGN PORTFOLIO**<br><br>**Major**<br>Discipline Specific Core (DSC A) | CO-1 | This project enables students to specialize in brand identityoutput production techniques and applications. |
| | CO-2 | Students will be able to create a well-organized brandidentity manual. |
| | CO-3 | Students will be able to apply acquired knowledge to createvarious branding outputs in a practical way to adapt with industry standards. |
| | CO-4 | Students will proficiently use graphic design software toapply professional-quality in design techniques. |
| | CO-5 | Students will be able to develop proper presentation and communication skills. |

| | | |
|---|---|---|
| **MOTION GRAPHICS**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | Learners will Recall and list the fundamental principles ofdesign relevant to motion graphics. |
| | CO-2 | Learners will Explain the basic principles of animation and their application in creating dynamic motion graphics. |
| | CO-3 | Learners will Apply the principles of design practically todevelop visually engaging and effective motion graphics projects. |
| | CO-4 | Learners will Analyse the role of motion graphics in different contexts, such as advertising, entertainment, and information dissemination. |
| | CO-5 | Learners will Generate original motion graphics projects that effectively communicate given messages or stories. |

| | | |
|---|---|---|
| **MAPS AND SIGNAGE DESIGN**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | Recall key principles of maps and signage design,covering typography, color theory, and wayfindingpsychology. |
| | CO-2 | Demonstrate an understanding of how designprinciples apply to the creation of effective maps andsignage. |
| | CO-3 | Use design principles to create clear, intuitive, visuallyappealing maps and signage for diverse contexts. |
| | CO-4 | Analyse existing maps and signage to identifystrengths and weaknesses in design and usability. |
| | CO-5 | Develop map and signage designs to effectivelycommunicate and aid navigation in real-worldsituations. |

| | | |
|---|---|---|
| **DIGITAL SCULPTING**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | Understand the fundamentals of digital sculpting and its application in Animation |
| | CO-2 | Participants enhance skills for creating realistic 3D models with intricate details through advanced sculpting techniques. |
| | CO-3 | Acquire skills necessary to effectively preparing characters for animation through procedural modeling techniques |
| | CO-4 | Gain skills and knowledge in the process of retopology to optimized sculpted models for animation and its significance in |

| | | |
|---|---|---|
| | | animation |

| | | |
|---|---|---|
| **CONTENT MANAGEMENT SYSTEM**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | Explain the fundamental concepts and architecture of Content Management Systems (CMS). |
| | CO-2 | Develop and customize web content using a chosen CMS platform. |
| | CO-3 | Evaluate the security features and potential vulnerabilities of a CMS-based website. |
| | CO-4 | Design and implement a responsive and visually appealing website using CMS. |
| | CO-5 | Exhibit the effective project management and collaboration skill. |

| | | |
|---|---|---|
| **DEMO REEL PRESENTATION**<br><br>**Major**<br>Discipline Specific Core (SEC) | CO-1 | Demonstrate effective verbal and visual communication skills in presenting their work to potential clients, employers, or collaborators. |
| | CO-2 | Develop a well-organized and visually appealing portfolioshowcasing a diverse range of projects and achievements. |
| | CO-3 | Customize presentations to target specific audiences andeffectively communicate the value proposition of their work. |
| | CO-4 | Employ digital platforms and online tools to distribute andpromote their demo reel and portfolio to a wider audience. |
| | CO-5 | Create a compelling demo reel that highlights their skills,strengths, and unique style as a creative professional. |

| | | |
|---|---|---|
| **START-UP AND BUSINESS MANAGEMENT**<br><br>**Major**<br>Discipline Specific Core (VAC) | CO-1 | Recall essential startup and business management concepts: planning, marketing, finance, and operations. |
| | CO-2 | Apply business management principles to develop effective models, marketing, and financial strategies. |
| | CO-3 | Critically assess the feasibility of start-up ideas, analysing market trends, competition, and potential risks |
| | CO-4 | Evaluate business strategies and financial decisions for short- and long-term effectiveness. |
| | CO-5 | Create thorough business plans, marketingstrategies, and financial models for successfulstartups. |

| Semester VII | | |
|---|---|---|
| **DIGITAL 2D ANIMATION**<br><br>**Major**<br>Discipline Specific Core (DCC) | CO-1 | Learners will acquire knowledge and working skill in basic tools, timeline, and options in properties. Practice of tools to create artworks. |
| | CO-2 | Learners will acquire techniques used in digital Animation |
| | CO-3 | Learners will practice doing Digital Animation through assignments in the form of Short Animation Clips. |
| | CO-4 | Learners apply technical knowledge and animation principles to bring digital characters to life. |

| | | |
|---|---|---|
| **PRINTING AND PUBLISHING**<br><br>**Major**<br>Discipline Specific Core (DCC) | CO-1 | Students will understand advanced printing technologies and processes |
| | CO-2 | They will apply suitable printing methods based ondesign requirements. |
| | CO-3 | Analyse the importance of quality control in printproduction. |
| | CO-4 | Generate innovative print and digital solutions forreal-world design challenges |

| | | |
|---|---|---|
| **ADVANCED MOTION GRAPHICS AND COMPOSITING**<br><br>**Major**<br>Discipline Specific Core (DCC) | CO-1 | Learners will grasp advanced animation and compositing principles, including keyframe interpolation and layer blending modes. |
| | CO-2 | Students grasp advanced animation principles and apply them for dynamic motion graphics, integrating compositing and visual effects. |
| | CO-3 | Students will employ advanced animation and typography for compelling and effective motion graphics. |
| | CO-4 | Learners will Analyse motion graphics projects to identify opportunities for advanced animation techniques and compositing effects. |
| | CO-5 | Learners will Develop advanced motion graphics projects that showcase creative application of animation techniques, compositing effects, and design principles |

| | | |
|---|---|---|
| **ADVERTISING DESIGN WITH DIGITAL MARKETING**<br><br>**Major** | CO-1 | Learners will Recall and list the fundamental principles of design relevant to Advertising Design |
| | CO-2 | Learners will Apply the principles of design practically to develop visually engaging and effective advertising and digital marketing design projects. |
| | CO-3 | Learners will gain confidence in graphic design's role across digital marketing sectors. |

| | | |
|---|---|---|
| Discipline Specific Core (DCC) | CO-4 | Learner will understand and apply different methods and strategies using on subject wise Digital Marketing Techniques |
| | CO-5 | Learners will Generate original Advertising and Digital Marketing projects that effectively communicate given messages or stories. |

| | | |
|---|---|---|
| **3D EFFECTS & DYNAMICS**<br><br>**Major**<br>Discipline Specific Core (DCC) | CO-1 | After the completion of this course, learners can understand the principles behind complex 3D effects and dynamics, including physics-based simulations. |
| | CO-2 | After the completion of this course, learners can delve into the nuances of hair dynamics and styling. Learn to create diverse hairstyles, control hair behaviour, and achieve realistic movement using industry-leading software. |
| | CO-3 | After the completion of this course, learners can explore the intricacies of fur creation for various creatures and characters. |
| | CO-4 | After the completion of this course, learners can dive into the world of cloth simulation and learn how to create realistic fabric behaviour for clothing, flags, and other materials. Explore methods for controlling cloth dynamics, simulating wrinkles and folds, and achieving believable interactions with characters and environments |
| | CO-5 | After the completion of this course, learners can create complex motion graphics and dynamic simulations by using MASH networks for procedural modeling, animation, and effects. |

| | | |
|---|---|---|
| **WEB DEVELOPMENT**<br><br>**Major**<br>Discipline Specific Core (DCC) | CO-1 | Create responsive web pages with CSS Framework |
| | CO-2 | Create PHP scripts for computations, programme flow, anduser input. |
| | CO-3 | Create database-backed web pages using PHP andMySQL. |
| | CO-4 | Build & manage MySQL databases, perform CRUDoperations securely. |
| | CO-5 | Create a fully functional web application by integrating CSSFramework, PHP, and MySQL. |

| | | |
|---|---|---|
| **ART OF COMIC BOOK CREATION**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Learners will analyze and apply fundamental techniques in comic book creation, including scriptwriting, character design, and panel layout. |
| | CO-2 | Students will create distinct, well-crafted characters, showing mastery of design, anatomy, and proportions. |
| | CO-3 | Learners will acquire proficiency in fundamental drawing, inking, coloring, shading and texting techniques for comic book illustration. |
| | CO-4 | Learners will exhibit an understanding of layout principles and create dynamic and engaging page compositions. |

| | | |
|---|---|---|
| | CO-5 | Learners will be able to develop and refine a final comic book project, applying learned skills in scriptwriting, character design, and illustration. |

| | | |
|---|---|---|
| **ADVANCED DIGITAL PAINTING**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Remembering and Applying Digital Tools and Techniques |
| | CO-2 | Analysing and Evaluating Visual Elements |
| | CO-3 | Creating with Advanced Brushwork and Realistic Rendering |
| | CO-4 | Designing Characters and Portraits with Synthesis and Evaluation |
| | CO-5 | Creating Concept Art and Environments with Synthesis and Evaluation |

| | | |
|---|---|---|
| **ANIMATION PRODUCTION MANAGEMENT**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Students will learn to design animation workflows, managetasks, create timelines, and recognize production milestones. |
| | CO-2 | Learners will excel in scheduling, resource allocation, andproject timeline management for animation production. |
| | CO-3 | Learners will master project data organization, version control,and industry-standard asset management in animation. |
| | CO-4 | Graduates demonstrate adept communication, feedbackmanagement, and timely delivery in animation projects. |
| | CO-5 | Learners will grasp animation industry ethics, coveringconfidentiality, IP respect, and ethical client interactions |

| | | |
|---|---|---|
| **UX DESIGN**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Apply User-Centered Design Principles |
| | CO-2 | Conduct Effective User Research |
| | CO-3 | Create Comprehensive Information Architecture |
| | CO-4 | Generate Prototypes and Conduct Usability Testing |
| | CO-5 | Create a real-world project simulating UX designscenario, including user research, wireframing,prototyping, and testing |

| | | |
|---|---|---|
| **ADVANCED 3D ANIMATION**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Learners will showcase advanced 3D animation skills for film, gaming, and visual effects. |
| | CO-2 | Learners master character animation for film, gaming, and visual effects, meeting industry standards. |
| | CO-3 | Upon course completion, learners can craft a varied animation portfolio for film, gaming, and visual effects. |

| | | |
|---|---|---|
| | CO-4 | Learners will create professional animations using industry standard software and workflows upon course completion. |
| | CO-5 | Graduates are prepared for careers in animation, gaming, VFX, or freelance projects. |

| | | |
|---|---|---|
| **ADVANCED TYPOGRAPHY**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Identify advanced typographic techniques, terminology, in typography. |
| | CO-2 | Critically analyse and evaluate typographic designs in both historical and contemporary contexts. |
| | CO-3 | Demonstrate advanced proficiency in typographic design principles and techniques. |
| | CO-4 | Create typographic compositions that effectively communicate complex messages and evoke desired emotions. |
| | CO-5 | Collaborate to implement typographic solutions meeting project needs. |

| **Semester VIII** | | |
|---|---|---|
| **3D Creature Animation**<br><br>**Major**<br>Discipline Specific Core (DCC) | CO-1 | Gain expertise in creature anatomy for accurate 3D animations, showcasing analytical and animation proficiency. |
| | CO-2 | Learning Advanced Animation Techniques for Creatures by exploring and applying advanced animation techniques specifically tailored to creature animation. |
| | CO-3 | Developing the skills to animate diverse creatures with fluidity, capturing their unique movements, behaviours, and expressions. |
| | CO-4 | Mastering expressions, body language, and creature behaviour for emotive, narrative-rich animations with analytical character portrayal. |
| | CO-5 | Developing critical evaluation skills for creature animations through iterative refinement for visual excellence. |

| | | |
|---|---|---|
| **SIMULATED GRAPHICS**<br><br>**Major**<br>Discipline Specific Core (DCC) | CO-1 | Understand the principles and concepts of Augmented Reality (AR) and Virtual Reality (VR). |
| | CO-2 | Apply fundamental design principles such as color theory, composition, typography, and layout to create visually appealing content. |
| | CO-3 | Design intuitive user interfaces (UI) for AR and VR applications. |
| | CO-4 | Design for user engagement in virtual spaces, considering the unique interaction patterns of these technologies. |
| | CO-5 | Demonstrate effective product creation skills using simulation graphics. |

| | | |
|---|---|---|
| **2D ROTOSCOPY**<br><br>**Major**<br>Discipline Specific Core (DCC) | CO-1 | After the completion of this course, learners can understand the principles and techniques of rotoscoping in animation. |
| | CO-2 | After the completion of this course, learners can apply rotoscoping techniques to trace and animate characters, including lip sync and facial expressions. |
| | CO-3 | After the completion of this course, learners can create realistic background elements and environments through rotoscoping and integrate rotoscoped elements seamlessly with animated characters. |
| | CO-4 | After the completion of this course, learners can plan and execute rotoscoping projects effectively, managing time and resources efficiently. |
| | CO-5 | After the completion of this course, learners can deliver high quality, finalized rotoscoped animations that meet project requirements. |

| | | |
|---|---|---|
| **GAME DESIGN**<br><br>**Major**<br>Discipline Specific Core (DCC) | CO-1 | Applying fundamental design principles to craft visually pleasing and user-friendly UI elements for games. |
| | CO-2 | UI design shapes player experience by prioritizing preferences, feedback, and immersion in games. |
| | CO-3 | Optimizing fonts and colors in game interfaces for readability and visual attractiveness through effective design. |
| | CO-4 | Expertise in responsive UI design considering platform-specific factors for PC, console, and mobile gaming. |
| | CO-5 | Ability to design immersive Heads-Up Displays (HUDs) that seamlessly integrate with game mechanics. |

| | | |
|---|---|---|
| **AI ASSITED ANIMATION**<br><br>**Major**<br>Discipline Specific Core (DSE) | CO-1 | After the completion of this course, learners can understand the role and significance of AI technologies in animation production. |
| | CO-2 | After the completion of this course, learners can apply fundamental AI concepts to enhance character animation and facial expressions. |
| | CO-3 | After the completion of this course, learners can utilize AI-driven tools for scene generation, background animation, and environmental interactions. |
| | CO-4 | After the completion of this course, learners can employ AI assisted techniques for storyboarding, script analysis, cinematography, visual effects and dialogue generation. |
| | CO-5 | After the completion of this course, learners can demonstrate proficiency in integrating AI technologies seamlessly into animation workflows to enhance creativity and efficiency. |

| | | |
|---|---|---|
| **DESIGN FOR TEACHING AND LEARNING** | CO-1 | Remember key principles and models of instructional design. |
| | CO-2 | Explain the relationship between instructional design theories and effective teaching practices. |

| | | |
|---|---|---|
| **Major**<br>Discipline Specific Core (DCE) | CO-3 | Apply instructional design principles to develop and implement learning materials and activities. |
| | CO-4 | Design and implement comprehensive instructional plans tailored to specific educational contexts. |
| | CO-5 | Evaluate instructional designs to enhance learning outcomes. |

| | | |
|---|---|---|
| **AR & VR WITH 3D ANIMATION**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Understand how to design and develop immersive AR and VR environments, applying 3D animation techniques to enhance user experiences. |
| | CO-2 | Analyze existing AR and VR applications, understanding the underlying principles and technologies. |
| | CO-3 | Evaluate user interactions within 3D environments in AR and VR, assessing the effectiveness of design choices |
| | CO-4 | Apply 3D animation principles effectively within virtual environments, showcasing the ability to integrate motion and visual elements seamlessly. |
| | CO-5 | Develop an appreciation for the ethical considerations in AR and VR design, recognizing the societal impact and implications of immersive technologies. |

| | | |
|---|---|---|
| **PROMOTIONAL DESIGN**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Understand the principles of advertising theory and how they support promotional design. |
| | CO-2 | Develop proficiency in copywriting techniques for persuasive messaging in promotional design. |
| | CO-3 | Master photographic techniques and their application in visual communication |
| | CO-4 | Integrate theoretical knowledge and practical skills to create cohesive promotional campaigns. |
| | CO-5 | Critically analyse and evaluate promotional design strategies to enhance effectiveness. |

| | | |
|---|---|---|
| **EXPERIMENTAL ANIMATION**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Students will study experimental animation history, analyze influential works, and emphasize experimental principles. |
| | CO-2 | Learners will master diverse animation techniques, both traditional and digital, for creative versatility. |
| | CO-3 | Learners will master experimental animation, including abstract, mixed media, hybrid methods, and 3D CGI. |
| | CO-4 | Learners will master sound integration, design, synchronization, voice, and dialogue in animations. |
| | CO-5 | Students will blend theory and practice, using critical thinking in their own work. |

| | | |
|---|---|---|
| **INTERACTIVE MEDIA PRODUCTION**<br><br>**Major**<br>Discipline Specific Core (DCE) | CO-1 | Demonstrate proficiency in implementing UI design. |
| | CO-2 | Exhibit competence in front-end development technologies. |
| | CO-3 | Showcase proficiency in back-end development. |
| | CO-4 | Demonstrate the ability to conduct comprehensive testing and evaluation. |
| | CO-5 | Deploy the website on a web server or hosting platform. |