

DEPARTMENT	PROGRAMME SPECIFIC OUTCOME
<p><b>Department Name</b></p> <p><b>BA Multimedia</b></p>	<p><b>PSO1:</b> Demonstrate the ability to apply foundational and advanced concepts and techniques of multimedia, including graphics, audio, video, animation and web design, to create engaging and effective media content.</p> <p><b>PSO2:</b> Employ a diverse range of multimedia technologies and software tools proficiently to produce innovative multimedia projects that meet industry standards and audience needs.</p> <p><b>PSO3:</b> Analyze and critique media content with a thorough understanding of media language, aesthetics, and audiences, and create compelling narratives across various media platforms.</p> <p><b>PSO4:</b> Collaborate effectively in teams to plan, manage, and execute multimedia projects, demonstrating leadership and project management skills from conception to delivery.</p> <p><b>PSO5:</b> Innovate in the design and production of digital and interactive media, incorporating emerging technologies and trends to create user-centred experiences.</p> <p><b>PSO6:</b> Communicate ideas and stories critically through multiple media forms, adhering to ethical standards and considering cultural, social, and global implications.</p> <p><b>PSO7:</b> Formulate commitment to lifelong learning, research, and professional development by adapting to new technologies, methodologies, and entrepreneurial practices in the rapidly evolving field of multimedia</p>
	PROGRAMME OUTCOME
	<p><b>PO1: Knowledge Acquisition:</b> Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study</p> <p><b>PO2: Communication, Collaboration, Inclusiveness, and Leadership:</b> Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity</p> <p><b>PO3: Professional Skills:</b> Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.</p>

	<p><b>PO4: Digital Intelligence:</b> Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.</p> <p><b>PO5: Scientific Awareness and Critical Thinking:</b> Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions</p> <p><b>PO6: Human Values, Professional Ethics, and Societal and Environmental Responsibility:</b> Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment.</p> <p><b>PO7: Research, Innovation, and Entrepreneurship:</b> Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.</p>
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Programme : BA Multimedia		
COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
Cognitive level- Remember –( R),Understand –(U), Apply- (A),Evaluate- (E), Create- (C)Analyze(An)		
Semester 1		
<b>BMM1CJ 101/ BMM1M N100 Core Course 1 in Major – Introduction to Multimedia and Graphics</b>	Analyse the fundamental concepts and elements of multimedia	An
	Apply principles of graphic design to create effective visual communication	A
	Demonstrate proficiency in image editing and manipulation.	A

Programme : BA Multimedia		
COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	Master vector drawing techniques and applications	A
	Design logos and visual identities that represent and communicate the essence of a brand.	A
	Develop a prototype applying semiotic design	C
Semester 2		
<b>BMM2CJ 101/ BMM2M N100</b> Core Course 2 in Major – Digital Photography	Identify essential camera settings including Aperture, Shutter speed, and ISO.	A
	Apply Composition techniques to enhance the visual appeal of photographs.	A
	Evaluate the strengths and weaknesses of lighting conditions and adjust camera settings accordingly	E
	Apply the ethical considerations related to digital photography including issues of consent and copyright	A
	Produce a portfolio of photographs that demonstrate creative expression and technical proficiency	C
	Analyze and critique photographic works, identifying strengths, weaknesses, and underlying messages.	An
Semester 3		
<b>BMM3CJ 201</b> Core Course 3 in Major – Scripting and Screenplay	Define the key elements of narrative structure, including plot, character, theme, and setting.	U
	Analyze the effectiveness of using different narrative structures in storytelling	An
	Critically analyze various scripts from different formats	An

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	Develop a detailed treatment that outlines the plot, characters, and themes of the project.	C
	Apply their knowledge of scripting to write proposals, treatments, and pitches for their own script ideas.	A
	Combine learned techniques to create a complete storyboard for a scene from their written script	C
<b>BMM3CJ 202/ BMM3M N200 Core Course 4 in Major – Audio Production Techniques</b>	Apply fundamental concepts of sound physics, wave behaviour, and audio technology to understand and manipulate audio for multimedia applications	A
	Prove proficiency in selecting and employing microphones for optimal audio capture in various recording scenarios.	E
	Apply advanced audio mixing techniques showcasing proficiency in manipulating audio elements for creative and technical purposes.	A
	Evaluate the functionalities of analogue and digital mixing consoles, demonstrating an understanding of their respective features, signal paths, and applications in the context of audio production.	E
	Apply advanced audio mastering techniques, including equalization, compression, and limiting, to enhance the quality and impact of audio productions	A
	Apply their audio production skills to create, edit, and mix multi-track audio projects incorporating music, dialogue, sound effects, and creative elements, resulting in a polished audio program in a standard format.	A
<b>Semester 4</b>		
<b>BMM4CJ 203 Core Course 5 in Major – Cinematography</b>	Analyze the evolution of video recording technologies and explain their impact on visual storytelling.	An
	Demonstrate proficient handling of video cameras, lenses, and various film equipment with proper balance and control	U
	Create visually compelling shots utilizing different shot types, framing techniques, and considerations for continuity and visual balance.	C
	Utilize camera movements effectively to enhance storytelling and convey emotions within a scene.	A
	Employ various lens properties (aperture, focal length) and manipulate camera settings (exposure, color balance) to achieve desired visual effects.	A

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COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	Apply different lighting techniques (natural, artificial, key, fill, back) to create specific moods, atmospheres, and cinematic effects.	A
<b>BMM4CJ 204 Core Course 6 in Major – Video Editing Techniques</b>	Explain the historical development of film editing, identifying key figures and defining critical editing principles	U
	Analyze theories of editing like montage and Kuleshov experiment, understanding their role in shaping narrative and emotional impact.	An
	Analyze various editing styles used in different film genres and media formats.	An
	Utilize non-linear editing software to assemble, edit, and enhance video and audio content effectively	U
	Apply various types of cuts and transitions to achieve specific narrative and aesthetic goals in video projects.	A
	Apply color correction and grading techniques to enhance the visual quality of video footage.	A
<b>BMM4CJ 205 Core Course 7 in Major – Motion Graphics</b>	Explain the history and fundamental principles of motion graphics.	R
	Apply techniques for animation, keyframing, and composition using motion graphics software.	A
	Construct effects, including masking, layering, and camera movements, for visual impact.	A
	Integrate 3D elements and lighting into motion graphics projects for enhanced depth and realism.	E
	Develop narrative ideas through various applications, such as digital graphic novels, UI animation, infographics, and title sequences.	C
	Adapt and customize existing motion graphics templates to suit specific design requirements and project goals.	A
<b>Semester 5</b>		
<b>BMM5CJ 301 Core Course 8 in Major – UI &amp; UX</b>	Summarize core UX/UI design concepts	U

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COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
<b>Design</b>	Conduct user research and identify user needs/goals	A
	Design and prototype user interfaces	C
	Conduct usability testing and iterate on designs	A
	Apply design principles and best practices	E
	Collaborate effectively with developers/stakeholders	A
<b>BMM5CJ 302</b> <b>Core Course 9 In Major – Techniques of Visualizing 3D</b>	Outline the basic concepts of 3D modelling, texturing, and lighting.	U
	Master the core skills and techniques used in each discipline.	A
	Apply these skills to create various types of 3D models and scenes	A
	Develop a strong understanding of lighting principles and their impact on visual storytelling.	A
	Gain experience working with industry-standard 3D software.	C
	Develop critical thinking, problem-solving abilities, and a strong practical skill set	A
<b>BMM5CJ 303</b> <b>Core Course 10 in Major – Concepts of Cinema</b>	Analyze cinematic elements and narrative structures in films from different eras and genres	An
	Interpret the meaning and significance of film techniques, symbols, and references within their historical and cultural contexts	An
	Evaluate the strengths and weaknesses of different film theories and apply them to specific cinematic examples	E
	Synthesize knowledge from diverse film movements, theories, and industry practices to build new perspectives and interpretations	C
	Analyze the impact of the globalized market on film sales and critically assess the digital revolution's influence on cinema	An

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COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	Discuss the impact of technological innovation in film industry	C
<b>Semester 6</b>		
<b>BMM6CJ 304/ BMM8M N304 Core Course 11 in Major – Advanced Web Designing</b>	Summarise the concepts of WWW, HTTP protocol, and client-server	U
	Create well-structured and semantically meaningful web pages using HTML, demonstrating the ability to integrate multimedia, forms, and navigation elements.	A
	Expertise in styling and formatting web pages using CSS, demonstrating proficiency in selecting, positioning, and styling elements to create visually appealing.	A
	Gain the knowledge and skills to effectively WordPress websites and understand domain names and web hosting.	A
	Develop a strong practical skill set, encountering professional challenges in their respective domains	C
	Develop critical thinking and problem-solving abilities applying skill sets of web design	A
<b>BMM6CJ 305/ BMM8M N305 Core Course 12 in Major– 3D Animation Techniques</b>	Create complex character rigs utilizing custom tools	A
	Apply animation principles in various scenarios	An
	Apply timing and spacing effectively in character animation	A
	Implement body mechanics using Maya and Motion builder	A
	Demonstrate behaviors and body language of various animation contexts	An
	Create realistic facial animation and lip sync	C
<b>BMM6CJ 306/ BMM8M N306 Core Course 13 in Major – Production Design and Practices</b>	Analyze and interpret the role of production design in storytelling	An
	Apply the production design process, from script breakdown to budget management and visual concept development.	A

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	Evaluate the impact of different design elements (costumes, props, lighting, sound) on the overall mood and tone of a production	E
	Collaborate effectively with various production departments, including art direction, costume, and lighting, to achieve visual coherence and cohesion	A
	Critically analyze the relationship between sound, costume, and lighting design in enhancing the storytelling experience.	An
	Build critical thinking and problem- solving skills in applying production design principles to specific challenges	C



DEPARTMENT	PROGRAMME SPECIFIC OUTCOME
<p><b>Department Name</b></p> <p><b>BA Graphic Design and Animation</b></p>	<p><b>PSO1:</b> Understand the theoretical aspects in Animation and Graphic Design for engaging and effective content creation</p> <p><b>PSO2:</b> Employ a diverse range of animation techniques and software tools proficiently to produce innovative creative projects that meet industry standards and audience needs.</p> <p><b>PSO3:</b> Analyse the artistic styles, animation techniques (2D, 3D, stop-motion), and graphic design principles used</p> <p><b>PSO4:</b> Collaborate effectively in teams to plan, manage, and execute animation and graphic design projects, demonstrating leadership and project management skills from conception to delivery.</p> <p><b>PSO5:</b> Innovate in the design and production of digital and interactive media, incorporating emerging technologies and trends to create user-centred experiences.</p> <p><b>PSO6:</b> Communicate ideas and stories critically through multiple media forms, adhering to ethical standards and considering cultural, social, and global implications.</p> <p><b>PSO7:</b> Formulate commitment to lifelong learning, research and professional development by Continuous Technological Upskilling, methodologies, and inter disciplinary practices that leverage the latest advancements in the rapidly evolving field of Animation and Graphic Design</p>
	PROGRAMME OUTCOME
	<p><b>PO1: Knowledge Acquisition:</b> Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study.</p> <p><b>PO2: Communication, Collaboration, Inclusiveness, and Leadership:</b> Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity.</p> <p><b>PO3: Professional Skills:</b></p>

	<p>Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.</p> <p><b>PO4: Digital Intelligence:</b> Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.</p> <p><b>PO5: Scientific Awareness and Critical Thinking:</b> Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding</p> <p><b>PO6: Human Values, Professional Ethics, and Societal and Environmental Responsibility:</b> Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment.</p> <p><b>PO7: Research, Innovation, and Entrepreneurship:</b> Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.</p>
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COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
Cognitive level- Remember –( R),Understand –(U), Apply- (A),Evaluate- (E), Create- (C)Analyze(An)		
<b>Semester 1</b>		
<b>BGA1CJ</b> <b>101/</b> <b>BGA1M</b> <b>N100</b> <b>Core Course 1 in Major – Drawing for Preproduction</b>	Understand and apply fundamental skills such as line variation, shape construction, light and shadow.	U

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	Helps to identify and utilize key concepts like horizon line, eye level, vanishing points, and orthogonal lines, wielding them as tools to construct your artistic worlds.	U
	Students will gain a comprehensive understanding of human anatomy, with detailed knowledge of male and female body structures	A
	To make students develop observational drawing skills, capturing the essence of different animal species with accuracy and detail.	A
	Learn how to exaggerate and stylize the body elements to create unique and memorable characters, especially in the realm of cartooning.	A
	Learn and apply how to arrange the elements in your drawing to create a visually pleasing composition	A
<b>Semester 2</b>		
BGA2C J 101/ BGA2M N100 Core Course 2 in Major – Fundamentals of Traditional animation	Understand the core principles of animation planning: line of action, path of action, and key drawings (extremes and breakdowns). Familiarize traditional animation equipment	U
	Gain a solid foundation in the core principles of animation, preparing you for further exploration in more advanced techniques and software	A
	Gain a comprehensive understanding of creature locomotion and behaviour	A
	Gain a foundational understanding of acting principles. Learn techniques for aligning lip movements, sound effects, and music to create a captivating and believable animation.	A
	Navigate the different practical action application of animation	C
	Apply the traditional animation principles and practices	C
<b>Semester 3</b>		
BGA3C J 201 Core Course 3 in Major – 2D Digital Animation	To understand the basic layout and tools of the software	U
	Students will be exploring the possibilities of frame-by-frame animation in a Digital Software.	A
	Helps to learn about the technical aspects of puppet animation in digital software. Applying Layer Parenting and Bone structures	A
	Creating animations by using shape tweens and masks. This can create effects like explosions, smoke, or transitions.	C

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COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	Develop proficiency in using industry-standard software to create, edit, and sequence a 2d animation project.	C
	Gain a proficiency in the typical workflow involved in creating a digital animation project, from pre-production to post- production.	C
<b>BGA3C J 202/ BGA3M N200</b> Core Course 4 in Major – Introduction to 3D Modelling	Understand the core principle and concepts of 3D modelling	U
	Explore the interface and basic functionalities of a popular 3D modelling software	A
	Create basic 3D shapes using primitive objects and editing tools.	C
	Apply transformations and hierarchies	A
	Differentiate polygon & NURBS	C
	Construct a 3D scene	C
Semester 4		
<b>BGA4C J 203</b> Core Course 5 in Major – Introduction to 3D Lighting and Texturing	Understand the fundamental concepts of the rendering pipeline, including the role of nodes, attributes, materials and shading groups	U
	Demonstrate proficiency in manipulating UV texture space to properly map textures onto complex objects	A
	Demonstrate a solid understanding of scientific and artistic light theories, recognizing how light affects mood, atmosphere, and visual interest in a scene.	A
	Implement the 3-point lighting system (key light, fill light, back light) effectively in CGI environments, understanding its impact on form, depth, and mood.	A
	Create specific moods and atmospheres using lighting techniques like mood lighting and faking radiosity.	C
	Create a visually compelling 3D scene, considering elements like camera placement and object arrangement	C
<b>BGA4C J 204</b> Core Course 7 in Major – Advanced 3D modelling	Articulate the brainstorming ideas into visual representations focusing on the advanced level of modelling considering the topology	A
	Gain the knowledge to model realistic or stylized body parts, incorporating muscle structure for natural movement and pose.	A
	Develop proficiency in the art of sculpting, where you'll refine your models by adding detailed features like muscles, scales, feathers, fur, or other unique characteristics.	A
	Develop the techniques for creating low-poly and realistic game assets, including characters, props, and environments by understanding the different game art styles	A
	Develop expertise in creating clean topology and retopology workflows for realistic scenes for movies and games	C

Programme : BA Graphic Design and Animation		
COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	Apply advanced techniques for creating efficient and animation- friendly character topology,	A
<b>BGA4CJ 205</b> Core Course 6 in Major – Brand Design	Recognize key elements and essence of brand creation, considering consumer impact on identity	U
	Apply intermediate graphic design skills for developing unique brands	A
	Develop brand identity, creating impactful logos and typography principles for effective brand messaging.	A
	Create effective visual content, considering copyright laws and resourceful image/video capture.	C
	Develop logos, design brand mock-ups, propose rebranding concepts, plan visual campaigns, and compile portfolios.	C
	Apply branding principles to various marketing materials and digital platforms.	A
<b>Semester 5</b>		
BGA5CJ 301 Core Course 8 in Major – Motion Graphics	Understand the concept of motion graphics	U
	Gain a strong foundation in animation by manipulating layer properties directly, as well as using keyframes and the Graph Editor for more complex animations.	A
	Apply animation principles and various layer types	A
	Apply the art of masking and compositing techniques	A
	Integrate basic 3D elements	A
	Create motion graphics projects	A
BGA5CJ 302 Core Course 9 in Major – Rigging for Animation	Understand the importance of clean geometry and preparing character model for rigging	U
	Asses the character kinematics and construct bone setup	A
	Apply influences (weights) between joints and the character's mesh to achieve natural and believable deformations during animation	A
	Create a robust and intuitive rig system for facial animation, including controls for major and minor facial features like brows, eyes, mouth, and cheeks.	A
	Evaluate rig functionality, performance, and ease of use to ensure optimal animation results.	A
	Develop a skeletal system with efficient skinning process	C
BGA5CJ 303 Core Course 10 in Major – Audio and Video editing for Animation	Articulate the core principles and techniques of audio and video editing in the context of animation.	U
	Describe the functions of video editing in assembling animation sequences, managing timing and pacing, and incorporating visual effects.	A
	Analyze the impact of audio editing choices on storytelling, emotional impact, and overall animation quality.	A

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	Integrate text and titles and all the techniques learned effectively within the animation for clarity and storytelling purposes.	A
	Utilize industry-standard editing software (or designated software) to perform basic audio and video editing tasks for animation projects.	C
	Edit and synchronize audio and video elements to create a cohesive and polished animation.	C
Semester 6		
BGA6C J 304/ BGA8M N304 Core Course 12 in Major– Visual Effects	Understanding of camera movement, and lighting	U
	Apply compositing principles and multi-pass rendering workflow to support advanced post and compositing	A
	channels/blending modes	A
	Create digital matte paintings	A
	Integrate 3D elements	A
	Apply color correction & post- processing	A
BGA6C J 305/ BGA8M N305 Core Course 11 in Major – Advanced 3D Animation	Understand the animation tools like Dope sheets, animation layers, graph editors, motion path	U
	Articulate the key elements of animation workflow, including planning, blocking, refining, and polishing. Apply the principles of animation to various types of objects, characters, and scenes	A
	Utilize constraints to create complex transformations and Implement set-driven keys to establish dynamic relationships between objects and attributes.	A
	Understand the principles of non-linear animation and its application in character animation. Master the animation workflow for character animation, from planning and blocking to final refinement and the use of graph editor and dope sheet.	U
	Apply the principles of advanced body mechanics in animation, including weight, balance, momentum, and energy transfer. Articulate the techniques used in facial animation and lip sync to achieve believable character performance.	A
	Apply principles of acting, body mechanics, and timing to bring animated characters to life along with implementing visual storytelling techniques like framing, rule of thirds, and leading lines	C
BGA6C J 306/ BGA8M N306 Core Course 13 in Major – Portfolio	Apply theoretical and conceptual knowledge of design to create industry standard works	A
	Gain exposure to the core area of interest that helps to explore and experiment new styles of creation	A
	Develop technical skills in chosen specialization (e.g., graphics, 2d/3D software proficiency, design principles, storytelling techniques).	A
	Apply industry-standard best practices for portfolio presentation, both online and in physical formats..	A
	Effectively communicate the design process and refine the portfolio for maximum impact by receiving constructive feedback.	E
	Demonstrate professional self- reflection and critical thinking skills to assess learning	An

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Semester 1		
BMM1CJ 101/	Analyse the fundamental concepts and elements of multimedia	An



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COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
<b>BMM1M N100</b> Core Course 1 in Major – Introduction to Multimedia and Graphics	Apply principles of graphic design to create effective visual communication	A
	Demonstrate proficiency in image editing and manipulation.	A
	Master vector drawing techniques and applications	A
	Design logos and visual identities that represent and communicate the essence of a brand.	A
	Develop a prototype applying semiotic design	C
<b>Semester 2</b>		
<b>BMM2CJ 101/ BMM2M N100</b> Core Course 2 in Major – Digital Photography	Identify essential camera settings including Aperture, Shutter speed, and ISO.	A
	Apply Composition techniques to enhance the visual appeal of photographs.	A
	Evaluate the strengths and weaknesses of lighting conditions and adjust camera settings accordingly	E
	Apply the ethical considerations related to digital photography including issues of consent and copyright	A
	Produce a portfolio of photographs that demonstrate creative expression and technical proficiency	C
	Analyze and critique photographic works, identifying strengths, weaknesses, and underlying messages.	An
<b>Semester 3</b>		

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COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
<b>BMM3CJ 201</b> Core Course 3 in Major – Scripting and Screenplay	Define the key elements of narrative structure, including plot, character, theme, and setting.	U
	Analyze the effectiveness of using different narrative structures in storytelling	An
	Critically analyze various scripts from different formats	An
	Develop a detailed treatment that outlines the plot, characters, and themes of the project.	C
	Apply their knowledge of scripting to write proposals, treatments, and pitches for their own script ideas.	A
	Combine learned techniques to create a complete storyboard for a scene from their written script	C
<b>BMM3CJ 202/ BMM3M N200</b> Core Course 4 in Major – Audio Production Techniques	Apply fundamental concepts of sound physics, wave behaviour, and audio technology to understand and manipulate audio for multimedia applications	A
	Prove proficiency in selecting and employing microphones for optimal audio capture in various recording scenarios.	E
	Apply advanced audio mixing techniques showcasing proficiency in manipulating audio elements for creative and technical purposes.	A
	Evaluate the functionalities of analogue and digital mixing consoles, demonstrating an understanding of their respective features, signal paths, and applications in the context of audio production.	E
	Apply advanced audio mastering techniques, including equalization, compression, and limiting, to enhance the quality and impact of audio productions	A
	Apply their audio production skills to create, edit, and mix multi-track audio projects incorporating music, dialogue, sound effects, and creative elements, resulting in a polished audio program in a standard format.	A
<b>Semester 4</b>		
<b>BMM4CJ 203</b> Core Course 5 in Major – Cinematography	Analyze the evolution of video recording technologies and explain their impact on visual storytelling.	An
	Demonstrate proficient handling of video cameras, lenses, and various film equipment with proper balance and control	U
	Create visually compelling shots utilizing different shot types, framing techniques, and considerations for continuity and visual balance.	C

Programme : BA Multimedia		
COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	Utilize camera movements effectively to enhance storytelling and convey emotions within a scene.	A
	Employ various lens properties (aperture, focal length) and manipulate camera settings (exposure, color balance) to achieve desired visual effects.	A
	Apply different lighting techniques (natural, artificial, key, fill, back) to create specific moods, atmospheres, and cinematic effects.	A
<b>BMM4CJ 204 Core Course 6 in Major – Video Editing Techniques</b>	Explain the historical development of film editing, identifying key figures and defining critical editing principles	U
	Analyze theories of editing like montage and Kuleshov experiment, understanding their role in shaping narrative and emotional impact.	An
	Analyze various editing styles used in different film genres and media formats.	An
	Utilize non-linear editing software to assemble, edit, and enhance video and audio content effectively	U
	Apply various types of cuts and transitions to achieve specific narrative and aesthetic goals in video projects.	A
	Apply color correction and grading techniques to enhance the visual quality of video footage.	A
<b>BMM4CJ 205 Core Course 7 in Major – Motion Graphics</b>	Explain the history and fundamental principles of motion graphics.	R
	Apply techniques for animation, keyframing, and composition using motion graphics software.	A
	Construct effects, including masking, layering, and camera movements, for visual impact.	A
	Integrate 3D elements and lighting into motion graphics projects for enhanced depth and realism.	E
	Develop narrative ideas through various applications, such as digital graphic novels, UI animation, infographics, and title sequences.	C

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COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	Adapt and customize existing motion graphics templates to suit specific design requirements and project goals.	A
Semester 5		
BMM5CJ 301 Core Course 8 in Major – UI & UX Design	Summarize core UX/UI design concepts	U
	Conduct user research and identify user needs/goals	A
	Design and prototype user interfaces	C
	Conduct usability testing and iterate on designs	A
	Apply design principles and best practices	E
	Collaborate effectively with developers/stakeholders	A
BMM5CJ 302 Core Course 9 In Major – Techniques of Visualizing 3D	Outline the basic concepts of 3D modelling, texturing, and lighting.	U
	Master the core skills and techniques used in each discipline.	A
	Apply these skills to create various types of 3D models and scen	A
	Develop a strong understanding of lighting principles and their impact on visual storytelling.	A
	Gain experience working with industry- standard 3D software.	C
	Develop critical thinking, problem-solving abilities, and a strong practical skill set	A
BMM5CJ 303 Core Course 10 in Major – Concepts of Cinema	Analyze cinematic elements and narrative structures in films from different eras and genres	An
	Interpret the meaning and significance of film techniques, symbols, and references within their historical and cultural contexts	An

Programme : BA Multimedia		
COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	Evaluate the strengths and weaknesses of different film theories and apply them to specific cinematic examples	E
	Synthesize knowledge from diverse film movements, theories, and industry practices to build new perspectives and interpretations	C
	Analyze the impact of the globalized market on film sales and critically assess the digital revolution's influence on cinema	An
	Discuss the impact of technological innovation in film industry	C
Semester 6		
<b>BMM6CJ 304/ BMM8M N304</b> <b>Core Course 11 in Major – Advanced Web Designing</b>	Summarise the concepts of WWW, HTTP protocol, and client-server	U
	Create well-structured and semantically meaningful web pages using HTML, demonstrating the ability to integrate multimedia, forms, and navigation elements.	A
	Expertise in styling and formatting web pages using CSS, demonstrating proficiency in selecting, positioning, and styling elements to create visually appealing.	A
	Gain the knowledge and skills to effectively WordPress websites and understand domain names and web hosting.	A
	Develop a strong practical skill set, encountering professional challenges in their respective domains	C
	Develop critical thinking and problem-solving abilities applying skill sets of web design	A
<b>BMM6CJ 305/ BMM8M N305</b> <b>Core Course 12 in Major– 3D Animation Techniques</b>	Create complex character rigs utilizing custom tools	A
	Apply animation principles in various scenarios	An
	Apply timing and spacing effectively in character animation	A
	Implement body mechanics using Maya and Motion builder	A
	Demonstrate behaviors and body language of various animation contexts	An

Programme : BA Multimedia		
COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	Create realistic facial animation and lip sync	C
<b>BMM6CJ</b> <b>306/</b> <b>BMM8M</b> <b>N306</b> <b>Core Course 13 in Major –</b> <b>Production</b> <b>Design and Practices</b>	Analyze and interpret the role of production design in storytelling	An
	Apply the production design process, from script breakdown to budget management and visual concept development.	A
	Evaluate the impact of different design elements (costumes, props, lighting, sound) on the overall mood and tone of a production	E
	Collaborate effectively with various production departments, including art direction, costume, and lighting, to achieve visual coherence and cohesion	A
	Critically analyze the relationship between sound, costume, and lighting design in enhancing the storytelling experience.	An
	Build critical thinking and problem- solving skills in applying production design principles to specific challenges	C