

BA MULTIMEDIA

PROGRAMME OUTCOMES (PO)

At the completion of the under graduate programme, the student is expected to attain the following learning outcomes

PO No	Graduate Programme Outcomes
PO 1	Enhances the horizon of knowledge so as to enable the learners to carry out professional careers, pursue academic or qualitative research
PO 2	Develops problem analysis skills and knowledge and applies the same in real life situation
PO 3	Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
PO 4	Develops interdisciplinary approach among the students and a strong foundation to pursue higher education programme
PO 5	Develops critical thinking, professional skills and effective communication skills
PO 6	Acquires the knowledge and skills required to pursue a career in the specialization of their choice to meet the industrial need

PROGRAMME SPECIFIC OUTCOMES (PSO)

BA Multimedia programme has been designed to prepare graduates for attaining the following specific outcomes

PSO No	Intended Programme Specific Outcomes
PSO 1	Acquires managerial skills and theoretical knowledge for managing media with special focus on multimedia
PSO 2	Attains advanced multimedia knowledge, skills and provide awareness regarding latest developments in the field of media.

PSO 3	Obtains advanced theoretical knowledge on research methods and techniques and also develops capabilities in media research in solving media related problems.
PSO 4	Acquires expertise in specialized fields like filmmaking, television production, advertising and new media
PSO 5	Develops quantitative aptitude and analytical skills of the learner.
PSO 6	Attains skills to pursue career in professional areas of media business such as, advertising, film & television industry, print media and IT enabled services.

Course Outcomes

Semester I

Name of the Course	Course Outcome
Common course 1-1 fine-tune your English (theory)	<p>CO1 Reading Skills: - Ability to read English with understanding and decipher paragraph patterns, writer techniques and conclusions</p> <p>CO2 Writing Skills: - Skill to develop the ability to write structured English and master the mechanics of writing the use of correct punctuation marks and capital letter</p> <p>CO3 Listening Skills: - Ability to understand English when it is spoken in various contexts.</p> <p>CO4 Speaking Skills: - Develop the ability to speak intelligibly using correct tense, word stress, sentence stress and elementary intonation patterns</p> <p>CO5 Use English for formal communication effectively.</p>
Art and visual perception (theory)	<p>CO1 Understands the growth of Art from history</p> <p>CO2 Learns about the different works of art and architecture in different civilizations</p> <p>CO3 Identifies the differences of works of art & architecture in different civilizations</p>
Introduction to communication (theory)	CO1 Understands and appreciates the role of communication in development media.

	<p>CO2 Acquires knowledge of different theories, barriers and forms of communication and their use in the process of social change.</p> <p>CO3 Understands the relevance of communication in media and society</p>
<p>Still photography (practical)</p>	<p>CO1 Develops aesthetic technical skills in Basic photography.</p> <p>CO2 Handles the specialized techniques of image making and composition.</p> <p>CO3 Ability to use the DSLR camera. Basic knowledge of image making using digital camera.</p>
<p>Basic Drawing Techniques (Practical)</p>	<p>CO1 Understands the Basic drawing Technique in the context of the related Arts.</p> <p>CO2 Practical knowledge about the various set designs and art forms.</p> <p>CO3 Knowledge of different art forms around the world.</p>

Semester II

Name of the Course	Course Outcome
<p>Common course 2:1 issues that matter (theory)</p>	<p>CO1 Identifies the major issues of contemporary significance Knowledge of different art forms around the world.</p> <p>CO2 Responds rationally and positively to the issues raised</p> <p>CO3 Internalizes the values imparted through the selected Issues of Culture, Identity and Tradition</p> <p>CO4 Becomes sensitive towards the victims of man-made atrocities-Environmental Issues</p> <p>CO5 Develops a broad vision of Humanity-Realizing the problems of refugeeism</p>
<p>Art and visual perception II (theory)</p>	<p>CO1 Understands the growth of Art through ages</p> <p>CO2 Learns about the different works of art and architecture in Western & Indian Art</p>

	<p>CO3 Identifies the differences of works of art & architecture in Western and Indian art.</p>
<p>Advanced photography(practical)</p>	<p>CO1 Develops aesthetic technical skills in advance photography.</p> <p>CO2 Handles the specialized techniques of lighting and composition</p> <p>CO3 Capability to use the visual language to produce and critique photographic art.</p>
<p>Media and actor: training for acting (practical)</p>	<p>CO1 Gets introduced to the various artistic forms on which the actor develops as a communicator.</p> <p>CO2 Learns the fundamentals of scene work and its challenges.</p> <p>CO3 Basic understanding of the process of screen acting.</p>
<p>Study of fiction(theory)</p>	<p>CO1 Learns to analyse different genres of literature, short stories, novels, drama, and poetry. Recognizes the main elements of different literary genres and assess their significance.</p> <p>CO2 Makes an in-depth character study and various aspects of the character related to other literary elements of the novel, how a character's personality, attitudes, conflict and relationships change and how does character relate to setting or theme.</p> <p>CO3 Learns to identify and describe major literary movements and trends, literary texts in their cultural and historical context. Able to re-narrate the plot of a short story, both orally and in writing. Make connections between the novel, personal world, aspects of human nature, society and the wider world, history.</p>

Semester III

Name of the Course	Course Outcome
Videography (project)	<p>CO1 An exploration of the principles, mechanics and aesthetic of videography</p> <p>CO2 Learns to use video as an effective form of communication</p> <p>CO3 Plans, designs and creates digital video projects.</p>
Audiography I (theory)	<p>CO1 Training on technicalities and aesthetics of audio production.</p> <p>CO2 Understands the latest technologies and recent trends in audio engineering</p> <p>CO3 Learns the skill in audio production to meet the needs of various media and film industry.</p>
Introduction to graphic design-I (practical)	<p>CO1 Understands raster graphics tools (Adobe Photoshop)</p> <p>CO2 Learns Basic elements and principles of Graphic Design</p> <p>CO3 Ability to work different stationary designs, various type of posters: propaganda, event, commercial etc</p>
Script writing (project)	<p>CO1 Competency to develop a story from a single idea and can also structure the character.</p> <p>CO2 Learns to transform a synopsis to a complete screenplay</p> <p>CO3 Ability to write, analyse or criticize any screenplay.</p>
Elements of direction (project)	<p>CO1 Learns the pre-production, production and post production stages of film.</p> <p>CO2 Acquires an understanding of elements of direction and able to Write, adapt and direct short fiction films.</p> <p>CO3 Be able to lead a creative and technical team as a director</p>

Semester IV

Name of the Course	Course Outcome
<p>Editing principles (practical)</p>	<p>CO1 Acquires knowledge on the latest techniques in editing. CO2 Analyses the stages of Pre-production, Production and Post-Production of editing techniques. CO3 Develops the method to visualize and create their own video logs and short-films. CO4 Applies the fundamental terminologies and concepts of Non-Linear editing.</p>
<p>Audiography II (practical)</p>	<p>CO1 Gains an essential understanding and hands-on experience with the equipment and practices of modern recording techniques and audio production CO2 Understands the modern media audio recording techniques CO 3 Learns Advanced Sound design for media production</p>
<p>Art of storyboarding (project)</p>	<p>CO1 Acquires knowledge and idea about cinematic language including different types of shots, camera angles, camera moves, transitions and continuity editing. CO2 Learns how storyboarding skills will be evaluated on the creative idea, the drawing skills, the use of proper cinematic and the creative nature of the overall animation/film visualization. CO3 Applies all principles of storyboarding into a clear blueprint for a film, in which all visual aspects are working together.</p>
<p>Media management (theory)</p>	<p>CO1 Understands the key concepts of management and core concept of an organization. CO2 Capability to know how a media organization works and the professional hierarchy that the organization keeps CO3 Understands the various aspects of media organization like marketing techniques, branding, PR and Advertising.</p>
<p>Introduction to graphic design-II (practical)</p>	<p>CO1 Learns popular vector drawing application used for graphic designing CO2 Understands different stages of Corporate Identity design.</p>

	CO3 Ability to work different Typography designs & various type of Typography Posters.
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Semester V

Name of the Course	Course Outcome
Environmental studies and human rights (theory)	<p>CO1 Understands the key concepts of economic, political and environmental policies in our country.</p> <p>CO2 Understands the social responsibilities and common behaviour in the society for the sake of our environment and can prevent various pollutions as an individual.</p> <p>CO3 Learns to critically analyse their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.</p>
3d studio (practical)	<p>CO1 Learns to work within virtual 3-D space and build volumetric objects including: vertices, splines, polygons, primitive shapes and Sub Patch geometry.</p> <p>CO2 Understands 3D visualization and how to building interior in 3D software according to the plan.</p> <p>CO3 Learns the importance of file backup and management.</p>
Scenic design i (theory)	<p>CO1 Understands Scenic Design in the context of the related Arts.</p> <p>CO2 Theoretical knowledge about the various set designs and classical art forms.</p> <p>CO3 Knowledge of different ancient art forms around the world.</p>
Electronic journalism (project)	<p>CO1 Learns to develop a news story for Print, TV, Radio, and Web</p> <p>CO2 Ability to write and edit copies for print, Radio, TV and Web</p> <p>CO3 Career selection as TV/Radio programme producer</p>

Creative painting	<p>CO1 A basic understanding of drawing techniques for film and animation.</p> <p>CO2 Develops skills in drawing through various exercises,</p> <p>CO3 Knowledge of different ancient art forms around the world.</p>
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Semester VI

Name of the Course	Course Outcome
Internship	CO1 Acquires practical industry based experience
Scenic design II (project)	<p>CO1 Gets sufficient inputs to integrate set design with costume design, set decoration, and make-up to provide an artistic fusion for Scenic Design.</p> <p>CO2 Ability to conceive miniatures, sets that equip them working with film industry</p> <p>CO3 Demonstrates necessary knowledge of materials, tools, techniques, methodologies and safe working habits of all essential theatrical and cinema production</p>
Eng production (project)	<p>CO1 Capability to present, produce or analyse any kind of news production for the Television</p> <p>CO2 Learns the complete production methods and techniques of electronic news production</p> <p>CO3 Ability to report, edit and format any kind of news.</p>
3d visualization / design project	<p>CO1 Understands concepts and techniques for developing a Company branding Elements.</p> <p>CO2 Learns procedures of pre-production, production, and post-production for graphics projects.</p> <p>CO3 Identifies current trends within the Graphic design industry and appropriate career opportunities. Understand concepts and apply procedures to create portfolios</p>
Choice based course (video project)	CO1 Fulfilment of the process of study through a graduation film presentation.



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	<p>CO2 Gets an overview of digital video production tools and techniques</p> <p>CO3 Develops creative responsibility for media projects.</p>
<p>Analysis of a Fiction / Non Fiction Film (Project)</p>	<p>CO1 Learns the process of film analysis, observe with knowledge and reflect upon the articulation of a film's content, form and structure.</p> <p>CO2 Develops an understanding of film language and terminology, and analyze the ways in which that this language constructs meaning and ideology.</p> <p>CO3 Learns to explain how a film offers a set of social, political and cultural ideas and questions through form and content and how film has changed over time as an aesthetic form, as an industry, and as a social institution.</p>