

**GEMS ARTS AND SCIENCE COLLEGE, RAMAPURAM**

**DEPARTMENT OF MULTIMEDIA**

**PROGRAMME OUTCOMES (POs), PROGRAMME SPECIFIC  
OUTCOMES (PSOs), and COURSE OUTCOMES (COs)**

**PROGRAMME: BA MULTIMEDIA**

**PROGRAMME OUTCOMES (POS)**

PO1. Demonstrate the history, development, and practice of the Electronic media, new media

and Print media

PO2. Design, and produce works in media, based on effective principles and practices of media

Aesthetics for a target audience.

PO3. Develop the learner into competent and efficient Media & Entertainment Industry ready

Professionals.

PO4. Prepare socially responsible media professionals, academicians, researchers, with global

Vision.

PO5. Identify the existing and emerging employment opportunities in digital content creation

and distribution within the rapidly-changing media industry.

**PROGRAMME SPECIFIC OUTCOMES (PSOS)**

PSO1. Develop ethically committed media professionals and entrepreneurs adhering to the

human values, the Indian culture and the Global culture.

PSO2. Demonstrate professionalism through creative and intellectual independence.

PSO3. Practice in the fields of Animation, Web designing, Photography, cinematography, UX/UI

Designing, Video editing, Autography, Visual Effects & Graphic designing for films, Print

Media, Game Industry and television industry.

**COURSE OUTCOMES (COs)****SEMESTER I**

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
BMM1B01 (CORE)	INTRODUCTION TO DIGITAL MEDIA	4	<b>CO1</b> -Identify the emerging technologies of digital media
			<b>CO2</b> -Explain the impact of new media in society
			<b>CO3</b> -Demonstrate the use of technology in Media Industry.
			<b>CO4</b> -Identify the basic features and functionality of internet.
			<b>CO5</b> -Analyze latest trends in new media and computer aided communication
			<b>CO6</b> -Examine the concepts like convergence of media, digital divide, virtual reality etc.
JOU1C04	INTRODUCTION TO MASS MEDIA (COMPLEMENTARY)	3	<b>CO1</b> -Acquire the knowledge of fundamentals of communication
			<b>CO2</b> - Identify the different kinds of print media
			<b>CO3</b> - Identify the different kinds of Electronic media
			<b>CO4</b> - Identify different kind of new media
			<b>CO5</b> - Demonstrate understanding in the concepts of communication
			<b>CO6</b> - Present seminar on the concept of freedom of expression
BVC1C02	INTRODUCTION TO VISUAL COMMUNICATION (COMPLEMENTARY)	3	<b>CO1</b> -Acquire the knowledge of history of visual communication
			<b>CO2</b> - Identify the basic elements and principles of visual communication
			<b>CO3</b> - Students shall get a thorough theoretical background of visual communication
			<b>CO4</b> - Explain visual cultures and visual literacy

## SEMESTER II

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
BMM2B02 (CORE)	CREATIVITY AND DESIGN SKILLS	4	CO1-Develop a systematic, critical approach to problem solving at all levels of the design Process.
			CO2-Develop basic drawing skills
			CO3-Differentiate elements of painting and drawing
			CO4-Apply the elements of design, principles of design and Aesthetics of design.
			CO5-Illustrate the basics of drawing like lines, shapes and shading styles
			CO6-Explain the color theory
			CO7-Analyze the color Relationships, Harmonies, Monochromatic, and Analogous.
JOU2C04	NEWSPAPER JOURNALISM (COMPLEMENTARY)	3	CO1- Appreciate the concepts of journalism
			CO2- Write news reports
			CO3-Understanding about newspaper organization
			CO4- Editing a news report
BVC2C02	INTRODUCTION TO CINEMA (COMPLEMENTARY)	3	CO1- Appreciate cinema meaningfully
			CO2- Familiarize with the basic production techniques
			CO3- Explain Malayalam cinema
			CO4-Identifying terminologies in cinema

### SEMESTER III

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
BMM3B03 (CORE)	MEDIA PUBLISHING	2	<b>CO1</b> -Identify different printing methods and publishing techniques
			<b>CO2</b> -Demonstrate page make-up and typography with recent changes and development in the industry.
			<b>CO3</b> -Analyze the history of publishing, including print, digital, and other media
			<b>CO4</b> -Illustrate the fundamentals of page layout
			<b>CO5</b> -Explain basic elements and principles of design and its usage in page design
			<b>CO6</b> -Design brochure, posters, magazines etc.
BMM3B04 (CORE)	COMPUTER GRAPHICS	2	<b>CO1</b> -Compare different types of image file formats.
			<b>CO2</b> -Design attention-grabbing graphic designs to meet specific commercial or promotional needs, such as packaging, displays, or logos while meeting industry Standard specifications.
			<b>CO3</b> -Practice image Editing, retouching and archiving digital files using Adobe Photoshop
			<b>CO4</b> -Articulate design ideas verbally, visually, and digitally.
			<b>CO5</b> -Create print ads, digital art, web design, pattern design and photo manipulation.
			<b>CO6</b> -Synthesis designing elements in graphic designing process
BMM3B05 (CORE)	DIGITAL PHOTOGRAPHY	2	<b>CO1</b> -Demonstrate the Fundamentals of handling camera.
			<b>CO2</b> -Explain the science and art of image processing
			<b>CO3</b> -Analyze and interpret photographic images
			<b>CO4</b> -Practice elements of photography
			<b>CO5</b> -Compare different types of image file formats.

			<p><b>CO6</b>-Practice Landscape, portrait and Seascape photography</p> <p><b>CO7</b>-Explain Silhouette Photography, Special Effects, Freezing Movement Photography, Panorama e.t.c</p> <p><b>CO8</b>-Analyze Basics of Camera, History of Photography, different types of cameras and basic lighting techniques</p> <p><b>CO9</b>-Operate Aperture, Shutter speed, ISO and Focus.</p> <p><b>CO10</b>-Manage Basic Lighting techniques indoor/ outdoor &amp; Different types of lights &amp; filters</p>
BMM3B06	MEDIA PUBLISHING (PRACTICAL) & COMPUTER GRAPHICS (PRACTICAL)	2	<p><b>CO1</b>-Design attention-grabbing graphic designs to meet specific commercial or promotional needs, such as packaging, displays, or logos while meeting industry standard specifications.</p> <p><b>CO2</b>-Practice image Editing, retouching and archiving digital files using Adobe Photoshop</p> <p><b>CO3</b>-Design various print layouts</p> <p><b>CO4</b>-Practice Digital Drawing with illustrator</p>
BMM3B07	DIGITAL PHOTOGRAPHY (PRACTICAL)	2	<p><b>CO1</b>-Explain Silhouette Photography, Special Effects, Freezing Movement Photography, Panorama e.t.c</p> <p><b>CO2</b>- Analyse Basics of Camera, History of Photography, different types of cameras and basic lighting techniques</p> <p><b>CO3</b>- Operate Aperture, Shutter speed, ISO and Focus.</p> <p><b>CO4</b>- Manage Basic Lighting techniques indoor/ outdoor &amp; Different types of lights &amp; filters</p>
JOU3C04	TELEVISION JOURNALISM (COMPLEMENTARY)	3	<p><b>CO1</b>-Demonstrate knowledge in concepts related to TV telecast</p> <p><b>CO2</b>- Understanding terminologies in tv production</p> <p><b>CO3</b>- Write news copies</p> <p><b>CO4</b>- Understanding anchoring and interviewing in TV Journalism</p>
BVC3C02	SCRIPTING AND	3	<p><b>CO1</b>-Acquire skills required for writing scripts</p>

	STORY BOARDING (COMPLEMENTARY)		<p><b>CO2-</b> Preparing story boards</p> <p><b>CO3-</b> Identifying different genres</p>
A11	BASIC NUMERICAL SKILLS FOR MEDIA ARTS (GENERAL COURSE)	4	<p><b>CO1-</b> Develop foundational skills in arithmetic, including operations with whole numbers, fractions, decimals, and percentages.</p> <p><b>CO2-</b> Enhance problem-solving abilities by applying numerical concepts to real-life situations, fostering critical thinking and analytical skills.</p> <p><b>CO3-</b> Gain competence in interpreting and using quantitative data, enabling informed decision-making and effective communication.</p> <p><b>CO4-</b> Build confidence in mathematical manipulation, paving the way for more advanced studies and practical applications in various fields.</p>
A12	GENERAL INFORMATICS INSTRUMENTATION (GENERAL COURSE)	4	<p><b>CO1-</b> Develop a solid grasp of measurement tools, sensors, and data systems.</p> <p><b>CO2-</b> Data Analysis Skills: Interpret and draw insights from instrument-derived data.</p> <p><b>CO3-</b> Problem-solving: Apply informatics to troubleshoot and optimize instrumentation challenges.</p>

**SEMESTER IV**

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
BMM4B08 (CORE)	INTRODUCTION TO CINEMATOGRAPHY	2	<b>CO1-</b> Demonstrate the Fundamentals of handling Video camera
			<b>CO2-</b> Apply current best practices in cinematography
			<b>CO3-</b> Operate Video Camera, Video Lights and its related accessories.
			<b>CO4-</b> Analyze and apply various cinematography techniques & principles
			<b>CO5-</b> Manage to shoot various real-life conditions
			<b>CO6-</b> Practice Basic Lighting techniques indoor/ outdoor & Different types of lights & filters
			<b>CO7-</b> Produce their own short films and documentaries
BMM4B09 (CORE)	FUNDAMENTALS OF WEB DESIGNING	2	<b>CO1-</b> Explain the history of internet
			<b>CO2-</b> Use graphic design principles that relate to web design and learn how to implement theories into practice.
			<b>CO3-</b> Practice web page layout, Color schemes and typography
			<b>CO4-</b> Demonstrate basic elements of web designing
			<b>CO5-</b> Create web elements like buttons, banners & Bars
	INTRODUCTION TO	2	<b>CO1-</b> Analyse and apply various cinematography

BMM4B10	CINEMATOGRAPHY (PRACTICAL)		techniques & principles.
			<b>CO2-</b> Manage to shoot various real-life conditions
			<b>CO3-</b> Practice Basic Lighting techniques indoor/ outdoor & Different types of lights & filters
			<b>CO4-</b> Produce their own short films and documentaries.
BMM4B11	FUNDAMENTALS OF WEB DESIGNING (PRACTICAL)	2	<b>CO1-</b> Use graphic design principles that relate to web design and learn how to implement theories into practice.V
			<b>CO2-</b> Practice web page layout, Color schemes and typography
			<b>CO3-</b> Demonstrate basic elements of web designing
			<b>CO4-</b> Create web elements like buttons, banners & Bars.
JOU4C04	DIGITAL JOURNALISM (COMPLEMENTARY)	3	<b>CO1-</b> Illustrate understanding in the characteristics of new media
			<b>CO2-</b> Illustrate knowledge in new concepts in new media
			<b>CO3-</b> Identifying digital reporting techniques
			<b>CO4-</b> Identifying various issues in cyber space
BVC4C02	E-CONTENT DEVELOPMENT (COMPLEMENTARY)	3	<b>CO1-</b> Understanding of e-content fundamentals
			<b>CO2-</b> Illustrate knowledge in instructional strategy for E-content development
			<b>CO3-</b> Illustrate knowledge in instructional design and learning theories
A13	MEDIA MANAGEMENT (GENERAL COURSE)	4	<b>CO1-</b> Functions of Management
			<b>CO2-</b> Understand the dynamics of media platforms, industries, and technologies.
			<b>CO3-</b> Audience Engagement Learn strategies to attract and retain target audiences effectively.
			<b>CO4-</b> Content Planning: Develop skills in creating, curating, and managing compelling media content.
			<b>CO5-</b> Strategic Management; Gain insights into media business operations, branding, and marketing for successful campaigns.
			<b>CO1-</b> Historical Understanding: Comprehend the chronological development of media



A14	EVOLUTION OF MEDIA TECHNOLOGY (GENERAL COURSE)	4	technologies, from print to digital and beyond.
			<b>CO2</b> -Technological Proficiency: Gain insights into the functioning of various media tools and platforms used for content creation and dissemination.
			<b>CO3</b> -Cultural Impact: Analyze how evolving media technologies have influenced societies, communication patterns, and cultural trends.
			<b>CO4</b> -Future Trends Awareness: Anticipate potential directions of media technology evolution, preparing for upcoming shifts and innovations in the field

### SEMESTER V

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
BMM5B12 (CORE)	TECHNIQUES OF POST PRODUCTION – VISUAL EDITING	3	<b>CO1</b> -Explain the history of film editing
			<b>CO2</b> - Demonstrate different types of editing
			<b>CO3</b> - Analyze the stages of Pre-production, Production and Post-Production of editing techniques.
			<b>CO4</b> - Explain the basic video terminologies
BMM5B13 (CORE)	TECHNIQUES OF POST PRODUCTION – SOUND RECORDING, EDITING AND	2	<b>CO1</b> - Explain basic audio terminologies
			<b>CO2</b> - Explain the importance of the audio and the recording process.
			<b>CO3</b> -Demonstrate Fundamentals of analogue

	MASTERING		and Digital sounding Systems, Basic acoustics, sounding levels, Digital Audio Workstations (Eg. Nuendo) and concepts of Multi-track recording and editing.
BMM5B14 (CORE)	INTRODUCTION TO 3D MODELING AND TEXTURING	2	CO1-Apply various techniques of drawing for animation
			CO2- Create a 3D environment featuring lighting, texturing and lighting
			CO3- Develop an enthusiasm for personal enquiry into animation and the motivation to sustain it.
			CO4- Create various 3d models and texture them appropriately
BMM5B15 (CORE)	ADVANCED WEB DESIGNING	2	CO1- Use the language of the web: HTML and CSS b
			CO2-) Identify the techniques of responsive web design, including media queries c
			CO3-Develop basic programming skills using Javascript and jQuery
			CO4-Integrate social media content into web pages
			CO5-Explain the fundamentals of responsive web design
			CO6-Construct a web site
BMM5B16	TECHNIQUES OF POST PRODUCTION – VISUAL EDITING (PRACTICAL) TECHNIQUES OF POST PRODUCTION – SOUND RECORDING, EDITING AND MASTERING (PRACTICAL)	2	CO1-Practice Nonlinear video editing applications
			CO2- work as a professional video editor
			CO3- Practice Multi-track applications for importing Audio files, Adding audio tracks, BUS routing, recording, editing, and audio with Effects and mixing audio, Principles Audio transitions.
BMM5B17	INTRODUCTION TO 3D MODELING AND TEXTURING (PRACTICAL) ADVANCED WEB	2	CO1-Classify Polygonal Modeling, Modelling with NURBS and Modelling with Deformers and Subdivisions Surfaces
			CO2- Recognize the role of drawing in basic shapes, Animal study, Human anatomy, Shading techniques, Live model study etc.

	DESIGNING (PRACTICAL)		<b>CO3-</b> Turn the 3-dimensional models step by step, into full-fledged figures <b>CO4-</b> Analyze each type of modeling editing: Lofting, Revolved Surface, Extruded Surface, Planar Surface, Beveled Surface, Boundary Surface Editing NURBS Surfaces Patch Modeling etc.
BMM5D01	FUNDAMENTALS OF MULTIMEDIA (FOR OTHER STUDENTS)	3	<b>CO1-</b> Define what is multimedia. <b>CO2-</b> Explain five multimedia components. <b>CO3-</b> Examine multimedia applications in several areas. <b>CO4-</b> Classify multimedia software based on its function <b>CO5-</b> Explain about digital video standards, formats and technology. <b>CO6-</b> Differentiate between lossy and lossless compression <b>CO7-</b> Identify the future multimedia computing technologies.

### **SEMESTER VI**

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
BMM6B18 (CORE)	ADVANCED 3D ANIMATION, VFX AND COMPOSITING	3	<b>CO1-</b> a) Analyze the principles of animation. <b>CO2-</b> Work in advanced techniques and methodologies of 3d character rigging. <b>CO3-</b> Explain the importance of rotoscope and keying concepts in compositing work. <b>CO4-</b> Demonstrate the camera concept and providing the same angle to the CG work <b>CO5-</b> Practice compositing and color correction

			<p><b>CO6</b> Identify major applications of compositing process used in industry.</p> <p><b>CO7</b>-Develop a visual effects pipeline</p>
BMM6B19 (CORE)	INTRODUCTION TO MOTION GRAPHICS	3	<p><b>CO1</b>-Produce attention-grabbing motion graphics for film, television, music videos, and the Web while meeting industry standard specifications.</p> <p><b>CO2</b>-Demonstrate proficiency in the use of motion graphics software and hardware.</p> <p><b>CO3</b>-Work as a visual effects artist</p> <p><b>CO4</b>- Identify major applications of compositing process used in industry.</p> <p><b>CO5</b>- Apply animation with different techniques (Frame, Keyframe, Cut-out, Stop-motion,etc.) using After Effects software</p>
BMM6B20	MULTIMEDIA DESIGNING & AUTHORIZING (ELECTIVE)	2	<p><b>CO1</b>- Identify multimedia authoring, paradigm and tools.</p> <p><b>CO2</b>- Analyze the basics of 2d animation deals with the basics of working with an animation where an artist will have studied about human anatomy.</p> <p><b>CO3</b>-Examine basic principles behind animation and techniques</p> <p><b>CO4</b>-Interpret the stages of multimedia production</p> <p><b>CO5</b>-Identify basic animation structures, study of expressions, the poses for animation with bone study and complete portrait sketching and live drawing.</p> <p><b>CO6</b>-Identify a range of concepts, techniques and tools for creating and editing the interactive multimedia applications</p> <p><b>CO7</b>- Create a storyboard for the animation project</p> <p><b>CO8</b>-Create 2D animation projects</p>
BMM6B21	TELEVISION & MULTI CAMERA PRODUCTION (ELECTIVE)	2	<p><b>CO1</b>- Differentiate between the TV medium and Film medium.</p> <p><b>CO2</b>-Develop an awareness of core producing and production management skills, required for the production of a Television programme.</p> <p><b>CO3</b>- Differentiate between various cables, jacks, and plugs in common use.</p> <p><b>CO4</b>-Demonstrate basic understanding of</p>

			<p>video switchers, character generators, and audio mixers</p> <p><b>CO5-</b>Demonstrate a basic understanding of the operations of lighting equipment and 3-point lighting</p> <p><b>CO6-</b>Demonstrate an elementary ability to coordinate (direct) a video production which involves giving commands to a crew (which includes camera persons, VTR, technical direction, floor manager, talent, lighting, audio, etc.</p> <p><b>CO7-</b> Design multi camera production</p> <p><b>CO8-</b>Manage a Multi-camera shoot</p> <p><b>CO9-</b>) Demonstrate the grammar of studio production and the key roles of production team.</p> <p><b>CO10</b> Analyze the Production &amp; Post production process in detail.</p> <p><b>CO11-</b> Identify Research approaches and equip them with tools to carry on research</p> <p><b>CO12-</b> Practical Experience in handling Video Camera and Video Lights, Multi Camera setup and console operation and non-linear editing system.</p>
BMM6B22	ADVANCED 3D ANIMATION & VFX (PRACTICAL)	2	<p><b>CO1-</b> Recognize the key concepts of Maya (Animation)</p> <p><b>CO2-</b> Learning different types of animation (Walkcycle)</p> <p><b>CO3-</b> Analyze the term Visual Effects with Nuke</p> <p><b>CO4-</b>Learn Rigging, Lighting, Camera and Dynamics with Autodesk Maya</p>
BMM6B23	INTRODUCTION TO MOTION GRAPHICS (PRACTICAL)	2	<p><b>CO1-</b> Recognize the key concepts of Adobe After Effects and FCP</p> <p><b>CO2-</b> Put in to practice the basic features of colour correction</p> <p><b>CO4-</b> Apply the skills to make original animations with text and objects</p> <p><b>CO5-</b> Combine video and still images, using backgrounds from Photoshop</p>
BMM6B24	MULTIMEDIA PROJECT	2	<p><b>CO1-</b> Organize a multimedia production</p> <p><b>CO2-</b>Apply theoretical, Technical, critical, and historical concepts when making style</p>

			<p>choices in their own projects and in referencing or analyzing the medium of cinema</p> <p><b>CO3-</b> Demonstrate skills required to create quality media productions including skills in story development, producing, animation, cinematography, editing, and audio production/post production</p> <p><b>CO4-</b> Demonstrate that they understand the pre-production, production, and postproduction of a multimedia production process</p> <p><b>CO5-</b> Analyze story structure and the screenwriting process for use in the critique and creation of a Multimedia production</p> <p><b>CO6-</b> Manage as a leader or member of a filmmaking team</p>
BMM6B25	WEBSITE PROJECT	2	<p><b>CO1-</b> a) Develop a professional website</p> <p><b>CO2-</b>) Identify the practical challenges in completing a website project</p> <p><b>CO3-</b> Apply intermediate and advanced web development practices</p> <p><b>CO4-</b> Create basic JavaScript</p> <p><b>CO5-</b> Create web pages that function using external data</p>