



ENGINEERS WITH
SOCIAL RESPONSIBILITY

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NAAC Accredited

Recipient of Centre of Excellence Award by the Government of Gujarat

Recipient of '5 Star' in GSIRF Ranking by Government of Gujarat

PROGRAM: MASTER OF DESIGN IN COMMUNICATION DESIGN, M.DES (CD)

PO No.	Programme Outcomes
PO1	Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
PO2	Problem analysis: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences
PO3	Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
PO4	Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
PO5	Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
PO6	The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.



PO7	Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO8	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO9	Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO10	Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
PO11	Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
PO12	Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PSO No.	Program Specific Outcomes (PSOs)
PSO1	To apply the theoretical concepts of information technology and practical knowledge in analysis, design and development of computing systems and interdisciplinary applications.
PSO2	To work as a socially responsible professional by applying visual communication principles in real-world problems.



Course Outcomes (COs) - Program Outcomes (POs, Program Specific Outcomes (PSOs)

PC748 Design History (1-0-2-2)

Course Objectives: This course will introduce students to a brief history of Design practice and pedagogy as it evolved in the context of the Industrial Revolution and the onset of the age of mass production in the late 19th and early 20th century. The objective of this course is to enrich students' understanding of Design not merely as practice but as a vast intellectual field spanning several disciplines.

Course Outcomes: After completion of the course, students will be able to:

- Understand the economic, political, cultural and technological contexts within which Design Schools, Design movements and Design Styles took shape in Europe, the United States and later India [PO1, PO11, PO12].
- Understand how Design practice and pedagogy was closely linked to modern consumerism and nationalism on the one hand and on social, political, and environmental movements on the other [PO6, PO7].
- Visualize specific movements as the Art and Crafts Movement of the late 19th century, Art Nouveau, Bauhaus and the Modernist Era, along with Alternative Design movements, such as appropriate design, universal design, and socially responsible design etc [PO6, PO8, PO10].
- Make connections between what they learn in class and the larger economic, social and cultural context in which they would work [PO11].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X					X	X	X		X	X	X



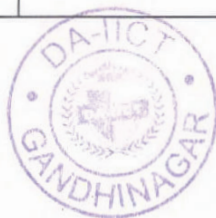
Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Understand the economic, political, cultural and technological contexts within which Design Schools, Design movements and Design Styles took shape in Europe, the United States and later India	PO1, PO11, PO12 / PSO1	U	F, C
2	CO2: Understand how Design practice and pedagogy was closely linked to modern consumerism and nationalism on the one hand and on social, political, and environmental movements on the other	PO6, PO7 / PSO1, PSO2	U, Ap	F, C, P
3	CO3: Visualize specific movements as the Art and Crafts Movement of the late 19th century, Art Nouveau, Bauhaus and the Modernist Era, along with Alternative Design movements, such as appropriate design, universal design, and socially responsible design etc	PO6, PO8, PO10 / PSO1, PSO2	U, Ap	F, C, P
4	CO4: Make connections between what they learn in class and the larger economic, social and cultural context in which they would work	PO11 / PSO2	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.



Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in design history.
Focus on entrepreneurship	No	-

PC721 Approaches to Culture and Communication (3-0-0-3)

Course Objectives: The course aims to explore the ways in technology mediates and transforms cultural meanings in practices of social communication. The primary focus of this course would be on identifying specific fields of social communication, and understanding the kinds of design problems and solutions these can generate.

Course Outcomes: After completion of the course, students will be able to:

- Understand a range of analytical frameworks derived from studies of both aesthetics and semiotics [PO1, PO6, PO12].
- Understand that an appreciation of the intent of communication is a significant factor in the process of effective communication design and that it is important to develop the ability to decode 'point of view' and 'perspective' in relation to meanings [PO6, PO7, PO8].
- Learn the essential foundations for them to undertake their individual projects in the second year when they would be oriented to develop a more in-depth understanding of the principles of communication through either Visual Design or Interaction Design [PO10, PO11, PO12].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X					X	X	X		X	X	X



Course Outcomes and Competencies

Sr. No	Course Outcome	PO/PSO	CPD	KD
1	CO1: Understand a range of analytical frameworks derived from studies of both aesthetics and semiotics	PO1, PO6, PO12, PSO1	U	F, C
2	CO2: Understand that an appreciation of the intent of communication is a significant factor in the process of effective communication design and that it is important to develop the ability to decode 'point of view' and 'perspective' in relation to meanings	PO6, PO7, PO8, PSO1, PSO2	U, Ap	F, C, P
3	CO3: Learn the essential foundations for them to undertake their individual projects in the second year when they would be oriented to develop a more in-depth understanding of the principles of communication through either Visual Design or Interaction Design	PO10, PO11, PO12, PSO1, PSO2	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to



		develop foundational knowledge in culture and communication.
Focus on entrepreneurship	No	-

PC722 Fundamentals of Design - I (3-0-4-5)

Course Objectives: The Fundamentals of Design course is an attempt to sensitize students to this complex, dynamic and multidimensional scenario. The course would emphasize the latitude and value of individual thinking and the students' ability to observe and see which would enable them to apply themselves creatively in solving problems.

Course Outcomes: After completion of the course, students will be able to:

- Understand the basics of design principles [PO1, PO12].
- Apply the design principles in visual communication [PO2, PO6, PO7].
- Learn and visualize communication design [PO6, PO10].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X	X				X	X			X		X

Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Understand the basics of design principles	PO1, PO12 / PSO1	U	F, C
2	CO2: Apply the design principles in visual communication	PO2, PO6, PO7 / PSO1, PSO2	U, Ap	F, C, P



3	CO3: Learn and visualize communication design	PO6 PO10 PSO1, PSO2	U, Ap	F C, P
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CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on visual communication.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in design principles.
Focus on entrepreneurship	No	-

PC746 Information Design (3-0-4-5)

Course Outcomes: After completion of the course, students will be able to:

- Understand Information Systems and Architecture to establish and understand types of information systems and the role of such systems and their technological foundations. [PO1, PO12].
- Learn the methods and frameworks used in conceptualizing, designing and implementing information systems, through Information Architecture would also be considered [PO5, PO6, PO10].
- Transforms complex, unorganized, or unstructured data into useful, usable information both with efficiency and effectiveness [PO2, PO3, PO4].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X	X	X	X	X	X				X		X



Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Understand Information Systems and Architecture to establish and understand types of information systems and the role of such systems and their technological foundations.	PO1, PO12 / PSO1	U	F, C
2	CO2: Learn the methods and frameworks used in conceptualizing, designing and implementing information systems, through Information Architecture would also be considered	PO5, PO6, PO10 / PSO1, PSO2	U, Ap	F, C, P
3	CO3: Transforms complex, unorganized, or unstructured data into useful, usable information both with efficiency and effectiveness.	PO2, PO3, PO4 / PSO1, PSO2	U, An	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on information design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in information design.
Focus on entrepreneurship	No	-



PC749 Image Text Sound (3-0-4-5)

Course Objective: This course aims at exploring how words, images and sounds are put together for a range of communication events and forms.

Course Outcomes: After completing this course students should be able to:

- Read and explore ideas from design aesthetics and semiotics to understand compositional styles and aesthetic choices in traditional as well as contemporary forms of communication media in which visual, verbal and aural elements are combined to make effective communication events [PO1, PO12].
- Apply diverse technologies of communication in rural or urban India or in local or global media platforms and explore how image, text and sounds are combined to generate context specific meanings in specific contexts [PO7, PO8].
- Research, document and compose presentations deploying multi-media [PO7, PO11, PO12].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12
X					X	X				X	X

Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Read and explore ideas from design aesthetics and semiotics to understand compositional styles and aesthetic choices in traditional as well as contemporary forms of communication media in which visual, verbal and aural elements are combined to make effective communication events	PO1, PO12 / PSO1	U	F, C



2	CO2: Apply diverse technologies of communication in rural or urban India or in local or global media platforms and explore how image, text and sounds are combined to generate context specific meanings in specific contexts	PO7, PO8 PSO1, PSO2	U, Ap	F, C, P
3	CO3: Research, document and compose presentations deploying multi-media	PO7, PO11, PO12 PSO1, PSO2	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in visual communication.
Focus on entrepreneurship	No	-

PC731 Research Methodologies - Ethnography and its Applications (3-0-0-3)

Course Objective: The course introduces the foundations and basic methods of ethnography derived from the fields of visual anthropology and cognitive anthropology. It will look at several applications of these disciplines to current communication practices. The objective of the course is to provide the student the intellectual tools to develop research capacity for the final design projects they would have to undertake.



Course Outcomes. After completion of the course, students will be able to.

- Understand social activity through immersive exposure, seems particularly appropriate to study communication design [PO1, PO12].
- Undertake fieldwork assignments and related applied activities such as collection of empirical data, qualitative data, contextual inquiry and usability testing that provides the foundations for user-centered interaction and visual design [PO6, PO7, PO9].

CO-PO Matrix:

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
	X		X	X				X	X		X

Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Understand social activity through immersive exposure, seems particularly appropriate to study communication design	PO1, PO12 / PSO1	U	F, C
2	CO2: Undertake fieldwork assignments and related applied activities such as collection of empirical data, qualitative data, contextual inquiry and usability testing that provides the foundations for user-centered interaction and visual design	PO6, PO7, PO9 / PSO1, PSO2	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]



Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in ethics, research methodology.
Focus on entrepreneurship	No	-

PC732 Fundamentals of Design - II (3-0-4-5)

Course Objectives: The Fundamentals of Design course is an attempt to sensitize students to this complex, dynamic and multidimensional scenario. The course would emphasize the latitude and value of individual thinking and the students' ability to observe and see which would enable them to apply themselves creatively in solving problems.

Course Outcomes: After completion of the course, students will be able to:

- Understand advanced topics in design [PO1, PO12].
- Deals with the advanced aspects of color, composition, virtual 3D spaces, Typography as image, Illustration for information design, and Digital Photography as means of explore, visualize and communicate complex ideas with high levels of data density [PO2, PO6, PO9].
- Acquire from the field of 'Design History' the understanding of visual language that is applied for range of visualization essential for practice of sketching, photography, film and animation [PO6, PO7, PO8].



CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X	X				X	X	X	X	X		X

Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Understand advanced topics in design	PO1, PO12 / PSO1	U	F, C
2	CO2: Deals with the advanced aspects of color, composition, virtual 3D spaces, Typography as image, Illustration for information design, and Digital Photography as means of explore, visualize and communicate complex ideas with high levels of data density	PO2, PO6, PO9 / PSO1, PSO2	U, Ap	F, C, P
3	CO3: Acquire from the field of 'Design History' the understanding of visual language that is applied for range of visualization essential for practice of sketching, photography, film and animation	PO6, PO7, PO8 / PSO1, PSO2	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]



Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on visual communication.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in design principles.
Focus on entrepreneurship	Yes	The students will find opportunities for start-ups, entrepreneurship.

PC725 Introduction to Narratology (3-0-2-4)

Course Objective: This course will introduce students to the critical place of narratives in communication practices. The theoretical starting point of this course will be an understanding that narratives are found and communicated through a range of media such as verbal and written language, gestures, music, visual art and film.

Course Outcomes: After completion of the course, students will be able to:

- Develop a deep understanding of both the thematic and modal aspects of storytelling [PO1, PO7, PO12].
- Prepare students for a subsequent course on the construction and translation of narratives in different media [PO6, PO7, PO11].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X					X	X				X	X



Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Develop a deep understanding of both the thematic and modal aspects of story-telling	PO1, PO7, PO12, PSO1	U	F, C
2	CO2: Prepare students for a subsequent course on the construction and translation of narratives in different media	PO6, PO7, PO10 / PSO1, PSO2	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in narratology.
Focus on entrepreneurship	No	-



PC750 Photography (1.5-0-2-2.5)

Course Objective: This course aims to introduce students to the application and use of photography in design through a creative use of the camera, its controls and techniques. It aims to generate an understanding of the symbiotic relationship between the photographic image and other design skills and develop an understanding of digital practice.

Course Outcomes: After completion of the course, students will be able to:

- Understand the technical aspects of resolution, colour, contrast, light and the manipulation of these aspects in images through theory and practice [PO1, PO7, PO12].
- Demonstrate the best practice that presents an art of photography [PO7, PO8, PO9].

CO-PO Matrix:

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X						X	X	X			X

Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Understand the technical aspects of resolution, colour, contrast, light and the manipulation of these aspects in images through theory and practice	PO1, PO7, PO12 / PSO1	U	F, C
2	CO2: Demonstrate the best practice that presents an art of photography	PO7, PO8, PO9 / PSO1, PSO2	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]



Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in photography.
Focus on entrepreneurship	No	-

PC751 Video (1.5-0-2-2.5)

Course Objective: The aim of the course is to establish an understanding in students about the elements of documentary filmmaking through a practical approach; to establish an understanding of the complexities of this medium through critical analysis and study of acclaimed documentaries and documentary filmmakers.

Course Outcomes: After completion of the course, students will be able to:

- Learn a brief history of documentary filmmaking to examine the narratives of historically important films and filmmakers and how they have affected society - biopics, video essays, craft documentaries etc. and compare it to current trends in documentary filmmaking. [PO1, PO7, PO12].
- Understand audiences - shaping films according to the audience - how geography, history, culture, language and understanding affect a film. [PO7, PO8, PO9].
- Illustrate sound as an integral part of film making – both the aesthetic and practical aspects of sound leveling, mixing, foley recording, voice over, music would be covered in theory and practice, and finally subtitling, graphics, motion graphics, end and opening credits, title of the film, data intermediate etc. to conclude the process [PO1, PO10, PO11].



CO-PO Matrix:

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X						X	X	X	X	X	X

Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Learn a brief history of documentary filmmaking to examine the narratives of historically important films and filmmakers and how they have affected society - biopics, video essays, craft documentaries etc. and compare it to current trends in documentary filmmaking.	PO1, PO7, PO12 / PSO1	U	F, C
2	CO2: Understand audiences - shaping films according to the audience - how geography, history, culture, language and understanding affect a film.	PO7, PO8, PO9/PSO1, PSO2	U, Ap	F, C, P
3	CO3: Illustrate sound as an integral part of film making – both the aesthetic and practical aspects of sound leveling, mixing, foley recording, voice over, music would be covered in theory and practice, and finally subtitling, graphics, motion graphics, end and opening credits, title of the film, data intermediate etc. to conclude the process	PO1, PO10, PO11/PSO1	Ap, An	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]



Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in Video.
Focus on entrepreneurship	No	-

PC752 Interaction Design (1-0-4-3)

Course Objective: Interaction Design involves designing for meaningful interactions between humans and their artifacts and this idea is easily extended to include interactions between humans with the help of their artifacts. This course is designed to cover the breadth of the field and to enable the students to be adept and competent in grasping and dealing effectively with design issues involving interaction with a range of devices, services and users.

Course Outcomes: After completion of the course, students will be able to:

- Perform empirical studies with design implications and extensive work on lab and field based exercises [PO1, PO7, PO12].
- Investigate a specific area or a context in depth and develop understandings and design implications in order to deliver an innovative proposal and prototype [PO7, PO8, PO9, PO10].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12
X						X	X	X	X		X



Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Perform empirical studies with design implications and extensive work on lab and field based exercises.	PO1, PO7, PO12 / PSO1	U	F, C
2	CO2: Investigate a specific area or a context in depth and develop understandings and design implications in order to deliver an innovative proposal and prototype.	PO7, PO8, PO9, PO10 / PSO1, PSO2	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in interaction design.
Focus on entrepreneurship	Yes	Interaction design opens up business opportunities and entrepreneurship.

PC741 Animation (3-0-2-4)

Course Objective: The aim is to sensitize students to the structure, nature, systems, and communication potential of the medium of animation.



Course Outcomes. After completion of the course students will be able to:

- Understand fundamentals (principles and dynamics) of motion and movement in animation – both theory and practice [PO1, PO6, PO12].
- Learn the basic concepts, methods/means and language to conceptualize and visualize simple ideas through animated sequences/films. Storytelling, Storyboarding, Animatics, Setting a stage, and kinetics would be the main areas to explore the limits of the medium [PO6, PO7, PO8].
- Explore ways to communicate complex ideas and hidden worlds effectively using the language of animation, from entertainment -films and gaming to Instructional material [PO8, PO9].
- Apply the art of developing and visualizing characters for animated films [PO9, PO10].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X					X	X	X	X	X		X

Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Understand fundamentals (principles and dynamics) of motion and movement in animation – both theory and practice	PO1, PO6, PO12 / PSO1	U	F, C
2	CO2: Learn the basic concepts, methods/means and language to conceptualize and visualize simple ideas through animated sequences/films. Storytelling, Storyboarding, Animatics, Setting a stage, and kinetics would be the	PO6, PO7, PO8 / PSO1, PSO2	U, Ap	F, C, P



	main areas to explore the limits of the medium			
3	CO3: Apply the art of developing and visualizing characters for animated films	PO9, PO10 / PSO1	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in animation.
Focus on entrepreneurship	Yes	Animation offers scopes for start-ups, entrepreneurship.

PC733 Web Design: Applications, Interconnectability (3-0-2-4)

Course Objective: This course will consider the concepts, technical requirements and production processes needed for web site development and construction. Primary objective is to present and explore concepts and tools for interactivity in multimedia.

Course Outcomes: After completion of the course, students will be able to:

- Learn to combine various software that are available and that must be utilized to create multimedia content [PO1, PO7, PO12].
- Develop knowledge in product design, concept development and collaborative techniques as used in professional multimedia prototyping [PO8, PO9, PO10].



- Learn about a variety of hardware and software options including, but not limited to, image editing, digital video and input/output concerns [PO6, PO10, PO11].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X					X	X	X	X	X	X	X

Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Learn to combine various software that are available and that must be utilized to create multimedia content	PO1, PO7, PO12 / PSO1	U	F, C
2	CO2: Develop knowledge in product design, concept development and collaborative techniques as used in professional multimedia prototyping	PO8, PO9, PO10 / PSO1, PSO2	U, Ap	F, C, P
3	CO3: Learn about a variety of hardware and software options including, but not limited to, image editing, digital video and input/output concerns	PO6, PO10, PO11 / PSO1, PSO2	U, An	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]



Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in multimedia.
Focus on entrepreneurship	No	-

PC743 Thematic Seminar/Workshop or a Reading/Research Course (3-0-0-3)

Course Objective: The course aims to provide an interaction form to students where faculty would deliver thematic seminars.

Course Outcomes: After completion of the course, students will be able to:

- Explore research opportunities in communication design, visual communication [PO1, PO12].
- Participate in presentation, understanding ethical practice and projects [PO7, PO8, PO11].

CO-PO Matrix:

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X						X	X			X	X



Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Explore research opportunities in communication design, visual communication	PO1, PO12 PSO1	U	F, C
2	CO2: Participate in presentation, understanding ethical practice and projects	PO7, PO8, PO11 : PSO1, PSO2	U, Ap	F, C P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in technical writing, presentation and communication.
Focus on entrepreneurship	No	-

PC745 Research Application: Constructing Narratives (3-0-2-4)

Course Objective: This course is meant to encourage students to apply the theoretical insights drawn from the earlier course on narratives and develop their own narrative form around a particular idea or message they wish to communicate.

Course Outcomes: After completion of the course, students will be able to:

- Develop a deep understanding of both the thematic and modal aspects of story-telling [PO1, PO7, PO12].



- Prepare students for a subsequent course on the construction and translation of narratives in different media [PO6, PO7, PO11].
- Implement a group project wherein students will be tested on their capacities to work together and develop a product that reflects coordinated team work [PO9, PO10, PO11].

CO-PO Matrix :

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X					X	X		X	X	X	X

Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Develop a deep understanding of both the thematic and modal aspects of story-telling	PO1, PO7, PO12 / PSO1	U	F, C
2	CO2: Prepare students for a subsequent course on the construction and translation of narratives in different media	PO6, PO7, PO10 / PSO1, PSO2	U, Ap	F, C, P
3	CO3: Implement a group project wherein students will be tested on their capacities to work together and develop a product that reflects coordinated team work	PO9, PO10, PO11 / PSO1	Ap, An	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]



Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in narratology.
Focus on entrepreneurship	No	

PC740 Research Proposal Seminar: Rationale, Process, Outcome (1-0-4-3)

Course Objective: The course aims to provide an interaction form to students where faculty would deliver thematic seminars, which will motivate students to do projects in their area of interest.

Course Outcomes: After completion of the course, students will be able to:

- Explore research opportunities in communication design, visual communication [PO1, PO12].
- Participate in presentation, understanding ethical practice and projects [PO7, PO8, PO11].

CO-PO Matrix:

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
X						X	X			X	X



Course Outcomes and Competencies

Sr. No.	Course Outcome	PO/PSO	CPD	KD
1	CO1: Explore research opportunities in communication design, visual communication	PO1, PO12 / PSO1	U	F, C
2	CO2: Participate in presentation, understanding ethical practice and projects	PO7, PO8, PO11 / PSO1, PSO2	U, Ap	F, C, P

CL: Cognitive Process Domain [R: Remember; U: Understand; Ap: Apply; An: Analyze; E: Evaluate; C: Create]

KC: Knowledge Domain [F: Factual; C: Conceptual; P: Procedural; M: Metacognitive]

Focus Area	Yes/No	Details
Focus on Employability	Yes	The students taking the course can be employed in industries focusing on communication design.
Focus on Skill development	Yes	The students develop necessary skills to develop foundational knowledge in technical writing, presentation and communication.
Focus on entrepreneurship	No	-



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