

# BA Animation and Graphic Design

## Semester 1

### Course Details

Course Code	AG1CRT01				
Course Title	1-2 History of Art and Design				
Department	Animation and Graphic Design				
Programme	BA Animation and Graphic Design				
Semester	One				
Faculty in charge	Minu S Kumar				
Course Type	Theory- Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Demonstrate various art forms across historical and cultural contexts.	U	PO1
CO2	Compare developments in art of printing and impact of technology upon graphic design.	An	PSO1
CO3	<i>Evaluate the impact of key artists, designers, and artworks on the development of visual culture.</i>	<i>E</i>	<i>PSO1</i>

**Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create**

### Course Details

Course Code	AG1CRP02		
Course Title	Elements of Graphic Design		
Department	Animation and Graphic Design		
Programme	BA Animation and Graphic Design		
Semester	One		
Faculty in charge	Minnu Joseph		
Course Type	Practical-Core		
Credit	4	Hrs/Week	5
		Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understanding Elements & Principles of graphic design after comparing various examples from visual communication.	U	PSO1
CO2	Construct various concepts and plan design methodologies using thumbnails for design issues.	Ap	PSO 2
CO3	<i>Design Creative solutions after identifying the given design problem.</i>	C	PSO 3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG1CRP03		
Course Title	1-4 Rudiments of Animation Drawing		
Department	Animation and Graphic Design		
Programme	BA Animation and Graphic Design		
Semester	One		
Faculty in charge	Renju A C		
Course Type	Practical - Core		
Credit	4	Hrs/Week	5
	Total Hours		90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Explain the use of various drawing materials and tools to create diverse animation drawings.	U	PSO2
CO2	<i>Develop the ability to draw from observation and imagination, employing basic shapes, forms, and perspectives to develop animated characters and scenes.</i>	<i>Ap</i>	<i>PSO1</i>
CO3	Apply principles of lighting and shading to enhance the three-dimensionality and emotional tone of animation drawings.	Ap	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG1PRP01				
Course Title	1-5 Techniques of Photographic Composition				
Department	Animation and Graphic Design				
Programme	BA Animation and Graphic Design				
Semester	One				
Faculty in charge	Abbin Joseph Thomas				
Course Type	Project-Complementary				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	<p><i>Classify the principles of visual perception, aesthetics and the art of filmmaking to analyze photographic compositions.</i></p> <p><i>Viva</i></p>	E	PO1
CO2	<p>Create innovative solutions for visual communication challenges using DSLR camera features, compositional techniques and principles of image formation.</p> <p>Lab Involvement</p>	C	PSO2

CO3	Apply the grammar of motion pictures including camera shots that effectively communicate ideas and emotions.  Report	Ap	PSO1
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

## Semester 2

### Course Details

Course Code	AG2CRT04				
Course Title	History of Animation & Visual Effects				
Department	Animation and Graphic Design				
Programme	BA Animation and Graphic Design				
Semester	Two				
Faculty in charge	Minnu Joseph				
Course Type	Theory-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	<i>Recognize the early attempts to make animations and the importance of early animation devices.</i>	R	PSO1
CO2	Correlate the history of animation and different techniques developed along the timeline.	An	PSO1

CO3	Appraise different major animation and visual effects studios around the world.	E	PSO 3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

<b>Course Details</b>					
Course Code	AG2PRP02				
Course Title	2-3 Planning for Animation				
Department	Animation and Graphic Design				
Programme	BA Animation and Graphic Design				
Semester	Two				
Faculty in charge	Renju A C				
Course Type	Project- Complementary				
Credit	4	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Demonstrate how animations are planned and executed, helping them to solve visual communication problems effectively.			U	PSO2
CO2	Analyse stories and characters for animation projects, enabling them to create effective visual solutions.			An	PSO2

CO3	<i>Create animatics that synchronize visuals with sound, demonstrating their ability to tell stories digitally and adapt to technological advancements in a documented format.</i>	C	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG2CRP05				
Course Title	Raster Graphics				
Department	Department of Animation & Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	Two				
Faculty in charge	Abbin Joseph Thomas				
Course Type	Practical -Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Analyze different file formats and compression techniques used in raster graphics for various media formats.	An	PSO3
CO2	<i>Understand the principles of raster graphics and their applications in digital imaging.</i>	U	PSO2
CO3	Create visually appealing compositions by effectively	C	PSO2

	applying selection tools, retouching techniques and blend modes.		
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG2CRP06				
Course Title	2-5 Vector Graphics				
Department	Animation and Graphic Design				
Programme	BA ANIMATION AND GRAPHIC DESIGN				
Semester	Semester 2				
Faculty in charge	Sreelakshmi K S				
Course Type	Practical-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand vector graphics basics for creating illustrations.	U	PSO2



CO2	Analyse fundamental vector graphic principles to create unique and visually appealing designs.	An	PO7
CO3	Create original designs with advanced techniques, showcasing creativity and technical skill.	C	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

## Semester 3

### Course Details

Course Code	AG3CRP07				
Course Title	3-1 Character Designing for Animation				
Department	Animation and Graphic Design				
Programme	BA Animation and Graphic Design				
Semester	Semester 3				
Faculty in charge	Sreelakshmi K S				
Course Type	Practical-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the basic principles of character design	U	PO1

CO2	Analyse character design elements such as anatomy, expression, and personality traits to develop characters for storytelling purposes.	An	PSO 2
CO3	Create characters for the different narrative genres like fantasy, cartoon and funny.	C	PSO 2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG3CRP08				
Course Title	3-2 Basics of 3D Animation				
Department	Department of Animation & Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	Semester 3				
Faculty in charge	Christy Babu Lukose				
Course Type	Practical-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
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CO1	Demonstrate understanding of the fundamentals of 3D animation, including the production pipeline, software tools, and basic manipulation of 3D objects.	U	PO 1
CO2	Apply modelling techniques such as spline, NURBS, and polygon modelling to create detailed 3D models of various objects and characters.	Ap	PSO 2
CO3	Analyze and implement shading, texturing, and lighting techniques to enhance the visual quality of 3D models and scenes.	An	PSO 2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG3PRP03				
Course Title	3-3 Classical Animation				
Department	Animation and Graphic Design				
Programme	BA Animation and Graphic Design				
Semester	Three				
Faculty in charge	Renju A C				
Course Type	Project-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Demonstrate understanding of animation principles and techniques, plan animated scenes, and create visually compelling animations.	U	PSO1
CO2	Analyse and defend your use of composition and visual storytelling principles in a viva, demonstrating how these elements effectively communicate through character and scene design.	An	PSO1
CO3	Create animations using basic principles and techniques, reflecting on their creative decisions and problem-solving methods, and demonstrating critical thinking skills in a documented format.	C	PSO1
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG3CMP09				
Course Title	Basic Compositing and Visual Effects				
Department	Department of Animation & Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	3				
Faculty in charge	Abbin Joseph Thomas				
Course Type	Practical - Complementary				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Demonstrate proficiency in using compositing software to create visually appealing compositions and motion graphics	Ap	PSO2
CO2	<i>Analyze and evaluate different compositing techniques and their applications in creating impactful visual effects.</i>	An	PSO3
CO3	Create a comprehensive VFX demo reel showcasing various compositing techniques and visual effects.	C	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG3CRP10				
Course Title	3-5 Branding Design				
Department	Department of Animation & Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	3				
Faculty in charge	Jotty Jacob				
Course Type	Practical - Core				
Credit	4	Hrs/Week	5	Total Hours	90

<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to :	<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Apply the fundamental principles of design to effectively solve branding system design	Ap	PSO 1
CO2	Choose diverse concepts to visualize style guides and utilize semiotic principles for effective communication across various environments.	E	PSO 2
CO3	<i>Create a branding system for a particular brand</i>	C	PSO 3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

## Semester 4

### Course Details

<b>Course Code</b>	AG4CRP11
<b>Course Title</b>	Design for Web
<b>Department</b>	Animation and Graphic Design
<b>Programme</b>	BA Animation and Graphic Design
<b>Semester</b>	Four

<b>Faculty in charge</b>	Minu S Kumar				
<b>Course Type</b>	Practical-Core				
<b>Credit</b>	4	<b>Hrs/Week</b>	5	<b>Total Hours</b>	90

<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:	<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Illustrate UI/UX design principles to create user-centred website prototypes using industry-standard tools.	U	PO1
CO2	Analyze engaging and eye-catching existing websites using HTML5 and CSS3.	An	PSO1
CO3	<i>Create responsive web design layouts using HTML5 and CSS3 properties for different range of screen sizes.</i>	C	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG4PRP04
Course Title	4-2 Stop Motion Animation
Department	Animation And Graphic Design
Programme	BA Animation and Graphic Design
Semester	SEMESTER IV
Faculty in charge	Sreelakshmi K S
Course Type	PROJECT-CORE

Credit	4	Hrs/Week	5	Total Hours	90
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CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the various Stop motion techniques. <b>(viva)</b>	U	PSO 1.
CO2	Apply advanced stop motion techniques and analyze pre-production stages while keeping detailed records of their project's development. <b>(record)</b>	Ap	PSO2
CO3	<i>Create innovative stop motion animations by developing advanced techniques and creative storytelling approaches. <b>(lab involvement)</b></i>	C	PO7
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG4CMP12				
Course Title	Typography				
Department	Department of Animation & Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	4				
Faculty in charge	Abbin Joseph Thomas				
Course Type	Practical - Complementary				
Credit	4	Hrs/Week	5	Total Hours	90



CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Evaluate use of different typefaces and fonts in typographic designs based on their anatomy and historical context.	E	PSO2
CO2	Apply advanced typographic principles to optimize readability and legibility in design compositions.	Ap	PSO2
CO3	<i>Create innovative typographic designs that effectively convey concepts.</i>	C	PSO1
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG4PRP05
Course Title	4-4 Advanced Cel Animation
Department	Animation And Graphic Design
Programme	BA Animation and Graphic Design
Semester	SEMESTER IV
Faculty in charge	Sreelakshmi K S

Course Type	PROJECT - CORE				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the basics and principles of digital cel animation.(viva)	U	PO1.
CO2	Apply advanced cel animation techniques to produce smooth and expressive character movements, while concurrently maintaining detailed records of the animation process.(record)	Ap	PSO2
CO3	Develop aesthetic and quality animations by considering the animation principles and audience engagement.(lab involvement)	C	PSO1
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG4CRP13
Course Title	4-5 Techniques of 3D Animation
Department	Department of Animation & Graphic Design

Programme	BA Animation & Graphic Design				
Semester	Semester IV				
Faculty in charge	Christy Babu Lukose				
Course Type	Practical - Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Demonstrate understanding of advanced 3D modeling techniques, including modeling automobiles, human body parts, and creating blend shapes.	U	PO 1
CO2	Apply texture mapping techniques using UV coordinates and procedural texturing to enhance the visual quality of 3D models.	Ap	PSO 2
CO3	Analyze and implement rigging techniques such as skeleton setups, deformers, and animation constraints to support character animations effectively.	An	PSO 2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

## Semester 5

### Course Details

Course Code	AG5CRT14
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<b>Course Title</b>	5-1 Environmental Studies and Human Rights				
<b>Department</b>	Animation and Graphic Design				
<b>Programme</b>	BA Animation and Graphic Design				
<b>Semester</b>	Five				
<b>Faculty in charge</b>	Minu S Kumar				
<b>Course Type</b>	Theory-Core				
<b>Credit</b>	4	<b>Hrs/Week</b>	5	<b>Total Hours</b>	90

<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:	<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Infer concepts of environmental studies, its consequences and impact on mankind.	U	PO2
CO2	<i>Analyze the influence of media, law and ethics in environmental issues.</i>	<i>An</i>	<i>PO2</i>
CO3	Relate importance of Human Rights in international and national perspectives.	R	PO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

<b>Course Code</b>	AG5CMP15
<b>Course Title</b>	5-2 Interaction Design

<b>Department</b>	Animation and Graphic Design				
<b>Programme</b>	BA Animation and Graphic Design				
<b>Semester</b>	Five				
<b>Faculty in charge</b>	Minu S Kumar				
<b>Course Type</b>	Practical-Complementary				
<b>Credit</b>	4	<b>Hrs/Week</b>	5	<b>Total Hours</b>	90

<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:	<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Define and differentiate basic internet terms and concepts to effectively communicate with technical and non-technical stakeholders.	R	PO1
CO2	Create interactive and dynamic web elements that enhance user engagement and functionality.	C	PSO2
CO3	<i>Design and implement a database management system (DBMS) for storing and retrieving data, integrating it into a project that hosts student portfolios to showcase practical skills in interaction design.</i>	C	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG5CRP16
Course Title	5-3 Digital Illustration

Department	Animation And Graphic Design				
Programme	BA Animation and Graphic Design				
Semester	SEMESTER V				
Faculty in charge	Sreelakshmi K S				
Course Type	PRACTICAL- CORE				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the digital illustration techniques.	U	PSO2
CO2	<i>Apply advanced techniques in digital illustration and infographic design to effectively communicate information through visuals.</i>	<i>Ap</i>	<i>PSO2</i>
CO3	Create digital and informative illustrations into a complete portfolio demonstrating the technical skill, artistic vision, and flexibility across different genres and media.	C	PO7
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

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### Course Details

Course Code	AG5CRP17				
Course Title	5-4 Advanced 3D Animation Techniques				
Department	Department of Animation & Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	Semester V				
Faculty in charge	Christy Babu Lukose				
Course Type	Practical-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Demonstrate understanding of advanced 3D modeling techniques, including modeling various types of human characters, animals, and birds with attention to proportions and body parts.	U	PO1
CO2	Apply principles of animation and body language to animate different types of characters effectively, incorporating techniques such as lip sync and facial expressions.	Ap	PSO2
CO3	Analyze and implement rigging techniques for four-legged characters, including creating rigs and applying constraints for realistic animation.	An	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	CA5OPT02				
Course Title	COMPUTER FUNDAMENTALS, INTERNET AND MS OFFICE				
Department	Department of Animation & Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	5				
Faculty in charge	DONA MARIA MANI				
Course Type	OPEN COURSE				
Credit	4	Hrs/Week	4	Total Hours	72

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Outline history of computers and explain the concepts of OS, networks and internet services	U	PO1
CO2	Make use of the features in MS Word and MS Powerpoint to develop presentations and documents.	Ap	PO1
CO3	Utilize the features of MS Excel to organize data and to apply various functions	Ap	P01
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			



## **Semester 6**

### Course Details

Course Code	AG6OJP01			
Course Title	6-1 Internship			
Department	Animation and Graphic Design			
Programme	BA Animation and Graphic Design			
Semester	Six			
Faculty in charge	Renju A C			
Course Type	OJT			
Credit	2	Hrs/Week		Total Hours

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Show practical experience in animation or graphic design studios, applying their theoretical knowledge and learning industry practices.	U	PSO2
CO2	Appraise socio-ethical challenges encountered during the internship, effectively communicating their experiences and solutions.	E	PSO2
CO3	Analyze the workflow, techniques, and technologies used in the animation or graphic design studio, in a documented format.	An	PSO3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG6PRP06				
Course Title	6-2 Animation Project				
Department	Animation and Graphic Design				
Programme	BA Animation and Graphic Design				
Semester	Six				
Faculty in charge	Renju A C				
Course Type	Project-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Demonstrate animated projects using different techniques, applying their knowledge of animation production, and integrating visual effects effectively.	U	PSO2
CO2	Evaluate their work, consider its socio-ethical implications, and solve any encountered challenges, showcasing critical thinking skills.	E	PSO2
CO3	<i>Create ideas and project progress clearly through documentation, fostering effective communication and creativity.</i>	C	PSO1
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG6CMP18				
Course Title	6-3 Publication Design				
Department	Animation & Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	Six				
Faculty in charge	Minnu Joseph				
Course Type	Practical-Complementary				
Credit	4	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Illustrate visualization of layout for different publication formats.			U	PSO1
CO2	Recommend layout for print and digital media using hand drawn / digital thumbnails.			E	PSO2
CO3	<i>Produce publication designs utilizing relevant software for layout designing</i>			C	PSO3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

### Course Details

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Course Code	AG6PRP07				
Course Title	6-4 Design Project				
Department	Animation and Graphic Design				
Programme	BA Animation and Graphic Design				
Semester	Six				
Faculty in charge	Jotty Jacob				
Course Type	Project-Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Apply foundational principles of graphic design to conceptualise and execute visually compelling projects that effectively communicate intended messages	Ap	PSO 1
CO2	Analyse design elements and techniques used in graphic design projects to evaluate their effectiveness in achieving desired aesthetic and communicative goals.	An	PSO 2
CO3	<i>Create original graphic design solutions by integrating creative concepts, technical skills, and critical thinking to meet project objectives and address client needs.</i>	C	PSO 3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG6CBP1.3
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Course Title	6-5 Painting with Pixels				
Department	Department of Animation & Graphic Design				
Programme	BA Animation & Graphic Design				
Semester	Semester VI				
Faculty in charge	Christy Babu Lukose				
Course Type	Project- Choice Based Course				
Credit	3	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Demonstrate understanding of various painting techniques such as digital painting, charcoal drawings, and pastel, and apply them using digital tools.	U	PO1
CO2	Apply character design principles and techniques, including sketching, painting, and lighting, to create visually appealing characters with depth and personality.	Ap	PSO2
CO3	Analyze and implement matte painting techniques, including background plate preparation, matte creation, and 3D element integration, to create realistic and fantasy scenes with visual depth.	An	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			

### Course Details

Course Code	AG6PRP08
Course Title	<b>6-6 Advertising Design</b>
Department	ANIMATION AND GRAPHIC DESIGN

Programme	BA ANIMATION AND GRAPHIC DESIGN				
Semester	SEMESTER VI				
Faculty in charge	Sreelakshmi K S				
Course Type	PROJECT-CORE				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the principles of advertising strategy.( <b>CONTENT DEVELOPMENT</b> )	U	PSO2
CO2	<i>Apply creative skills to produce advertising materials across media and their effectiveness in reaching target audiences.(ROUGH VISUALAND LAYOUT)</i>	Ap	PSO2
CO3	Develop compelling advertising campaigns by integrating creative concepts and strategic messaging to effectively engage target audiences.( <b>VISUALIZATION AND PRESENTATION</b> )	C	PO7
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>			