RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
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B. A Animation and Graphic Design
Programme Specific Outcome (PSO)

PSO No	Programme Specific Outcome (PSO)
PSO1	Our graduates are able to analyse artworks and artistic movements.
PSO2	Our graduates are able to design and create solutions for various visual communication problems.
PSO3	Our graduates can adapt to the technological advancements and ongoing industrial changes for actively participating in lifelong learning.

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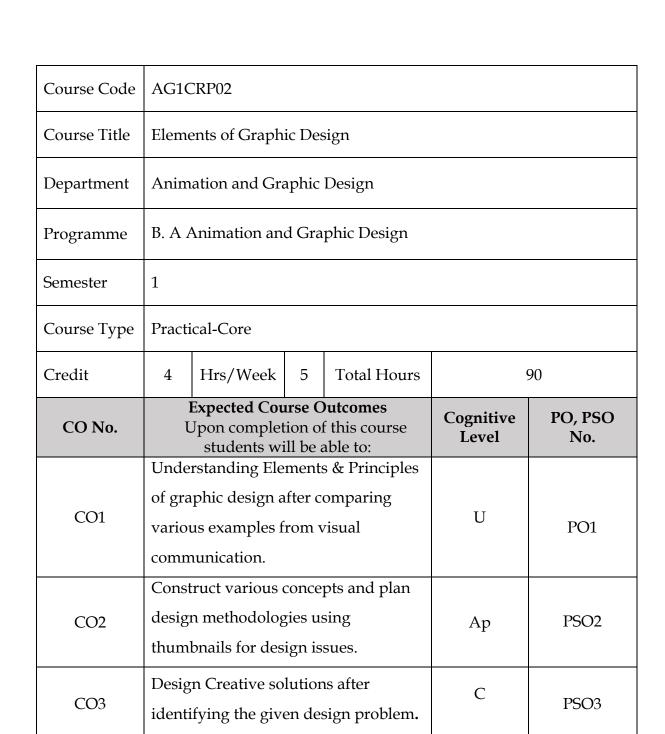www.rajagiricollege.edu.in

Course Outcomes (Co)

Semester 1

Course Code	AG1CRT01				
Course Title	History of Art and Design				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	1				
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	PO5
CO3	Evaluate the impact of key artists, designers, and artworks on the development of visual culture.			E	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG1CRP02				
Course Title	Elements of Graphic Design				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	1				
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	PO1
CO2	Construct various concepts and plan design methodologies using thumbnails for design issues.	Ap	PSO2
CO3	Design Creative solutions after identifying the given design problem.	C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	AG1CRP03				
Course Title	Rudiments of Animation Drawing				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	1				
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	PO1
CO2	Develop the ability to draw from observation and imagination, employing basic shapes, forms, and perspectives to develop animated characters and scenes.	Ap	PSO1
CO3	Apply principles of lighting and shading to enhance the three-dimensionality and emotional tone of animation drawings.	Ap	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	AG1PRP01				
Course Title	Techniques of Photographic Composition				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	1				
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	Evaluate the principles of visual perception, aesthetics and the art of filmmaking to analyse photographic compositions.			E	PO1
CO2	Create innovative solutions for visual communication challenges using DSLR camera features, compositional techniques and principles of image formation.			C	PSO2
CO3	Apply the grammar of motion pictures including camera shots that effectively communicate ideas and emotions.			Ap	PO4
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	EN1CCT01				
Course Title	English- Fine tune Your English				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	1				
Course Type	Common Course				
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	Define strategic difference between spoken and written language.	R	PO6
CO2	Illustrate adequate linguistic competence to communicate in accurate English.	U	PO1
CO3	Choose grammar as a tool in devising appropriate oral and written discourse in real life or specific contexts.	R	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Semester 2

Course Code	EN2CCT03				
Course Title	English- Issues That Matter				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	2				
Course Type	Common Course				
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 an understanding of national and global issues of contemporary significance.			U	PO2
CO2	Explain the role of government in providing public facilities and regulating economic disparities.			U	PO2
CO3	Infer the social and environmental structure of the world economy.			U	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG2CRT04				
Course Title	History of Animation and Visual Effects				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	2				
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	Recognize the early attempts to make animations and the importance of early animation devices.			R	PO1
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	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG2PRP02				
Course Title	Planning for Animation				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	2				
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	Demonstrate how animations are planned and executed, helping them to solve visual communication problems effectively.			U	PO1
CO2	Analyse stories and characters for animation projects, enabling them to create effective visual solutions.			An	PO5
CO3	Create animatics that synchronize visuals with sound, demonstrating their ability to tell stories digitally and adapt to technological advancements.			C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG2CRP05				
Course Title	Raster Graphics				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	2				
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	Analyse different file formats and compression techniques used in raster graphics for various media formats.			An	PSO3
CO2	Understand the principles of raster graphics and their applications in digital imaging.			U	PSO2
CO3	Create visually appealing compositions by effectively applying selection tools, retouching techniques and blend modes.			C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG2CRP06				
Course Title	Vector Graphics				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	2				
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
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Semester 3

Course Code	AG3CRP07				
Course Title	Character Designing for Animation				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	3				
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	PO5
CO3	Create characters for the different narrative genres like fantasy, cartoon and funny.	C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	AG3CRP08				
Course Title	Basics of 3D Animation				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	3				
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 the fundamentals of 3D animation, including the production pipeline, software tools, and basic manipulation of 3D objects.			U	PO1
CO2	Apply modelling techniques such as spline, NURBS, and polygon modelling to create detailed 3D models of various objects and characters.			Ap	PO4
CO3	Analyse and implement shading, texturing, and lighting techniques to enhance the visual quality of 3D models and scenes.			An	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG3PRP03				
Course Title	Classical Animation				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	3				
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	PSO2
CO2	Analyse and use composition and visual storytelling principles in animation, showcasing effective communication through character and scene design.			An	PO4
CO3	Create animations using basic principles and techniques, reflecting on their creative decisions and problem-solving methods, and demonstrating critical thinking skills.			C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG3CMP09				
Course Title	Basic Compositing and Visual Effects				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	3				
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	Analyze and evaluate different compositing techniques and their applications in creating impactful visual effects.			An	PSO3
CO3	Create a comprehensive VFX demo reel showcasing various compositing techniques and visual effects.			C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG3CRP10				
Course Title	Branding Design				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	3				
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	Apply the fundamental principles of design to effectively solve branding system design.			Ap	PSO1
CO2	Choose diverse concepts to visualise style guides and utilise semiotic principles for effective communication across various environments.			E	PSO2
CO3	Create a branding system for a particular brand.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Semester 4

Course Code	AG4CRP11				
Course Title	Design for Web				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	4				
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	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	PO5
CO3	Create responsive web design layouts using HTML5 and CSS3 properties for different range of screen sizes.			C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG4PRP04				
Course Title	Stop Motion Animation				
Department	Animation And Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	4				
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 various Stop motion techniques.	U	PSO1
CO2	Apply advanced stop motion techniques including lighting, camera movement, and continuity.	Ap	PSO2
CO3	Create innovative stop motion animations by developing advanced techniques and creative storytelling approaches.	C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	AG4PRP05				
Course Title	Advanced Cel Animation				
Department	Animation And Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	4				
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 tools and principles of digital cell animation.	U	PSO1
CO2	Apply advanced cell animation techniques to create smooth and expressive character movements.	Ap	PSO2
CO3	Develop aesthetic and quality animation projects by considering the animation principles and audience engagement.	C	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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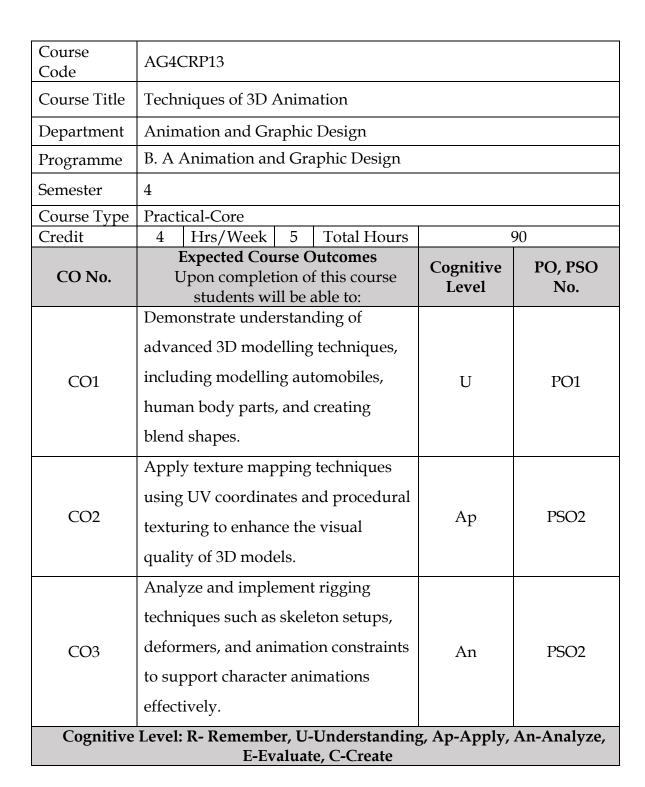| Course Code	AG4CMP12				
Course Title	Typography				
Department	Animation And Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	4				
Course Type	Practical-Complementary				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course 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	Create innovative typographic designs that effectively convey concepts.			C	PSO1
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Course Code	AG4CRP13				
Course Title	Techniques of 3D Animation				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	4				
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 modelling techniques, including modelling automobiles, human body parts, and creating blend shapes.			U	PO1
CO2	Apply texture mapping techniques using UV coordinates and procedural texturing to enhance the visual quality of 3D models.			Ap	PSO2
CO3	Analyze and implement rigging techniques such as skeleton setups, deformers, and animation constraints to support character animations effectively.			An	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Semester 5

Course Code	AG5CRT14				
Course Title	Environmental Studies and Human Rights				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	5				
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	Infer concepts of environmental studies, its consequences and impact on mankind.			U	PO2
CO2	Analyze the influence of media, law and ethics in environmental issues.			An	PO2
CO3	Relate importance of Human Rights in international and national perspectives.			R	PO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG5CMP15				
Course Title	Interaction Design				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	5				
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	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	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.	C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	AG5CRP16				
Course Title	Digital Illustration				
Department	Animation And Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	5				
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	Apply advanced techniques in digital illustration and infographic design to effectively communicate information through visuals.			Ap	PSO2
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
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG5CRP17				
Course Title	Advanced 3D Animation Techniques				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	5				
Course Type	Practical-Core				
Credit	4	Hrs/Week	5	Total Hours	108
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 modelling techniques, including modelling 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
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	CA5OPT02				
Course Title	Computer Fundamentals, Internet and Ms Office				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	5				
Course Type	Open Course				
Credit	3	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	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Semester 6

Course Code	AG6PRP06				
Course Title	Animation Project				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	6				
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	Develop ideas and project progress clearly through documentation, fostering effective communication and creativity.			Ap	PSO2
CO2	Create animated projects using different techniques, applying their knowledge of animation production, and integrating visual effects effectively.			C	PSO2
CO3	Evaluate their work, consider its socio-ethical implications, and solve any encountered challenges, showcasing critical thinking skills.			E	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze,E-Evaluate, C-Create					

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Course Code	AG6CMP18
Course Title	Publication Design
Department	Animation and Graphic Design
Programme	B. A Animation and Graphic Design
Semester	6
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	Illustrate visualisation of layout for different publication formats.	U	PSO1
CO2	Recommend layout for print and digital media using hand drawn / digital thumbnails.	E	PSO2
CO3	Produce publication designs utilising relevant software for layout designing.	C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	AG6PRP07				
Course Title	Design Project				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	6				
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	PSO1
CO2	Analyse design elements and techniques used in graphic design projects to evaluate their effectiveness in achieving desired aesthetic and communicative goals.	An	PSO2
CO3	Create original graphic design solutions by integrating creative concepts, technical skills, and critical thinking to meet project objectives and address client needs.	C	PO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	AG6CBP1.3				
Course Title	Painting with Pixels				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	6				
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	Analyze various painting techniques such as digital painting, charcoal drawings, pastel and apply them using digital tools.			An	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	Develop matte painting including background plate preparation, matte creation, and 3D element integration, to create realistic and fantasy scenes with visual depth.			C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	AG6PRP08				
Course Title	Advertising Design				
Department	Animation and Graphic Design				
Programme	B. A Animation and Graphic Design				
Semester	6				
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	Understand the principles of advertising strategy.	U	PSO2
CO2	Apply creative skills to produce advertising materials across media and they effectiveness in reaching target audiences.	Ap	PO3
CO3	Develop compelling advertising campaigns by integrating creative concepts and strategic messaging to effectively engage target audiences.	C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			