



# A.D.M. COLLEGE FOR WOMEN

(Autonomous)

*Affiliated to Bharathidasan University*

(Nationally Accredited with "A" Grade by NAAC – 3<sup>rd</sup> Cycle)

NAGAPATTINAM 611 001.

## LOCAL/NATIONAL/REGIONAL/GLOBAL RELEVANCE

### DEPARTMENT OF B.VOC SOFTWARE DEVELOPMENT IN MULTIMEDIA AND ANIMATION

Programme: B.Voc

Year: 2021-2022

Course Code	Title of the Course	Local/Regional/ National /Global	Rationale	Course Outcomes	PSOs Addressed	Cognitive Level
XVSD	Graphic Design	Global	To give the advanced knowledge of image editing and design.	• CO1: Student will learn to introduce to Graphic Design & image editing software.	PS01	U
				• CO2: Know the basics of graphic design	PS01	R
				• CO3: Use equipment for design	PS02	Ap
				• CO4: Create images and effects	PS03	C

				<ul style="list-style-type: none"> <li>• CO5: Design promotional material.</li> </ul>	PSO4	Ap
XVSF	CC-Skill Course IV – Social Media Plan and Process	Global	To handle all the social media activities for their company/ multiple clients in order to create a brand awareness.	<ul style="list-style-type: none"> <li>• CO1: Create the process flow for the social media marketing activities that needs to be conducted</li> </ul>	PSO2	C
				<ul style="list-style-type: none"> <li>• CO2: Organize the work related to social media marketing activities to achieve the set targets</li> </ul>	PSO2	An
				<ul style="list-style-type: none"> <li>• CO3: Manage the available online tools to effectively perform the social media marketing activities</li> </ul>	PSO3	R
				<ul style="list-style-type: none"> <li>• CO4: Design the content required to implement the social media marketing campaigns</li> </ul>	PSO4	Ap
				<ul style="list-style-type: none"> <li>• CO5: Implement the defined social media</li> </ul>	PSO4	Ap

				marketing strategy based on the organization's goals		
XVSG	SC- Skill Course V- Tools and Techniques for Social Media Content	Global	To create a brand awareness. It comprises of ideating, coordinating, executing social media campaigns, promotions and advertisements.	<ul style="list-style-type: none"> <li>• CO1: Create the process flow for the social media marketing activities that needs to be conducted</li> </ul>	PS02	C
				<ul style="list-style-type: none"> <li>• CO2: Organize the work related to social media marketing activities to achieve the set targets</li> </ul>	PS02	An
				<ul style="list-style-type: none"> <li>• CO3: Manage the available online tools to effectively perform the social media marketing activities</li> </ul>	PS03	R
				<ul style="list-style-type: none"> <li>• CO4: Design the content required to implement the social media marketing campaigns</li> </ul>	PS04	Ap

				<ul style="list-style-type: none"> <li>• CO5: Implement the defined social media marketing strategy based on the organization's goals</li> </ul>	PS04	Ap
XVSH	SC- Skill Course VI - Social Media Promotion Strategy	Global	To Manage the available online tools to effectively perform the social media marketing activities.	<ul style="list-style-type: none"> <li>• CO1: Create the process flow for the social media marketing activities that needs to be conducted</li> </ul>	PS03	C
				<ul style="list-style-type: none"> <li>• CO2: Organize the work related to social media marketing activities to achieve the set targets</li> </ul>	PS03	An
				<ul style="list-style-type: none"> <li>• CO3: Manage the available online tools to effectively perform the social media marketing activities</li> </ul>	PS03	Ap

				<ul style="list-style-type: none"> <li>• CO4: Design the content required to implement the social media marketing campaigns</li> </ul>	PS04	C
XVSJ	SC - Skill Course VII- Social Media Strategy Development and Implementation	Global	To design & supervise implementation of the complete Digital and Social media marketing strategy for the assigned product.	<ul style="list-style-type: none"> <li>• CO1: Set-up digital marketing goals based on organization's objectives</li> </ul>	PS02	Ap
				<ul style="list-style-type: none"> <li>• CO2: Identify and understand the target audience &amp; Set-up social media marketing goals</li> </ul>	PS03	An
				<ul style="list-style-type: none"> <li>• CO3: Plan and prioritize the set-up of campaigns</li> </ul>	PS04	Ap
				<ul style="list-style-type: none"> <li>• CO4: Identify the social media digital channels and set up campaign budgets</li> </ul>	PS04	An

				<ul style="list-style-type: none"> <li>• CO5: Identify the social media digital channels and set up campaign budgets</li> </ul>	PSO4	An
XVSK	SC – Skill Course VIII- Estimation And Budget Planning	Global	To monitor and prepare budget in digital world	<ul style="list-style-type: none"> <li>• CO1: Estimating the cost of social media campaign and activities</li> </ul>	PSO2	E
				<ul style="list-style-type: none"> <li>• CO2: Determine the budget requirements to conduct the social media campaign including team salaries, tools, content development etc</li> </ul>	PSO2	An
				<ul style="list-style-type: none"> <li>• CO3: Determine the sequence of activities in terms of their cost implications and expenses for each item</li> </ul>	PSO3	An
				<ul style="list-style-type: none"> <li>• CO4: Monitoring the budget</li> </ul>	PSO4	Ap

				<ul style="list-style-type: none"> <li>• CO5: Prepare online campaign budget</li> </ul>	PSO4	Ap
XVSL	SC – Skill Course IX - MIS & Team Management	Global	To prepare MIS report and social media campaign	<ul style="list-style-type: none"> <li>• CO1: Generate weekly/ monthly / yearly analytic report for social media campaign</li> </ul>	PSO3	Ap
				<ul style="list-style-type: none"> <li>• CO2: Prepare MIS report</li> </ul>	PSO4	Ap
				<ul style="list-style-type: none"> <li>• CO3: Interact and communicate effectively with colleagues</li> </ul>	PSO3	R
				<ul style="list-style-type: none"> <li>• CO4: Manage social media team and monitor achievement of targets</li> </ul>	PSO4	E
				<ul style="list-style-type: none"> <li>• CO1: Seek design principles, design process, theory, history and contemporary design practice.</li> </ul>	PSO3	Ap
XVGM	CC-Core Course IV - Graphic Design Techniques Lab	National	Seek design principles, design process, theory, history and contemporary design practice.	<ul style="list-style-type: none"> <li>• CO2: Gain proficiency in identified technical</li> </ul>	PSO3	An

				skills, understand the process of creating, analyzing, and evaluating graphic design solutions.		
				<ul style="list-style-type: none"> <li>• CO3: Justify the choice of appropriate tools according to the type of digital art work</li> </ul>	PS03	E
XVGN	CC – Core Course V – Multimedia Audio And Video Technology Lab	National	To give technical skills of audio and video editing, so that they may edit and compose sounds and videos as per their need.	<ul style="list-style-type: none"> <li>• CO1: Create various 3d models and texture them appropriately.</li> </ul>	PS02	E
				<ul style="list-style-type: none"> <li>• CO2: Create realistic and semi realistic models with appropriate details.</li> </ul>	PS02	An
				<ul style="list-style-type: none"> <li>• CO3: Students learn to record, edit and publish audio for animation.</li> </ul>	PS03	An

				<ul style="list-style-type: none"> <li>• CO4: They also learn the techniques of video editing with various tools.</li> </ul>	PS04	Ap
XVGO	CC- Core Course- VI Java programming	Local	To understand the basic concepts of Object Oriented Programming with Java language	<ul style="list-style-type: none"> <li>• CO1: Understand computer basics.</li> </ul>	PS03	U
				<ul style="list-style-type: none"> <li>• Understand programming basics.</li> </ul>	PS03	U
				<ul style="list-style-type: none"> <li>• CO2: Understand binary number system.</li> </ul>	PS03	U
				<ul style="list-style-type: none"> <li>• CO3: Begin using the Java programming language.</li> </ul>	PS03	Ap
				<ul style="list-style-type: none"> <li>• CO4: Display output on the console.</li> </ul>	PS04	C
XVSQ	SC X- Digital Marketing Plan, Strategy And Campaign	National	To educate students in the area of Digital Marketing. Digital	<ul style="list-style-type: none"> <li>• CO1: Identify the metrics used in digital marketing</li> </ul>	PS03	R

			Marketing and Social Media have transformed marketing and business practice across the globe.	<ul style="list-style-type: none"> <li>• CO2: Explain how we can improve our metrics</li> </ul>	PS03	U
				<ul style="list-style-type: none"> <li>• CO3: Discuss the basics of recommendation systems</li> </ul>	PS04	An
				<ul style="list-style-type: none"> <li>• CO4: Explain the concept of Digital World</li> </ul>	PS03	An
				<ul style="list-style-type: none"> <li>• CO5: Relate the relevance of Online Marketplace in today's world</li> </ul>	PS04	Ap
XVSR	SC XI- Optimize Campaign Performance And Expenditure	National	Identify the metrics used in digital marketing also explain the concept of Digital World	<ul style="list-style-type: none"> <li>• CO1: Identify the metrics used in digital marketing</li> </ul>	PS03	R
				<ul style="list-style-type: none"> <li>• CO2: Explain how we can improve our metrics</li> </ul>	PS03	U

				<ul style="list-style-type: none"> <li>• CO3: Discuss the basics of recommendation systems</li> </ul>	PS04	An
				<ul style="list-style-type: none"> <li>• CO4: Explain the concept of Digital World</li> </ul>	PS03	An
				<ul style="list-style-type: none"> <li>• CO5: Relate the relevance of Online Marketplace in today's world</li> </ul>	PS04	Ap
XVGT	CC IX- Core Course- V Introduction To Maya	Regional	To introduce with 3D animation and give a professional skills to students as a 3D Modeler and Texture artist	<ul style="list-style-type: none"> <li>• CO1: Students learn to record, edit and publish audio for animation.</li> </ul>	PS01	R
				<ul style="list-style-type: none"> <li>• CO2: They also learn the techniques of video editing with various tools.</li> </ul>	PS01	R
				<ul style="list-style-type: none"> <li>• CO3: Students learns different kinds of lights and light setup in a Maya scene.</li> </ul>	PS01	R

				<ul style="list-style-type: none"> <li>• CO4: Students learns to use lights and to set their attributes more precisely. Students learns to create shadows and Fog in Maya lighting system.</li> </ul>	PS03	R
				<ul style="list-style-type: none"> <li>• CO5: Finally students are trained to get final output of their scene using various rendering techniques</li> </ul>	PS04	Ap
XVGUY	CC X- Core Course- XV- Animation Lab Using Maya	Regional	To provide a comprehensive introduction to different techniques related to art for animation	<ul style="list-style-type: none"> <li>• CO1: Understand and apply various techniques of drawing for animation</li> </ul>	PS01	U
				<ul style="list-style-type: none"> <li>• CO2: Analyse a given story or scenario and draw necessary artworks related to it</li> </ul>	PS02	An

				<ul style="list-style-type: none"><li>• CO3: Process knowledge about art in animation field</li></ul>	PS03	Ap
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