LOCAL/NATIONAL/REGIONAL/GLOBAL RELEVANCE

DEPARTMENT OF B.VOC SOFTWARE DEVELOPMENT IN MULTIMEDIA AND ANIMATION

Programme: B.Voc   **Year: 2022-2023**

Course Code	Title of the Course	Local/Regional/ National /Global	Rationale	Course Outcomes	PSOs Addressed	Cognitive Level
XVSD U R C	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.	PSO1	U
				• CO2: Know the basics of graphic design	PSO1	R
				• CO3: Use equipment for design	PSO2	Ap
				• CO4: Create images and effects	PSO3	C

Ap				• CO5: Design promotional material.	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.	• CO1: Create the process flow for the social media marketing activities that needs to be conducted	PSO2	C
				• CO2: Organize the work related to social media marketing activities to achieve the set targets	PSO2	An
An						
R				• CO3: Manage the available online tools to effectively perform the social media marketing activities	PSO3	R
				• CO4: Design the content required to implement the social media marketing campaigns	PSO4	Ap
Ap						
Ap				• CO5: Implement the defined social media	PSO4	Ap

				marketing strategy based on the organization's goals		
XVSG

C

An

R

Ap | 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. | • CO1: Create the process flow for the social media marketing activities that needs to be conducted | PSO2 | C |
				• CO2: Organize the work related to social media marketing activities to achieve the set targets	PSO2	An
				• CO3: Manage the available online tools to effectively perform the social media marketing activities	PSO3	R
				• CO4: Design the content required to implement the social media marketing campaigns	PSO4	Ap

Ap				• CO5: Implement the defined social media marketing strategy based on the organization's goals	PSO4	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.	• CO1: Create the process flow for the social media marketing activities that needs to be conducted	PSO3	C
C						
An				• CO2: Organize the work related to social media marketing activities to achieve the set targets	PSO3	An
Ap				• CO3: Manage the available online tools to effectively perform the social media marketing activities	PSO3	Ap

C				• CO4: Design the content required to implement the social media marketing campaigns	PSO4	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.	• CO1: Set-up digital marketing goals based on organization's objectives	PSO2	Ap
Ap				• CO2: Identify and understand the target audience & Set-up social media marketing goals	PSO3	An
An				• CO3: Plan and prioritize the set-up of campaigns	PSO4	Ap
Ap				• CO4: Identify the social media digital channels and set up campaign budgets	PSO4	An
An						

				CO	PSO	
An				• CO5: Identify the social media digital channels and set up campaign budgets	PSO4	An
XVSK E An Ap	SC – Skill Course VIII- Estimation And Budget Planning	Global	To monitor and prepare budget in digital world	• CO1: Estimating the cost of social media campaign and activities	PSO2	E
				• CO2: Determine the budget requirements to conduct the social media campaign including team salaries, tools, content development etc	PSO2	An
				• CO3: Determine the sequence of activities in terms of their cost implications and expenses for each item	PSO3	An
				• CO4: Monitoring the budget	PSO4	Ap

Ap				• CO5: Prepare online campaign budget	PSO4	Ap
XVSL Ap R E	SC – Skill Course IX - MIS & Team Management	Global	To prepare MIS report and social media campaign	• CO1: Generate weekly/ monthly / yearly analytic report for social media campaign	PSO3	Ap
				• CO2: Prepare MIS report	PSO4	Ap
				• CO3: Interact and communicate effectively with colleagues	PSO3	R
				• CO4: Manage social media team and monitor achievement of targets	PSO4	E
XVGM Ap	CC-Core Course IV - Graphic Design Techniques Lab	National	Seek design principles, design process, theory, history and contemporary design practice.	• CO1: Seek design principles, design process, theory, history and contemporary design practice.	PSO3	Ap
An				• CO2: Gain proficiency in identified technical	PSO3	An

E				skills, understand the process of creating, analyzing, and evaluating graphic design solutions.		
				• CO3: Justify the choice of appropriate tools according to the type of digital art work	PSO3	E
XVGNY	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.	• CO1: Create various 3d models and texture them appropriately.	PSO2	E
E				• CO2: Create realistic and semi realistic models with appropriate details.	PSO2	An
An						
An				• CO3: Students learn to record, edit and publish audio for animation.	PSO3	An

				• CO4: They also learn the techniques of video editing with various tools.	PSO4	Ap
Ap						
U XVGO	CC- Core Course– VI Java programming	Local	To understand the basic concepts of Object Oriented Programming with Java language	• CO1: Understand computer basics.	PSO3	U
				• Understand programming basics.	PSO3	U
				• CO2: Understand binary number system.	PSO3	U
Ap				• CO3: Begin using the Java programming language.	PSO3	Ap
C				• CO4: Display output on the console.	PSO4	C
XVSQ	SC X- Digital Marketing Plan, Strategy And Campaign	National	To educate students in the area of Digital Marketing. Digital	• CO1: Identify the metrics used in digital marketing	PSO3	R

An			Marketing and Social Media have transformed marketing and business practice across the globe.	• CO2: Explain how we can improve our metrics	PSO3	U
				• CO3: Discuss the basics of recommendation systems	PSO4	An
An				• CO4: Explain the concept of Digital World	PSO3	An
Ap				• CO5: Relate the relevance of Online Marketplace in today's world	PSO4	Ap
XVSR	SC XI- Optimize Campaign Performance And Expenditure	National	Identify the metrics used in digital marketing also explain the concept of Digital World	• CO1: Identify the metrics used in digital marketing	PSO3	R
				• CO2: Explain how we can improve our metrics	PSO3	U

					CO	PSO	
An					• CO3: Discuss the basics of recommendation systems	PSO4	An
					• CO4: Explain the concept of Digital World	PSO3	An
Ap					• CO5: Relate the relevance of Online Marketplace in today's world	PSO4	Ap
R	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	• CO1: Students learn to record, edit and publish audio for animation.	PSO1	R
R					• CO2: They also learn the techniques of video editing with various tools.	PSO1	R
R					• CO3: Students learns different kinds of lights and light setup in a Maya scene.	PSO1	R

				CO4: Students learns to use lights and to set their attributes more precisely. Students learns to create shadows and Fog in Maya lighting system.	PSO3	R
				CO5: Finally students are trained to get final output of their scene using various rendering techniques	PSO4	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	CO1: Understand and apply various techniques of drawing for animation	PSO1	U
				CO2: Analyse a given story or scenario and draw necessary artworks related to it	PSO2	An

Ap				• CO3: Process knowledge about art in animation field	PSO3	Ap