



# 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.**

## DEPARTMENT OF B.VOC., SOFTWARE DEVELOPMENT IN

### MULTIMEDIA AND ANIMATION

#### Programme : B.Voc

PO No.	Programme Outcomes <i>Upon completion of the B.VOC., Degree Programme, the graduate will be able to</i>
PO 1:	Disciplinary Knowledge: Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc programme Execute strong theoretical and practical understanding generated from the chosen B.Voc programme.
PO 2:	Critical Thinking and Problem solving: Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.
PO 3:	Social Competence Exhibit thoughts and ideas effectively in writing and orally; communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.
PO 4:	Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.
PO 5:	The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education.

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO 1:	The programme is a suitable option for students to develop higher levels of creativity, when it comes to image editing, video editing, animation, advanced modelling, and a lot more
PSO 2:	With the increasing variety and range of hardware and software used for Multimedia and Web-Site Design, the demand for the manpower in these fields has escalated. This training program has been envisaged with an objective to develop specialized manpower required for these activities.
PSO 3:	Student will develop multimedia skills understanding the principal players of individual players in multimedia teams in developing projects.
PSO 4:	Students will understand the hardware and software needed to create projects using creativity and organization to create them.
PSO 5:	Students will learn copyright laws associated with multimedia.

Course Title	BASIC COMPUTER SKILLS		
Code	BVXA		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Demonstrate a basic understanding of computer	PSO4	U
CO 2:	Demonstrate problem-solving skills.	PSO4	R
CO 3:	Apply logical skills to programming in a variety of languages.	PSO4	Ap
CO 4:	Utilize web technologies	PSO2	C
CO 5:	Present conclusions effectively, orally, and in writing	PSO3	Ap

Course Title	FUNDAMENTAL OF GRAPHIC VISUALATION & TOOLS		
Code	BVXB		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	About the designing, raster and vector shapes, changing the document setup, and tool panel.	PSO1	R
CO 2:	Set the document for designing, drawing and colors tools used in designing	PSO1	Ap
CO 3:	Student will learn typography	PSO3	U
CO 4:	Complete table tool properties, using raster and vector effect.	PSO4	Ap
CO 5:	Using layers, master layer concept, file formats, export file.	PSO1	Ap

Course Title	ELEMENTS OF GRAPHIC DESIGN		
Code	BVXC		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Student will learn to introduce to Graphic Design & image editing software Photoshop.	PSO1	R
CO 2:	Student makes a selection using different types of selection tools.	PSO1	R
CO 3:	Student will gain knowledge to retouch the image using Image Correction & Adjustment Layer.	PSO3	R
CO 4:	Student will create Graphic Design Advertisement with text.	PSO2	Ap
CO 5:	Student introduced with Web Designing & will create Web pages using slicing tools.	PSO2	Ap

Course Title	GRAPHIC DESIGN		
Code	BVXD		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Student will learn to introduce to Graphic Design & image editing software.	PSO1	U
CO 2:	Know the basics of graphic design	PSO1	R
CO 3:	Use equipment for design	PSO2	Ap
CO 4:	Create images and effects	PSO3	C
CO 5:	Design promotional material.	PSO4	Ap

Course Title	SOCIAL MEDIA PLAN AND PROCESS		
Code	BVXF		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Create the process flow for the social media marketing activities that needs to be conducted	PSO2	C
CO 2:	Organize the work related to social media marketing activities to achieve the set targets	PSO2	An
CO 3:	Manage the available online tools to effectively perform the social media marketing activities	PSO3	R
CO 4:	Design the content required to implement the social media marketing campaigns	PSO4	Ap
CO 5:	Implement the defined social media marketing strategy based on the organization's goals	PSO4	Ap

Course Title	TOOLS AND TECHNIQUES FOR SOCIAL MEDIA CONTENT		
Code	BVXG		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Create the process flow for the social media marketing activities that needs to be conducted	PSO2	C
CO 2:	Organize the work related to social media marketing activities to achieve the set targets	PSO2	An
CO 3:	Manage the available online tools to effectively perform the social media marketing activities	PSO3	R
CO 4:	Design the content required to implement the social media marketing campaigns	PSO4	Ap
CO 5:	Implement the defined social media marketing strategy based on the organization's goals	PSO4	Ap

Course Title	SOCIAL MEDIA PROMOTION STRATEGY		
Code	BVXH		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Create the process flow for the social media marketing activities that needs to be conducted	PSO3	C
CO 2:	Organize the work related to social media marketing activities to achieve the set targets	PSO3	An
CO 3:	Manage the available online tools to effectively perform the social media marketing activities	PSO3	Ap
CO 4:	Design the content required to implement the social media marketing campaigns	PSO4	C

Course Title	DISCRETE MATHEMATICS		
Code	BVXI		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Use logical notation	PSO4	Ap
CO 2:	Perform logical proofs	PSO4	E
CO 3:	Apply recursive functions and solve recurrence relations	PSO4	Ap
CO 4:	Determine equivalent logic expressions	PSO4	An
CO 5:	Describe useful standard library functions, create functions, and declare parameters	PSO4	An

Course Title	SOCIAL MEDIA STRATEGY DEVELOPMENT AND IMPLEMENTATION		
Code	BVXJ		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Set-up digital marketing goals based on organization's objectives	PSO2	Ap
CO 2:	Identify and understand the target audience & Set-up social media marketing goals	PSO3	An
CO 3:	Plan and prioritize the set-up of campaigns	PSO4	Ap
CO 4:	Identify the social media digital channels and set up	PSO4	An
CO 5:	Identify the social media digital channels and set up campaign budgets	PSO4	An

Course Title	ESTIMATION AND BUDGET PLANNING		
Code	BVXK		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Estimating the cost of social media campaign and activities	PSO2	E
CO 2:	Determine the budget requirements to conduct the social media campaign including team salaries,	PSO2	An
CO 3:	Determine the sequence of activities in terms of their cost implications and expenses for each item	PSO3	An
CO 4:	Monitoring the budget	PSO4	Ap
CO 5:	Prepare online campaign budget	PSO4	Ap

<b>Course Title</b>	<b>MIS &amp; TEAM MANAGEMENT</b>		
<b>Code</b>	<b>BVXL</b>		
<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
<b>CO 1:</b>	Generate weekly/ monthly / yearly analytic report for social media campaign	PSO3	Ap
<b>CO 2:</b>	Prepare MIS report	PSO4	Ap
<b>CO 3:</b>	Interact and communicate effectively with colleagues	PSO3	R
<b>CO 4:</b>	Manage social media team and monitor achievement of targets	PSO4	E

<b>Course Title</b>	<b>FUNDAMENTAL OF INFORMATION TECHNOLOGY I</b>		
<b>Code</b>	<b>VXE1</b>		
<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
<b>CO 1:</b>	Demonstrate a basic understanding of computer hardware and software.	PSO2	Ap
<b>CO 2:</b>	Demonstrate problem-solving skills.	PSO3	Ap
<b>CO 3:</b>	Apply logical skills to programming in a variety of languages.	PSO3	Ap
<b>CO 4:</b>	Present conclusions effectively, orally, and in writing	PSO4	Ap

Course Title	GRAPHIC DESIGN TECHNIQUES LAB		
Code	BVXMY		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Seek design principles, design process, theory, history and contemporary design practice.	PSO3	Ap
CO 2:	Gain proficiency in identified technical skills, understand the process of creating, analyzing, and	PSO3	An
CO 3:	Justify the choice of appropriate tools according to the type of digital art work	PSO3	E

Course Title	FUNDAMENTAL OF INFORMATION TECHNOLOGY II		
Code	BVX1S4		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Demonstrate a basic understanding of computer hardware and software.	PSO1	R
CO 2:	Demonstrate problem-solving skills.	PSO3	R
CO 3:	Apply logical skills to programming in a variety of languages.	PSO3	Ap
CO 4:	Utilize web technologies. Present conclusions effectively, orally, and in writing.	PSO2	An



Course Title	MULTIMEDIA AUDIO & VIDEO TECHNOLOGY LAB		
Code	BVXNY		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Create various 3d models and texture them appropriately.	PSO2	E
CO 2:	Create realistic and semi realistic models with appropriate details.	PSO2	An
CO 3:	Students learn to record, edit and publish audio for animation.	PSO3	An
CO 4:	They also learn the techniques of video editing with various tools.	PSO4	Ap

Course Title	JAVA PROGRAMMING		
Code	BVXO		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Understand computer basics.	PSO3	U
CO 2:	Understand programming basics.	PSO3	U
CO 3:	Understand binary number system.	PSO3	U
CO 4:	Begin using the Java programming language.	PSO3	Ap
CO 5:	Display output on the console.	PSO4	C

Course Title	LIFE SKILLS		
Code	BVXP		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Define and Identify different life skills required in personal and professional life	PSO3	R
CO 2:	Develop an awareness of the self and apply well-defined techniques to cope with emotions and	PSO3	C
CO 3:	Take part in group discussions	PSO3	E
CO 4:	Use appropriate thinking and problem solving techniques to solve new problems	PSO3	Ap
CO 5:	Understand the basics of teamwork and leadership	PSO3	U

Course Title	DIGITAL MARKETING PLAN, STRATEGY AND CAMPAIGN		
Code	BVXQ		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Identify the metrics used in digital marketing	PSO3	R
CO 2:	Explain how we can improve our metrics	PSO3	U
CO 3:	Discuss the basics of recommendation systems	PSO4	An
CO 4:	Explain the concept of Digital World	PSO3	An
CO 5:	Relate the relevance of Online Marketplace in today's world	PSO4	Ap

Course Title	OPTIMIZE CAMPAIGN'S PERFORMANCE AND EXPENDITURE		
Code	BVXR		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Identify the metrics used in digital marketing	PSO3	R
CO 2:	Explain how we can improve our metrics	PSO3	U
CO 3:	Discuss the basics of recommendation systems	PSO4	An
CO 4:	Explain the concept of Digital World	PSO3	An
CO 5:	Relate the relevance of Online Marketplace in today's world	PSO4	Ap

Course Title	INTRODUCTION TO MAYA		
Code	BVXT		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO 1:	Students learn to record, edit and publish audio for animation.	PSO1	R
CO 2:	They also learn the techniques of video editing with various tools.	PSO1	R
CO 3:	Students learns different kinds of lights and light setup in a Maya scene.	PSO1	R
CO 4:	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
CO 5:	Finally students are trained to get final output of their scene using various rendering techniques	PSO4	Ap

<b>Course Title</b>	<b>ANIMATION LAB USING MAYA</b>		
<b>Code</b>	<b>BVXU</b>		
<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
<b>CO 1:</b>	Understand and apply various techniques of drawing for animation	PSO1	U
<b>CO 2:</b>	Analyse a given story or scenario and draw necessary artworks related to it	PSO2	An
<b>CO 3:</b>	Process knowledge about art in animation field	PSO3	Ap