



ST. THOMAS COLLEGE (AUTONOMOUS)
THRISSUR, KERALA - 680 001

College with Potential for Excellence
NIRF INDIA Ranking 2021 : 64th

www.stthomas.ac.in

PROGRAMME OUTCOMES
PROGRAMME SPECIFIC OUTCOMES
COURSE OUTCOMES

B. A Multimedia

OUTCOMES:

At the end of Under Graduate Program at St. Thomas College (Autonomous), a student will have obtained:

PO1	Critical Thinking: Ability to take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives
PO2	Effective Communication: Ability to speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology
PO3	Effective Citizenship: Ability to demonstrate empathetic social concern and equity-centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering
PO4	Environment and Sustainability: Ability to understand the issues of environmental contexts and sustainable development
PO5	Ethical Living: Ability to recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them
PO6	Social Interaction: Ability to elicit views of others, mediate disagreements and help reach conclusions in group settings
PO7	Problem Solving and Analytical Skills: Ability to think rationally, analyze situations and solve problems adequately

Program Specific Outcomes:

At the end of B.A Multimedia at St. Thomas College (Autonomous), Thrissur, a student will have developed:

PSO1	Understand the art and craft of visual communication and multimedia production.
PSO2	Understand the need of human resources required for the rapidly growing media and entertainment industry.
PSO3	Understand digital movie making, television, web and other electronically mediated communication systems.
PSO4	Analyze digital film, cyber technologies, television and other means of visual communication
PSO5	Understand the advanced concepts of web designing, animation , motion graphics and basic concept of photography, scripting and other visual languages.
PSO6	Understand the theory and philosophy of visual culture and communication, mass media, film and television with practical training in Digital Film Technology, sound and video editing, camera, scriptwriting and directing in the worldwide entertainment sectors.
PSO7	Analyze the theoretical and practical aspects for the needs of media and entertainment sectors.

Course Outcomes:

B.A Multimedia

BMM1B01 –Introduction to Digital Media

At the end of this course, a student will have developed ability to:

CO1	Understand the basics of Multimedia
CO2	Understand the basic things of Computers
CO3	Understand about Digital Media
CO4	Understand about digital media streaming in current situation
CO5	Understand about New Media Technologies

B.A Multimedia

JOU1C04- Introduction to Mass Media

At the end of this course, a student will have developed ability to:

CO1	Understand the nature and features about Mass communication
CO2	Understand the basic characteristics of Print media and Digital Media
CO3	Understand the basic characteristics of Electronic Media
CO4	Understand about the History and Evolution of Internet and Online media
CO5	Understand about the important rules and regulation of Media in Indian Constitution

B.A Multimedia

BVC1C02 Core Course 2- INTRODUCTION TO VISUAL COMMUNICATION

At the end of this course, a student will have developed ability to:

CO1	Understand thebasics of Visual Communication
CO2	Understand the basic Principles and Theories in Visual Communication
CO3	Understand the aesthetics of Visual Communication
CO4	Understand about the applications and importance of Visual Communication

B.A Multimedia

BMM2B02 Core Course 2- Creativity and Design Skills

At the end of this course, a student will have developed ability to:

CO1	To develop their artistic perception by understanding the basic elements of art
CO2	Develop the designing skill in vector and raster software's
CO3	Understand the history of typography and font designing
CO4	To understand the traditional technology of drawing
CO5	Practise the drawing activities of human and animal anatomy

B.A Multimedia

JOU2C04 Complimentary course Newspaper Journalism

At the end of this course, a student will have developed ability to:

CO1	To develop the learner into competent and efficient News Media & Entertainment Industry ready professionals.
CO2	To empower learners by communication, professional and life skills.
CO3	To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
CO4	To imbibe the culture of research, innovation, entrepreneurship and incubation
CO5	To inculcate professional ethics, values of Indian and global culture
CO6	To prepare socially responsible media academicians, researchers, professionals with global vision.

B.A Multimedia

BVC2C02 Complimentary course INTRODUCTION TO CINEMA

At the end of this course, a student will have developed ability to:

CO1	understanding of film as a narrative medium
CO2	develop a broadly interdisciplinary approach to an understanding of film and its role in society
CO3	Understand the history of international cinema and be able to use that history to provide context for other works they encounter
CO4	Develop students in employing theoretical and disciplinary tools in the analysis and assessment of film and filmic images
CO5	Develop basic competence in some format associated with visual media—digital video, digital music, screenwriting, photography, or animation
CO6	developing critical responses to cinematic work based upon aesthetic or cultural values other than the entertainment model that dominates the mainstream Hollywood distribution system

B.A Multimedia

BMM3B03- Media Publishing

At the end of this course, a student will have developed ability to:

CO1	Understand the basics of Printing
CO2	Understand the basic things of Typography
CO3	Practical study of Adobe InDesign software
CO4	Understand different types of Printers and its uses

B.A Multimedia

BMM3B04- Computer Graphics

At the end of this course, a student will have developed ability to:

CO1	Understand the basics of theories, principles and applications in Graphic Design
CO2	Understand different types of papers, printing techniques, basics of UI/UX design and Corporate Identity designs
CO3	Practical study of Adobe Illustrator software
CO4	Practical study of Adobe Photoshop software

B.A Multimedia

BMM3B05- Digital Photography

At the end of this course, a student will have developed ability to:

CO1	Understand the theoretical background required for understanding the visual perception and the concepts behind vision. Understand the history behind the evolution of photography
CO2	Understand the techniques behind the usage of a still camera and its functions.
CO3	Understand the importance of compositing and focusing a frame
CO4	Practical study about the importance of Lighting in Photography

B.A Multimedia

JOU3C04- Television Journalism

At the end of this course, a student will have developed ability to:

CO1	Understand the basics functions and programs in a Television News channel
CO2	Understand the basics of news reporting and the techniques used in TV news reporting
CO3	Understand the structure of Television news
CO4	Understand about the functions of PCR Room
CO5	Understand about different TV news program functions like Interviews, Debates etc.
CO6	Understand the basic qualities needed for a TV anchor.

B.A Multimedia

BVC3C02- SCRIPTING AND STORY BOARDING

At the end of this course, a student will have developed ability to:

CO1	Understand the art and craft of script writing for television, cinema and documentary films.
CO2	Understand the elements, structure and layout of script.
CO3	Understand the procedure and different stages in script writing
CO4	Understand and Analyze script for different genres

B.A Multimedia

BVC2C02 Core course- INTRODUCTION TO CINEMATOGRAPHY

At the end of this course, a student will have developed ability to:

CO1	Analyze a screenplay from the perspective of a cinematographer.
CO2	Utilize color correction tools to achieve the cinematographer's visual goals
CO3	Demonstrate safe and effective use of a wide array of professional camera, lighting and grip systems, and utilize these tools effectively in the production of several short projects.
CO4	Maintain a consistent look for each short film, and manage the look throughout each step of the production process
CO5	Utilize a production workflow that allows the creative team to maintain control over the image through all phases of production, from principal photography through to final distribution.
CO6	Demonstrate the ability to collaborate with a director and a crew in a high-pressure creative environment.

B.A Multimedia

BMM4B09 Core course- Fundamentals of Web Designing

At the end of this course, a student will have developed ability to:

CO1	Understand the history of internet
CO2	Understand how the internet is working and needs of internet in daily life
CO3	Understand the Business culture and advanced design aspects
CO4	Understand the World Wide Web and how the information travelling over the internet
CO5	Learn html codes to develop the advanced and responsive web design
CO6	Learn a popular web site development software for creating web sites using different multimedia elements and publish the sites

B.A Multimedia

JOU4C04- Complimentary course - Digital Journalism

At the end of this course, a student will have developed ability to:

CO1	To develop the learner into competent and efficient News Media & Entertainment Industry ready professionals.
CO2	To empower learners by communication, professional and life skills.
CO3	To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
CO4	To imbibe the culture of research, innovation, entrepreneurship and incubation
CO5	To inculcate professional ethics, values of Indian and global culture
CO6	To prepare socially responsible media academicians, researchers, professionals with global vision.

B.A Multimedia

BVC4C02- Complimentary course - E-CONTENT DEVELOPMENT

At the end of this course, a student will have developed ability to:

CO1	Understand the basic concepts of instructional design
CO2	Understanding different learning theories
CO3	Associate the basics concepts of technical and its importance in electronic education.
CO4	Understanding different instructional design software

B.A Multimedia

BMM5B12- Techniques of Post Production – Visual Editing

At the end of this course, a student will have developed ability to:

CO1	Understand the basic visual language and history of Editing
CO2	Understand about different Editing techniques and difference of Analog - Digital videos
CO3	Understand about different types of editing and editing equipments
CO4	Practical study and application of Adobe Premiere and Final Cut Pro

B.A Multimedia

BMM5B13- Techniques of Post Production –Sound Recording, Editing and Mastering

At the end of this course, a student will have developed ability to:

CO1	Understand the basicsound, mixers, microphones, connectors and analog – digital signals
CO2	Practical study and applications of Pro Tools software and its features
CO3	Understand the basics of Nuendo/Pro Tools software file formats and different audio conversions
CO4	Practical study of sound recording and creating sound effects

B.A Multimedia

BMM5B14- Introduction to 3D Modeling and Texturing

At the end of this course, a student will have developed ability to:

CO1	Understand the basics, history, process and applications of 3D animation
CO2	Understand the basics of 3D Modeling
CO3	Practical study of basic modeling in Maya software
CO4	Practical study of basic texturing in Maya software

B.A Multimedia

BMM5B15- Advanced Web Designing

At the end of this course, a student will have developed ability to:

CO1	Understand the basics and applications of Internet and Websites
CO2	Practical study of HTML
CO3	Understand the basics of Web page designing
CO4	Practical study and applications of CSS

B.A Multimedia

BMM5D01- Fundamentals of Multimedia (for other students)

At the end of this course, a student will have developed ability to:

CO1	Understand the basics and applications of Multimedia
CO2	Understand the different types of File formats commonly used for multimedia purposes
CO3	Understand the basics Digital Images and Color theories
CO4	Understand the characteristics of Multimedia Elements

B.A Multimedia

BMM6B18 Core course - Advanced 3D Animation, Vfx and Compositing

At the end of this course, a student will have developed ability to:

CO1	Make effective design choices to support narrative, character, and/or mood
CO2	Demonstrate the ability to research for inspiration, reference, accuracy, and incorporate findings into design solutions
CO3	Evaluate work in their field, including their own work, using professional terminology. target market.
CO4	Demonstrate advanced facility and flexibility with animation and technology and software.demonstrating an understanding of the
CO5	Execute technical, aesthetic, and conceptual decisions based on an understanding of art and design principles.
CO6	Assemble a professional demo reel or portfolio

B.A Multimedia

BMM6B19 Core course - Introduction to Motion Graphics

At the end of this course, a student will have developed ability to:

CO1	Create motion graphics presentations using industry-standard tools
CO2	Communicate messages through motion graphics design
CO3	Apply basic techniques of working with audio in a video application
CO4	Perform keyframing of basic transform tools and effects properties
CO5	Create animated movies from still and video assets
CO6	Demonstrate ability to perform basic masking techniques
CO7	Apply knowledge of 3D principles to create multiplanar environments and Produce cohesive video sequences using basic design requirements

B.A Multimedia

BMM6B20 – Multimedia Designing & Authoring (Elective)

At the end of this course, a student will have developed ability to:

CO1	Identify and describe the function of the general skill sets in the multimedia industry.
CO2	Identify the basic components of a multimedia project.
CO3	Identify the basic hardware and software requirements for multimedia development and playback.
CO4	Identify issues and obstacles encountered by Web authors in deploying Web-based applications
CO5	Demonstrate in-depth knowledge in an industry-standard multimedia development tool and its associated scripting language

B.A Multimedia

BMM6B21 Core course - Television & Multi Camera Production (Elective)

At the end of this course, a student will have developed ability to:

CO1	Understand Television production and its production stages
CO2	Understand video and broadcast technology
CO3	Understand the types of scanning
CO4	Understand the different types of broadcast standards.
CO5	Understand the script and storyboard of television shows.
CO6	Understand different video formats and different transmission technologies