

DEPARTMENT NAME (This is a template to implement OBE)

<MFA(Applied Art)>

VISION

- An inspiring academic environment – where creativity and artistic expressions thrive.
- Increasing influences on national and international stages
- Making a socio-cultural impact through attracting, convening and supporting the most committed faculty, students, artists, designers and thought leaders.

MISSION

- To impart a reflective, experiential and transformative education in the varied crossroads of Fine Arts and Design.
- To foster creativity by bringing excellence in teaching, research and practice.
- To enhance industry connect.

PROGRAMME EDUCATIONAL OBJECTIVES:

PEO-1 :	Creative Problem Solving: Post graduates will demonstrate the ability to apply critical and creative thinking and executing skills to identify and solve complex problems in various domains of fine arts.
PEO-2 :	Artistic Excellence: Post graduates will be able to further develop the knowledge they gained in their graduation and will be able to create innovative and aesthetically appealing solutions in various forms of visual expression with proficiency.
PEO-3:	Professional Competence: Post graduates will develop their knowledge, skills, and attitudes that are necessary to succeed as fine art professionals, including effective communication, collaboration, project management, and ethical practices.

PROGRAM SPECIFIC OUTCOME (PSOs)

PSO-1	Applied Art: • Equips capacity to venture into a career in the art industries as artists, illustrators, designers, as well as team leaders in various projects. • Demonstrates expertise in different graphic design software and tools to create visually appealing and impactful art and designs. • Enables creating artworks according to the industry specific needs, creating a bridge between art, commerce, and industries.
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PROGRAMME OUTCOMES:

Program Outcomes (PO)	
PO-1	Demonstrate knowledge of the basic concepts, principles, and practical applications of the same in different branches of Fine Art.
PO-2	Learn good studio practices and understand studio ethics. Develop knowledge of multidisciplinary art practice both inside and outside the studio space.
PO-3	Develop the knowledge of History of Art, and various theories of Art and Aesthetics and become connected with own roots, culture, and heritage.
PO-4	Conduct researches related to the various disciplines of Fine Art, gather relevant data, analyze findings to validate new concepts and drive frequent improvements in the field of Fine Art.
PO-5	Cultivate professional interaction with experts from different sects of the Fine Arts to address the industry and client specific needs.
PO-6	Recognize the relationship between art and society, and inculcate necessary artistic temper while pursuing a wide range of academic or industrial careers.
PO-7	Collaborate effectively with multidisciplinary teams, understanding and respecting a diverse perspective and contributing constructively to achieve common goals in various fine art practices.
PO-8	Apply ethical considerations and sustainable art practices, considering social, cultural, environmental impacts, while working in the industry.



Credit Definition

Type	Duration (in hours)	Credit
Lecture (L)	1	1
Tutorial (T)	1	1
Practical (P)	2	1

Total Credit Distribution for the Entire Programme

Semester	Credits					Credits / Sem.
	CC	GE	SEC	USC	DSE	
I	16		1	2		19
II	16	4	1	2	4	27
III	22		1	2	4	29
IV	14			2		16
Total Credit						91

Category Definition

CC --	Core Courses
GE --	Generic Elective
SEC --	Skill Enhancement Courses
USC --	University Specified Courses
DSE --	Discipline Specific Electives

FIRST YEAR

SEMESTER-I

Semester I						
Category	Course Name	Credit	Teaching Scheme			
			L	T	P	S/W
CC1	History of Art – I	2	2			
CC2	Branding	5		2	6	
	Campaign Planning	5		2	6	
	Creative Photography Workshop	4		2	4	
SEC	Mentored Seminar – I	1			1	1
USC	Foreign Language – I	2	2			
Total Credit = 19			Teaching Hour = 27			



SEMESTER-II

Semester II						
Category	Course Name	Credit	Teaching Scheme			
			L	T	P	S/W
CC3	History of Art – II	2	2			
CC4	Character Design	3		1	4	
	Animation	4		1	6	
	Stop Motion Animation	5		1	8	
	Dissertation Proposal (Applied Art)	2			2	2
GE	Generic Elective	4	4			
DSE	Discipline Specific Elective – I	4		1	6	
SEC	Mentored Seminar – II	1			2	
USC	Foreign Language – II	2	2			
Total Credit = 27			Teaching Hour = 40			

SECOND YEAR

SEMESTER-III

Semester III						
Category	Course Name	Credit	Teaching Scheme			
			L	T	P	S/W
CC 5	History of Art – III	4	4			
CC 6	Video Making	4		1	6	
	Motion Graphics (VFX)	4		1	6	
	Dissertation Synopsis Presentation	4			1	7
	Internship (Applied Art)	6			1	11
DSE	Discipline Specific Elective – II	4		1	6	
SEC	Mentored Seminar – III	1			1	1
USC	Foreign Language – III	2	2			
Total Credit = 29			Teaching Hour = 30			

SEMESTER-IV

Semester IV						
Category	Course Name	Credit	Teaching Scheme			
			L	T	P	S/W
CC 7	Final Project	4		1	6	
	Display	2			2	2
	Port Folio	2			2	2
	Dissertation	6			2	10
USC	Foreign Language - IV	2	2			



Total Credit = 16

Teaching Hour = 15

COURSE CO-PO-PSO MAPPING

SEMESTER-I

COURSE 1 (Branding)

COURSE OUTCOMES:

CO1: Recall the historical key factors of identity design.

CO2: Explain mind mapping and create mind mapping.

CO3: Demonstrate the process of mood board creation.

CO4: Evaluate the effectiveness of different brand colours and brand identity designs.

CO5: Create impactful brand collaterals.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO2	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO3	3	3	2	1	3	1	2	1	2	2	1	3		
CO4	3	3	2	1	3	1	2	1	2	2	1	3		
CO5	3	3	2	1	1	1	1	1	2	2	1	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 2 (Campaign Planning)

COURSE OUTCOMES:

CO1: Describe the case studies of famous ad campaigns.

CO2: Analyze a given brief.

CO3: Carry out a survey of a market.

CO4: Evaluate the effectiveness of campaign planning on the basis of market survey.

CO5: Produce creative designs for a campaign with appropriate mediums.



MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO2	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO3	3	3	2	1	3	1	2	1	2	2	1	3		
CO4	3	3	2	1	3	1	2	1	2	2	1	3		
CO5	3	3	3	1	1	1	1	1	2	2	1	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 3 (Creative Photography Workshop)

COURSE OUTCOMES:

CO1: Recall the historical key factors of photography.

CO2: Explain the basic features of photography.

CO3: Differentiate between analogue and digital photography.

CO4: Demonstrate the effect of natural and artificial light in photography.

CO5: Produce a professional photo shoot in both outdoor and indoor environment.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	2	2	3	3	3	2	2	1	1	2	2	2		
CO2	2	2	3	3	3	2	2	2	1	2	2	2		
CO3	2	2	3	3	3	2	3	2	1	2	2	3		
CO4	2	2	3	3	3	2	3	2	1	2	2	3		
CO5	2	2	3	3	3	2	3	2	1	2	2	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 4 (History of Art – I)

COURSE OUTCOMES:

CO1: Identify key movements and artists in the development of Modern Indian Art.

CO2: Explain the historical progression and transformation of styles in Modern Indian Art.



CO3: Differentiate between the major stylistic features of British influence and individual schools.

CO4: Evaluate the role of different schools of Company Painting in India.

CO5: Design a project inspired by the Bengal School and Santiniketan School art pedagogy.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	0	2	3	3	1	2.5	2	0	3	1	0	2		
CO2	2	2	3	3	1	2.5	2	0	3	1	0	2		
CO3	0	2	3	3	1	2.5	2	0	3	1	0	3		
CO4	0	2	3	3	1	2	2	0	3	1	0	3		
CO5	1.5	2	3	3	1	2.5	2	0	3	1	0	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 5 (Mentored Seminar - I)

COURSE OUTCOMES:

CO1: Explain the key concepts of art, non-art and anti-art.

CO2: Apply methods of critical analysis to interpret artworks.

CO3: Evaluate the effectiveness of analytical approach while engaged in any creative endeavour.

CO4: Analyze one's own creative artworks to identify strengths and areas for improvement.

CO5: Create artworks that skillfully balance and enhance subjective and objective aspects through material use

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	0	2	3	3	1	2.5	2	1	3	1	1	2		
CO2	2	2	3	3	1	2.5	2	1	3	1	1	2		
CO3	1	2	3	3	1	2.5	2	1	3	1	1	3		
CO4	1	2	3	3	1	2	2	1	3	1	1	3		
CO5	1.5	2	3	3	1	2.5	2	1	3	1	1	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

SEMESTER-III

COURSE 1 (Internship (Applied Art))

COURSE OUTCOMES:

CO1: Identify key skills to work efficiently in fast paced industry environment.

CO2: Describe client brief and design brief.

CO3: Implement design changes to improve create and modify existing designs.

CO4: Analyze relevance and applicability of new industry standard software tools and creative ideas.

CO5: Formulate a system or strategy to execute multiple design projects at a time.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO2	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO3	3	3	2	1	3	1	2	1	2	2	1	3		
CO4	3	3	2	1	3	1	2	1	2	2	1	3		
CO5	3	3	2	1	1	1	1	1	2	2	1	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 2 (Motion Graphics (VFX))

COURSE OUTCOMES:

CO1: Recall the historical features of Motion Graphics.

CO2: Explain the use of motion graphics in various purposes.

CO3: Demonstrate the use of different software for creating Motion Graphics.

CO4: Analyze the various steps and process of creating Motion Graphics and VFX.

CO5: Produce professional quality projects in the industry.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES	PROGRAMME SPECIFIC OUTCOMES
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ES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO2	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO3	3	3	2	1	3	1	2	1	2	2	1	3		
CO4	3	3	2	1	3	1	2	1	2	2	1	3		
CO5	3	3	2	1	1	1	1	1	2	2	1	3		
1. LOW			2. MODERATE			3. SUBSTANTIAL								

COURSE 3 (Video Making)

COURSE OUTCOMES:

CO1: Recall the key elements in planning a video project.

CO2: Describe the purpose and importance of each pre-production and production step.

CO3: Demonstrate the various steps of post-production stage of video making.

CO4: Evaluate the suitability specific equipments and tools for different production scenarios.

CO5: Generate necessary technical skills to work as a professional videographer in the industry.

MAPPING OF COs WITH POs AND SOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO2	3	3	2.5	2	2	1.5	2	1	2.5	2	1	2		
CO3	3	3	2	1	3	1	2	1	2	2	1	3		
CO4	3	3	2	1	3	1	2	1	2	2	1	3		
CO5	3	3	2	1	1	1	1	1	2	2	1	3		
1. LOW			2. MODERATE			3. SUBSTANTIAL								

COURSE 4 (Dissertation Synopsis Presentation)

COURSE OUTCOMES:

CO1: Recall the basic features of a dissertation paper.

CO2: Differentiate a dissertation paper from Thesis and Research Paper.

CO3: Discuss and produce a synopsis.

CO4: Demonstrate hands on experience gained in field-study and methodically analyze a subject.

CO5: Compose and present a paper in a correct format.



MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	0	0	3	3	3	3	3	2	3	2	2	2		
CO2	1	1	3	3	3	3	3	2	3	2	2	2		
CO3	1	1	3	3	3	3	3	2	3	2	2	3		
CO4	3	2	3	3	3	3	3	2	3	2	2	3		
CO5	3	2	3	3	3	3	3	2	3	2	2	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 5 (DSE Fashion Design - II)

COURSE OUTCOMES:

CO1: Identify key historical events, and cultural practices related tie and dye and Shibori techniques.

CO2: Describe the techniques of folding, twisting, binding, and pole wrapping and their effect on resist dyeing process.

CO3: Apply colour theory and dye mixing techniques effectively to create harmonious and vibrant fabric samples.

CO4: Evaluate the effectiveness of Shibori patterns in relation to fabrics type and design goals.

CO5: Design an innovative fashion collection to develop an innovative design outcome.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	3	2	3	2	1	2	1	2	2	2	1	2		
CO2	3	3	2	2	2	2	2	2	2	2	2	2		
CO3	3	3	2	2	2	2	2	2	2	2	2	3		
CO4	3	3	3	2	3	3	3	3	3	3	3	3		
CO5	3	3	3	3	3	3	3	3	3	3	3	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL



COURSE 6 (DSE Painting – II)

COURSE OUTCOMES:

CO1: Identify key characteristics of a new medium in art practice.

CO2: Implement the knowledge of diverse mediums and materials, with an interdisciplinary approach.

CO3: Explain the relation of objects with their immediate surroundings and improvising the idea of metaphor.

CO4: Analyze the significance of indoor and outdoor space in the practice of art.

CO5: Plan a final display with a well articulated artist statement reflecting individual practice.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	3	3	2	2	2	2	2	2.5	3	2	3	2		
CO2	3	3	2	3	3	2.5	3	3	3	3	3	2		
CO3	3	2	3	3	3	3	3	3	3	2	2	3		
CO4	3	2	2	3	3	2.5	3	3	3	3	3	3		
CO5	3	2	2	3	3	3	3	3	3	2	3	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 7 (DSE Printmaking – II)

COURSE OUTCOMES:

CO1: Recall the tools, processes, and historical context of the graphics medium.

CO2: Describe the concept and importance of stylization in graphics medium.

CO3: Combine multiple techniques of Etching to create a unified composition.

CO4: Deconstruct visual strategies to create dynamism in own work with graphics medium.

CO5: Evaluate the balance between creative individuality and industry expectations in own graphics medium.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	2	3	2.5	1	1	0	1	0	0	1	1	2		
CO2	3	3	2	1	1	0	1	1	1	1	1	2		



CO3	3	3	2	1	1	0	1	1	1	1	1	3		
CO4	3	3	2	1	1	0	1	1	1	1	1	3		
CO5	3	3	2	1	1	1	1	1	1	1	1	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 8 (DSE Product Design - II)

COURSE OUTCOMES:

CO1: Identify key components and constraints of a product design challenge.

CO2: Carry out a contextual research to inform design decisions.

CO3: Generate user-centric, functional, and context-sensitive product concepts.

CO4: Examine design ideas through physical or digital prototypes.

CO5: Evaluate design process outcomes through professional documentation and presentation.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	3	3	2	3	2	2	2	2	3	2	1	2		
CO2	3	3	3	3	2	3	3	3	2	2	1	2		
CO3	3	3	3	3	3	2	2	2	2	2	1	3		
CO4	3	2	3	3	3	3	2	2	2	2	1	3		
CO5	3	2	3	3	3	2	2	2	2	2	2	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 9 (DSE Sculpture – II)

COURSE OUTCOMES:

CO1: Identify the basic principles of structural stability of sculptures.

CO2: Demonstrate the technical implications of armature for out- door sculptures.

CO3: Discuss anatomy and skeletal structures.

CO4: Evaluate the use of sustainable materials in sculpture.

CO5: Create large scale works and collaborative projects in various levels of professional practice.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3

CO1	2	1	1	1	1	1	1	1	1	2	1	2		
CO2	1	2	2	1	2	2	2	2	1	2	1	2		
CO3	1	1	1	1	1	2	1	1	1	1	1	3		
CO4	2	1	1	1	1	1	2	3	1	1	1	3		
CO5	1	1	1	1	1	2	1	3	1	2	1	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 10 (History of Art – III)

COURSE OUTCOMES:

CO1: Recall the foundational contribution of the Calcutta Group and the Bombay Progressive Group to the history of Indian Art.

CO2: Describe the contribution of various individual artists of Indian Modern and Contemporary Art.

CO3: Use examples of artworks of Surrealism to describe its influence on Western Art.

CO4: Distinguish Abstract Expressionism from other movements of Western Art through comparative analysis.

CO5: Evaluate the role of Pop Art and Op Art in Modern and Contemporary Art.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	0	2	3	3	1	2.5	2	0	3	1	0	2		
CO2	2	2	3	3	1	2.5	2	0	3	1	0	2		
CO3	0	2	3	3	1	2.5	2	0	3	1	0	3		
CO4	0	2	3	3	1	2	2	0	3	1	0	3		
CO5	1.5	2	3	3	1	2.5	2	0	3	1	0	3		

1. LOW

2. MODERATE

3. SUBSTANTIAL

COURSE 11 (Mentored Seminar - III)

COURSE OUTCOMES:

CO1: Categorize traditional, mainstream, marginal, primitive, primitivist, folk and popular forms in the field of art.

CO2: List the key features of these art forms and categories in relation to creative innovations.

CO3: Analyze strategic skills in the making of socially significant art forms.



CO4: Produce qualitatively refined and enriched works.

CO5: Use the material aspects of the aforesaid art forms to enhance visually both subjective and the objective aspects of any work of art.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES											PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	0	2	3	3	1	2.5	2	1	3	1	1	2		
CO2	2	2	3	3	1	2.5	2	1	3	1	1	2		
CO3	1	2	3	3	1	2.5	2	1	3	1	1	3		
CO4	1	2	3	3	1	2	2	1	3	1	1	3		
CO5	1.5	2	3	3	1	2.5	2	1	3	1	1	3		

1. LOW

2.MODERATE

3.SUBSTANTIAL